

WEBINAR

How to Market Your Dispensary

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/how-to-market-your-marijuana-dispensary/>

Slide 1	How to Market Your Dispensary Use These Tactics to Get More Traffic to Your Store
Slide 2	Today, we're covering marketing strategies that will help you Attract, Engage, and Nurture customers.
Slide 3	My name is Eduardo Silva. I'm the VP of Sales here at Foottraffik, and I'm really excited to be sharing this information with you today.
Slide 4	Foottraffik is a digital advertising and analytics agency. We've been in business for over five years now, exclusively focused on dispensaries and delivery services within North America. We're really excited to be helping advance

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our industry forward.

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A couple of housekeeping items before we get started.

If you have your cell phones on you, please put them facing down on your desk or mute them. We are going to be covering a lot of information in a very short window of time and it helps to retain focus.

Familiarize yourself with the Zoom interface. If you haven't become a master at Zoom yet, if you go to the bottom of your screen there is a Q&A button. We do have moderators with us today that will be addressing questions throughout the webinar.

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Cannabis is a product, and despite what many people think, you need to market it in order to sell it.

For dispensaries, that means having a marketing strategy in place is key for drawing customers to your store and increasing your sales.

Today, we're going to cover some of the different ways you can connect with your target audience, including both digital marketing tactics and traditional tactics.

Most of the strategies we're going to cover can be used in both the US and Canada, although there are restrictions on some of them. Check with your regulating agency before starting a new advertising campaign so you don't



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get fined.

Let's jump into seven different ways to attract customers first.

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The first place to start when considering marketing your dispensary is your website.

Your website is your digital home. It needs to be easy to navigate on any device your customers may use, including their phones.

Your website should have clear call-to-actions and an easy-to-find link to your online menu.

All of your contact information should be accurate and clearly visible. No one wants to hunt for your address, make it easy on your visitors.

Your website should also feature places to capture visitor information so you can engage with them in the future. We recommend getting both emails and phone numbers, though you can choose the one that works best for you.

Your website is the flagship of your digital media presence and your brand. Investing in your website to ensure that it is valuable for your audience while representing your brand effectively is vital to your success.

To make sure this is the case, you should be tracking data. Install Google Analytics to better understand how customers are using your website. We are happy to help.

Make sure to track:



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- Number of Visitors
- Number of Unique Visitors
- Length of Stay
- Sources of Traffic
- Pages Visited

Then use that data to create more content or switch things around on your website.

Social media is a must nowadays. A social media strategy defines how your organization can relate and communicate with your target audience.

You don't have to be on every social media platform. It's ok to focus your efforts on one or two and just concentrate on the channels that are the most popular with your audience. Otherwise, you won't be able to invest the time in creating content that draws engagement.

To increase your visibility, make sure your social media posts provide value so that your followers are motivated to engage with you. You should post frequently and about topics that your audience cares about.

Take the time to respond to people who comment on your posts or who share posts and tag your brand. By engaging with your audience, they'll engage with you more and they'll be more likely to share your content.

You can't improve what you don't measure. Use analytics to assess what's working, what's not working, and why.

Tip: Make sure to include your social media buttons on your website, place social URLs on your receipts, and



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display them prominently in your store — you can even put a sticker on your window.

SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

Organic search traffic is unpaid traffic that comes from Google.

When customers want to find a dispensary near them, they turn to search—and Google, in particular. And if you want to show up in those search results, then it's crucial that you have a robust SEO strategy and a team to implement it. Otherwise, searchers will go right to your competition.

Search engine optimization shows that your page is relevant for particular keywords. In our business, that may be “San Diego dispensary,” “Detroit provisioning center,” or “Santa Rosa marijuana delivery

Optimizing your site around these keywords makes it more likely that people who are looking for your services will find you.

When you have a good SEO strategy, two things will happen.

One, you'll show up higher in search results, and two, you'll get more organic traffic.

When you rank better in Google, it helps create brand trust and authority. It shows searchers that your site is



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relevant and that it may be useful for them. They automatically equate high rankings with quality.

Google Ads is pay-per-click advertising hosted on the world's most popular search engine.

When used right, you can get your dispensaries ads above search results.

Think about how valuable that is — 93% of internet searches in North America are done on Google. It's the most used search tool in the world and the one that's most popular among your customers.

If you have your ads set up right, you can start appealing to potential customers who are looking for a dispensary near them and send them right to your menu.

While it's still important to use SEO to build your organic search results, using Google Ads is like hitting hyperspeed on your advertising campaign.

Plus, it has a predictable customer acquisition cost, unlike traditional advertising. Once your campaign is dialed in, you can determine how much you'll need to spend to acquire a new customer.

Now, you may be thinking that dispensaries can't use Google Ads. I'm here to tell you that not only can you use Google Ads, but that you can create campaigns that will help drive more conversions and sales.

Over the last year, we've invested \$224,565 dollars on Google Ads campaigns and we've generated nearly \$2.2



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million in revenue.

Part of the reason that Google Ads is such a high-ROI tool is that you're advertising to people who are already interested in your service.

You're not putting up a billboard and hoping that someone who's interested in what you're offering as they are driving by. Google Ads is targeted advertising that is meant to reach individuals who are predisposed to want to buy from you.

When executed correctly, these ads can quickly increase your web traffic and help you drive sales.

At Foottraffik, our customers can make \$6-\$20 for every \$1 they spend on Google Ads. That's up to 2000% return on investment. Where else can you get a number like that?

Geo-advertising, which is sometimes called geo-targeted advertising or geo-ads, is the use of display ads on mobile devices within a set geographic region.

You've definitely seen them while browsing on your phone. Plenty of companies outside of the cannabis industry use them to increase their reach, including Amazon and Wayfair.

Why? Because geo-ads allow you to connect with new customers, right where they are.

With the increase in internet use, online display ads help keep your dispensary front and center with your customers. Once they enter one of the perimeters you've



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created for your ads, they'll see your ads if they use one of the mobile sites or apps in our network.

Again, one of the biggest problems facing dispensaries is the lack of compliant ways to advertise. Our Geo-Ads service not only addresses this concern, but we make the whole process easy.

We offer three different ways in which Geo Ads can help your business, and they can work well by themselves or in combination.

The first is proximity, where you are able to target consumers within the area of your dispensary or your delivery area. This is an excellent way to reach everyone that's at home browsing the web or playing apps on their phones or waiting in grocery store lines.

Next is competitor targeting, which is the ability to target competing retailers to gain market share. This tactic is essentially trying to lure people away from your competition.

And then finally, we have geo-fencing. This is the ability to draw on a map around the areas where you want to target. With less mobility and more people at home, this is an opportunity to target specific neighborhoods and areas.

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In states that allow for it, a billboard can help increase awareness of your business.

While this isn't a targeted ad, or one that you can get a true ROI for, it can still help cement brand recognition



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and make you top of mind with consumers.

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Sending a direct mailer out with a QR code or a coupon code can help increase your orders.

If you offer delivery, you can send your mailer to of-age adults within your delivery area.

If you don't offer delivery, choose a radius from your store to target. In an Urban area, this may be as small as 2 miles, whereas it may be around 20 miles for a suburban area.

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Let's jump into engaging with customers.

A loyalty program is a rewards program offered by a dispensary to customers who frequently make purchases. A loyalty program may give a customer advanced access to new products, special sales, coupons, or free merchandise.

Why is it important? A successful dispensary relies on building a base of loyal, repeat customers. The cost of acquiring new customers is much higher than retaining (and nurturing) existing ones.

Thankfully, technology makes setting up one of these programs easier than ever: Most customer loyalty software use iPads (which you place strategically in your dispensary to capture customers at the point of sale). Many applications integrate, menus, online ordering



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options, rewards, and more!

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Put simply, event marketing refers to the process of using exhibits, presentations, or displays to promote your brand or products. Events can occur online or offline; you can choose to participate, host, or sponsor events. You can promote these events through various inbound and outbound marketing activities.

Events provide the opportunity for dispensaries to connect directly with customers and clearly communicate their message. They allow you to develop a more personal one-to-one relationship with your customers and prospects.

Let's face it: consumers are savvy and they desire more than being inundated with one-way marketing communications. Events provide a unique opportunity for your customers to get to know you and your brand.

According to an Event Management Institute study, 74% of event attendees say that they have a more positive opinion about the company, brand, product, or service being promoted after the event.

Event marketing should be an integral component of your strategic marketing mix. Leveraging a combination of online and offline events are a great way to boost your bottom line!

To be impactful, events must be memorable. Your events must be more than simply a staged advertisement. Done well, events can yield handsome returns, and create powerful and lasting impressions with your audience.

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Providing your consumers the ability to engage in a unique environment allows you to connect with them in a relaxed low-pressure environment. Bottom line: you can create long-lasting relationships that boosts the lifetime value of your customers.

Our last few strategies will help you nurture the relationships you've built.

SMS marketing is the use of text messages to connect with your customers. It's a crucial strategy for engaging with your customers and building loyalty with them so they'll buy from you time and time again.

SMS can help you build a rapport with your customer base, share important info and deals, and generally engage with your current customer base.

99% of texts get opened, and most of those are opened within three minutes of receipt. SMS is the best way to get right into your customers' hands. No other platform gives you that kind of access.

In contrast, only a third of emails are opened, and less than 1% of Twitter and Facebook posts reach their intended audiences.

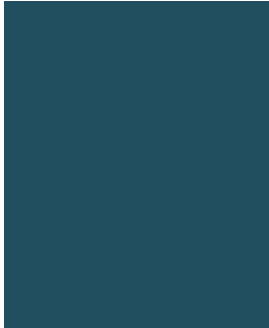
If you're running any deals or starting a new service, text is a simple and effective way to share the info with your current customers.

With SMS, not only do you provide value to your customers, you are also staying top of mind.



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No other tactic helps you engage with your customers in such a personal way.

Plus, sending SMS messages is inexpensive. Combine that with a strong call to action to place an online order, and you can instantly boost your sales.



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Email is a great way to keep your subscribers informed. According to Marketing Sherpa, 72% of people prefer to receive promotional content through email, compared to 17% who prefer social media.

Plus, 90% of email gets delivered to the intended recipient's inbox; whereas only 2% of your Facebook fans see your posts in their News Feed

Your email and SMS lists are info that you own. You don't own your social media profiles, and they can be shut down at any time. And let's not even mention the negative impact that algorithm changes can have. However, your lists are yours and they provide you with different avenues for reaching your customers.

Build your email list through your website or at your POS, and then use it to share deals, events, and your newest blog posts.



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The last strategy we're going to cover today is Reputation Management.



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Online reviews are one of the most important elements of any local business's marketing program.

Online reviews have changed the face of online marketing. Reviews bridge the gap between word-of-mouth and the viral form of feedback that can make you or break you.

A well-thought-out strategy will help you develop active, positive participation among your customers while increasing brand awareness and long-term profitability.

When customers are shopping at your store, encourage them to review your business. A little bit of effort pays serious dividends; customers feel heard, and prospective customers get to see all your great reviews, thereby encouraging them to shop with you.

Reviews can also boost your SEO. Aim to get one new review a day and a ranking of 4.7 stars.

To get reviews, you'll want to make sure your budtenders are asking your customers for them after a positive experience. You can also create flyers with a QR code to place in bags or re-engage customers with SMS to ask for a Google review.

In terms of reputation management, you should check your reviews regularly and respond to both positive and negative reviews.

For negative reviews, try to take the encounter offline by offering your phone number. If you're able to address the reviewer's concerns, they may be willing to update their review and leave you positive feedback instead.

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We are so confident in our Google Ads management service, we're offering a no strings attached, 30-day free trial to showcase the impact Google Ads will have on your bottom line.

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Here is an example case study that shows the results of one of our Google Ads campaigns over a 30 day period.

Over 30 days, we engaged with 238 conversions, generating \$34,725 in revenue based on the \$1,168 investment. This is a \$30 return on every \$1 spent.

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Questions?

- Can you measure the success of all of these types of campaigns?
- Which marketing campaigns have the highest ROI?

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Thanks for joining us today.

Also, for sticking with us, you've qualified for your free yeti.

Let's get your shipping information and get one of those to you quickly. Schedule a call at [foottraffik.me/call](https://www.foottraffik.co/call)



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