

WEBINAR

The Secrets for Targeting Tourists with Your Dispensary Ads

Webinar Preview & Audio Available at:
<https://www.foottraffik.co/webinars/cannabis-tourism/>

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The Secrets for Targeting Tourists with Your Dispensary Ads
Reach Travelers Right Where They Are

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Today, we'll be covering:
How targeted ads can increase your reach and help get your business seen by more people
Why this type of marketing is invaluable for dispensaries ready to take advantage of cannabis tourism
The fast and easy way to capitalize on this strategy and start driving traffic to your store instantly



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Slide 3	<p>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.</p>
Slide 4	<p>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 our industry forward.</p>
Slide 5	<p>A couple of housekeeping items before we get started.</p> <p>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.</p> <p>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.</p>
Slide 6	<p>Programmatic advertising is a fancy phrase for describing the use of software to purchase digital ads. It's the method we use for getting premium digital ads placed on thousands of different websites for our clients.</p>



Typical, these are display ads, which you may know as mobile ads, mobile banner ads, or even geo-ads. All of these terms refer to the same thing, so I just wanted to get us all on the same page.

Securing ads in this way allows us to get the best prices on compliant ads for our clients and secure thousands of impressions to increase brand awareness, foot traffic, and website traffic.

Now, these ads can be used in a variety of ways, including for targeting tourists. Because display ads can be geo-targeted, they are super effective for sharing your message with the right people at the right time. This is crucial for securing a high-conversion rate and seeing the impact on your revenue.

When you use targeting properly, your ads can be up to 5 times more effective than non-targeted ads. Targeting really helps you get the perfect messaging in front of people who are ready to shop with you. They are already primed to buy cannabis, and by having your ad show up right at that moment, they are more likely to shop with you than with the competition.

This image here is an example of a display ad aimed at tourists. We created this ad for a dispensary in Nevada and used our programmatic advertising network to target specific areas in Nevada to drive traffic to their store.

You can see that this client's messaging is built around the location. "It's Vegas, try an edible."

This is in line with what people expect when visiting Las Vegas. It's simple, and it's eye-catching.

The ad is bright green to catch attention. The brand's logo is front and center and they have a clear call to action.



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This is everything a mobile ad should be. If you were scrolling on this site, it would definitely stand out.

In this webinar, I'm going to cover how you can do this for yourself, but first, I feel that the best way to understand how well these ads work is to take a look at some numbers. Let's do that now.

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Here's a case study for a multi-location retail chain based out of the New England region.

They invested \$44,086 in mobile banner ads for Q1 of this year to continue to drive business to their shops.

Their investment resulted in 177 store visits to their dispensaries and 20,255 online orders. This generated one million dollars in revenue, with a return on ad spend of \$26. Their cost per acquisition was \$2.18. Their investment has paid off many times over.

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So how can you take advantage of this tool to reach more people?

The first way is to focus on proximity. This is when you target consumers within a certain radius around your dispensary or your delivery area. This is an excellent way to reach everyone that's visiting shops nearby or other tourist hotspots in your vicinity.

Basically, you set a perimeter around a specific point, like your dispensary. If you're in an urban area, you may want



to set a smaller perimeter, like 2 miles. In a suburban area, 5 miles will work better.

Your perimeter acts as an on-switch. When people who meet your demographic requirements enter your perimeter when your ads are running and they check an in-network site or app, they'll see your ad. Simple, right?

This is a great way to remind people that you're just around the corner and to drive foot traffic. You can also use it to encourage people to order ahead of time.

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

Basically, instead of drawing a perimeter around your dispensary or a particular neighborhood, you focus on the area surrounding your competitors. You can then create a special offer to score new customers and draw them away from your competition.

This is especially useful in high-density areas where there are a lot of dispensaries.

And then finally, we have landmark targeting. This is the ability to draw on a map around the areas where you want to target. This is perfect for targeting tourists at certain locations. For example, if you want to start advertising to people the moment they step off the plane, you can set a geo-fence around your airport. You can also target train stations, public transit, popular dining spots, and of course, the closest tourist attractions.

The beauty of all three of these methods is that they are all targeted advertising, and this is where this strategy



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really provides value.

You can share your message where you want to, when you want to. For example, we can set your ads to only run when you're open so that customers can easily place an order once they see your ad.

This helps you in two ways.

By targeting customers using both geographic and demographic data, you make the most of your advertising dollars. You are essentially targeting people who are more likely to buy from you, resulting in high-quality leads.

This is called spend efficiency. Basically, more of your ad dollars are actually leading to conversions.

The second way that targeted ads can really help you get more sales is that our platform allows us to determine what customers are doing when they see your ads. Are they clicking them? How long are they staying on your site? Are they placing an order?

This revenue attribution lets us create even better ads for you. We can test different photos, text, and deals to create ads that have a high return on investment.

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So you're ready to take advantage of this unique ad type and start driving tourist traffic to your store and website. Should you start reaching out to web publishers and giving them a pitch or bid on their ad space?

Not quite. Before doing anything, you need to consider what your unique value proposition is. What is it that you



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are offering tourists that other dispensaries can't?

How you frame, design, and target your ads will all revolve around this question. If you want to get the maximum value from a campaign, you need to be clear about what sets you apart.

Once you have that in mind, you can use your value proposition as a measuring stick to ensure that everything else you do aligns with who you are and what you are trying to achieve.

In order to target customers, you will need to target specific landmarks, which means that individuals near those places will see your ads as long as they meet your different criteria.

Until the nation legalizes cannabis, cannabis tourism will continue. If you want to tempt visitors to check out your shop, you should target your nearest airport, as well as popular attractions that are close by.

If you're in LA, you can target LAX, Griffith Park, the Hollywood Sign, the Boulevard, and more. Ideally, focus on the spots that are closer to your store. It's easier to convince people to stop by if they're already in the neighborhood.

If, however, your unique value proposition is something like an on-site consumption lounge or the largest selection of products in the state, you can certainly draw people from further away.

Now, there's no need to target every attraction. You'll have more success if you methodically target only certain



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attractions that your target customer is likely to visit. If your dispensary is more popular with millennials, for example, consider where they like to eat, shop, and sightsee and target those places.

If you want people to act on your ads, you'll want to create an offer they can't wait to take you up on and share that information in a way that makes them want to act.

That means you need a strong call-to-action that encourages them to click on your ad and start placing an order or get directions to your store so they can shop in person.

Discounts can help encourage people to pull the trigger and purchase from you when they see your ad.

You're not giving product away, you're investing in customer acquisition.

Customers are more likely to skim an ad, so make sure that your copy uses few words, but that the words you use are powerful.

That means get to the point quickly. If you're sharing a deal, make it obvious. If you want them to click-thru to your menu, make it obvious. Don't bury your call to action or your deal. Otherwise, you aren't going to see as good of results.



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Next, it's time to get creative.

We are all inundated with digital information practically all day long. If you want tourists to stop scrolling and actually look at your ad, then you need to grab their attention. Many of us have trained ourselves to ignore ads, so you need to snap tourists out of their zone.

Part of this is through the design of your ad. Your ad should draw their eye, and then once you have them paying attention, you need to share your offer so they'll act.

We want eye-catching, not eye-sore. Stick to 3 colors, with no more than 2 of them being bright. Use your brand style guide to make sure your imagery and fonts are brand-appropriate. And don't forget to include your logo!

This is your opportunity to build brand awareness. Even if they don't click on your ad the first time they see it, tourists will start recognizing your logo and your brand, keeping you top of mind when they're ready to purchase.

If you're using a photo, try to stick to an original photo or to high-quality stock images. You'll need to maximize the space you have while still working within the ad size limits. You'll also want to consider how your ad will look on different mobile devices.

As you're designing, consider the type of ad. How big will it be? Will it be static or will it move? Obviously, something moving can more easily capture someone's attention, but that doesn't mean that you can't get a great conversion rate from a static ad.

This is something that we can do for you—no need to hire a copywriter and graphic designer. We have an in-house



team to help get campaigns off the ground fast.

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In the cannabis industry, we all have one thing at the top of our minds—compliance. It's no different when you're creating a tourist ad campaign.

Make sure your graphics and text are in line with your state or province's rules.

For example, most regulating agencies state that any information shared about cannabis cannot mislead consumers. You need to make factual statements, not promise to cure cancer.

Other states, like California, may require that you share your license number in all of your ads, while others say you can't share the benefits of cannabis.

Another big regulation has to do with the audience that you can target. If you want to remain compliant, most states require that the majority of the individuals who will see your ads be 21 and up. That means advertising on sites that are generally visited by adults. You absolutely cannot be seen as trying to advertise to an underage audience or you'll have your license stripped from you.

Protect yourself and make sure that every aspect of your ad, from the graphics and copy to where it will be displayed and when, all align with your regulating agency's rules on advertising.



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Now that you have a beautiful ad, it's time to get it out into the world. This means finding compliant places to feature your ad.

You can contact individual webmasters and publishers to see if they allow cannabis advertising, or you can hire a team like Foottraffik with access to thousands of cannabis-friendly sites and apps. I'll be upfront, one is a whole lot more time-consuming than the other.

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Once your ad is out in the world, it's time to check up on it to see how it's doing.

Revenue attribution is the act of determining which marketing efforts have led to sales.

With digital advertising, you want to know that the money you invest in your ads results in sales and how much of the sales are attributed to each of your advertising channels.

That way, you can continue to invest in the strategies that bring you more sales or those which have the highest return on ad spend.

To get the most out of your tourist targeting campaign, you want to check on how well your display ads are doing. To do this, you need to have an ecommerce platform that allows you to access your sales data. We've done past webinars on this, so be sure to check those out.

You should also install Google Analytics, enable ecommerce tracking, and connect it to your online menu so you can start creating a picture of where your sales are



coming from.

Enabling e-commerce tracking lets you monitor how many new and returning customers are visiting your site, how they're finding your site, how many are purchasing from you, and how much money they are spending. These metrics are vital for determining which marketing channels yield the highest return.

Did a customer engage with your Google Ad and then click through to your special landing page? Did they see your ad on ESPN's website? Did they search for a dispensary near them and end up on your site? All of this information helps you see how you're getting your sales so that you can then increase your spend on those channels that matter.

We've found that revenue attribution is crucial for making sure that your ads are helping you meet your goals. Unfortunately, not enough dispensaries and industry marketers are doing this.

At Foottraffik, we've actually made revenue attribution part of our mission. We don't just want to help you create ads, we want to make sure that you have the analytics necessary to make informed decisions about your advertising budget.

So what does this look like?

When you work with Foottraffik, we'll put in place the pieces necessary to track how well our ads are working. We'll install Google Analytics and enable ecommerce tracking.

This lets us see how many sales are attributed to different channels. With display ads, we can also see how many people visit your store in person as a result of your mobile



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ads.

Imagine knowing just how many sales you got from a mobile banner ad. Not only does this help you see whether your ads are working or not, but it also makes it easier to determine where you should invest your advertising dollars.

I want to note that we don't just do this for mobile banner ads. We also measure the effectiveness of your Google Ads and your SEO strategy. It's valuable across the board.

And this tracking doesn't just clue you in to how well your advertising is doing. It can also help you note changes over time, recognize cyclical sales patterns, and identify challenges and opportunities.

For example, let's say that one of your campaigns is getting massive impressions, but not many people are clicking through. By comparing it to a campaign that is getting more clicks, you can identify how to improve your results. Maybe you need to whittle down your audience so it's targeted better, or maybe your copy isn't compelling. By changing your call-to-action, you will increase your clicks.

Running different campaigns can really help you identify both problems and opportunities. Unfortunately, not every dispensary has the marketing budget or team to do this.

Thankfully, when you work with Foottraffik, you get the benefit of our expertise. Because we have run thousands of campaigns across North America, we are able to optimize ads for our clients and get them a larger market share faster.

And the best part is that you get the reporting. No empty



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promises—you will receive real-time reporting that shows how effective your campaigns are.

If we spy opportunities, we'll let you know. If we identify problems, we'll troubleshoot them and keep you in the loop. Our goal is to maximize your marketing budget so that you see the greatest return.

Now, display ads aren't the only way you can reach tourists. I've focused on them because of how easy they are to target geographically.

However, you can also use SEO to boost your local search rankings. By focusing on local search, you are more likely to show up when someone searches for the term "dispensary near me."

A big part of local search engine optimization is reputation management. That means getting and responding to reviews. Tourists are likely to rely on reviews before deciding which dispensary they want to visit. Make sure that you are consistently getting new reviews, that you have a high star ranking, and that you are regularly responding to reviews.

Not only will this provide social proof to area visitors, but it will help your local search ranking. It may even help catapult you into the local pack, which is the first set of local results that Google showcases. These are more likely to get clicked on, so you definitely want to show up here if you can.

Another way to get your ads in front of tourists is with Google Ads AI. Jump up ahead of all the search results



and show up at the top with a dispensary Google Ads campaign. We use first-of-its-kind machine learning technology to create Google Ads that continually get better over time.

Our machine learning software quickly learns from data that would otherwise be too much for a team of ten people to parse through in a week. It takes into account the news, the weather, and social media content when helping to develop bid strategies and suggesting keywords. We harness this tool to create trackable campaigns for our clients so that they can meet their revenue goals.

To put all of this into place, you would need to hire the copywriter and graphic designer I already mentioned, plus an SEO specialist and a Google Ads specialist. Or, you can take the easy route and partner with a team that will tackle all of this for you.

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With Foottraffik, you can get the ball rolling fast and quickly get your ads onto potential customers' favorite websites and apps. Best of all—these are compliant ads. You don't have to worry about the red tape because we do all of the heavy lifting for you.

We've created a network of cannabis-friendly sites where the audience is 21 and up. We also verify laws in your state or province to ensure our ads meet current regulations. Plus, we always send you a draft so you can make sure that everything we do for you abides by your brand's guidelines.

We know that compliance is crucial for protecting your



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dispensary and we strive to support our clients by ensuring that everything we do for them abides by their high standards as well as the standards of their regulating agencies.

I really want to get you set up with these ads because they are so effective and our clients have seen great results using them—so let me share this offer with you.

I am so grateful that you decided to join us today. To make it worth your while, we're running a special deal starting today just for attendees.

Save 50% off of your first month of a display ads campaign when you sign up for a three-month pilot. Schedule a call now to take advantage of this deal at foottraffik.me/call

We'll do all the hard work and run the design by you before it goes live. Plus, we'll provide easy-to-read live reporting so you can monitor your campaign's progress.

At the same time, because we want to deliver great results, we will also be monitoring progress to make changes as necessary so we can get you the maximum bang for your buck.

I really want to get you set up with these ads because they have so many potential uses. You don't just have to use them to target tourists, you can target your delivery zones, you can target specific neighborhoods, you can even retarget people who have already been to your website and get them to come back and shop with you again.

Let's get a call scheduled so we can launch these for you



fast and you can start seeing that increase in revenue. This deal is good until Wednesday the 28th, so go to foottraffik.me/call to schedule a call with me.

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Questions?

- What parameters can you use with mobile banner ads?
 - In addition to the geo-targeting that I've mentioned, you can also target ads around:
 - Time of day
 - Demographics including age, sex, income, and others
 - Behaviors like places or websites they've visited based off of mobile IDs
 - and Look-a-like audiences
- How long does it take to get one of these campaigns running?
 - We can launch an ad within two weeks. That includes getting the graphics together as long as we have access to things like a copy of your logo

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Thanks so much for joining us today. I hope to talk to you soon about getting ads running for your dispensary. Again that URL is foottraffik.me/call.

