**WEBINAR**

# *Get Your Scan On: How to Introduce QR Codes to Boost Your Customer Experience*

Webinar Preview & Audio Available at:
*https://www.foottraffik.co/webinars/cannabis-qr-codes/*

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| **Slide 1** | Get Your Scan On: How to Introduce QR Codes to Boost Your Customer Experience<br><br>Share Info about Products, Your Store & More! |
| **Slide 2** | Today, we'll be covering:<br><br>● What you need to do to create unique QR codes<br>● Why adding cannabis QR codes to your marketing can boost sales<br>● Where you can include cannabis QR codes for maximum visibility<br>● How to track if your codes are working |

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| 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. |
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| 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 our industry forward. |
| Slide 5 | A couple of housekeeping items before we get started.<br><br>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.<br><br>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. |
| Slide 6 | We have all seen QR codes before, and maybe you have even scanned a few. But do you really know what they are and why they became popular? |

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The Q R in QR codes is short for quick response. These scannable codes were introduced in 1994 and they were initially designed to be used by Japanese auto manufacturers.

They encode data so that it can be read by a scanner.

Now, you may be familiar with a UPC or universal product code. Those are the barcodes on products that provide information regarding price and inventory.

QR codes work similarly, but they can actually store more information and be read more quickly than the average UPC. Think about it, UPCs are just a bunch of lines that represent numbers, whereas QR codes feature a pixel pattern that can represent a wide variety of data.

Now, thanks to smartphones, we all have a QR code reader on us almost all of the time, which makes using QR codes an effective way to share information or website links with your customers. This means that while UPCs are relegated to retail, QR codes have gone mainstream.

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So how do you get started with these codes?

Well, to make your own QR code, you need to use a generator. There are both free and paid QR code generators available. However, if you want tracking, you should probably opt for a paid option. Being able to track the effectiveness of your QR codes is key for making them even better, so it's worth the extra expense.

If you're worried that your QR code is just going to be another boring black and white box, don't be. QR codes

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are customizable. They don't just have to be square or black and white. You can change the shape, add your logo, and inject your brand colors so that they better match your marketing.

Before signing up for a generator, you'll also want to know what you want to happen when someone scans your code. Do you want to send them to a particular landing page or the app store? Most generators will let you choose the type of action your QR code will put in motion, but to be on the safe side, have a plan first.

The last consideration before choosing a generator is whether you want a static code or a dynamic code. A static code can't be edited. Once you've created it, that's it. A dynamic code, on the other hand, can be edited after the fact.

So let's say that you changed your mind on the landing page you want to send people to halfway through your campaign. If you have a static code, you can't do anything about it, but if you have a dynamic code, you can edit the code so that it goes to the new page. The code on your flyers or postcards won't change, but what happens when it is scanned will change.

Once you know what you want in a code generator you can pick the one that best meets your needs and start creating. Pretty simple so far, right?

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So why go through all this trouble?

QR codes allow people to quickly go to your website

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without having to remember your URL, plus they're trackable, so you can see the effectiveness of different marketing campaigns.

QR code use continues to increase year over year, with 11 million US households projected to have scanned one in 2020. 45% of those scans are believed to be from Millennials, which is a popular target audience in our industry.

Now, that projection was made before the coronavirus even existed. More companies have begun using QR codes since the beginning of the pandemic, so we can reasonably expect that more people are scanning codes than previously expected.

QR codes can be used in-store to easily provide information. You can share product information, event information, loyalty enrollment info—basically, whatever you might want to share with your customers.

Because they can scan these codes on their own devices, they can easily access that information elsewhere. Plus, for dispensaries in states still seeing Covid increases, this provides a safe, no-touch way for people to interact with your product displays, pay, and more.

When thinking about whether to use QR codes and where to place them, just ask yourself, is this going to make my customers' life easier? If the answer is yes, great, include the code! If it's no, then you'll want to go to the drawing board to think about how you best provide the information in a format that works for your customers.

Now that we know what they are, how to make them, and why you should start using QR codes, let's talk about

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| | where you can put them. |
| **Slide 9** | First up, direct mailers.<br><br>When you get a mailer from a brand you're interested in, what do you do?<br><br>You save it, right? Maybe you tack it up on the fridge with a magnet so you can remember to use the coupon or maybe you set it on your desk so you can go to their website when you have a free moment.<br><br>73% of American consumers say they prefer being contacted by brands via direct mail because they can read it whenever they want. That's a huge percentage of your customers! And what they're saying is clear: direct mail is convenient.<br><br>Great, so people like receiving mailers from particular brands. That doesn't mean they act on them, right? Well, thankfully, when run correctly, a direct mail campaign can have a response rate of around 9%. Add some strategic targeting and your response rate could be even higher.<br><br>As long as you create a targeted campaign that reaches your ideal customer, you can stay top of mind with your customers and create further brand recognition. Plus, because most cannabis dispensaries aren't doing this, you will stand out from the competition.<br><br>A QR code on a direct mailer makes it easier for you to track the effectiveness of your campaign, and it makes it simple for the recipients to visit whatever site you want to send them to, whether that's your menu, your new |

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delivery page, or your loyalty program. You can even share a coupon via a QR code, or if you have an app, you can send them to the app store to download it.

This is something we can actually do for you, so if you're interested, schedule a call at foottraffik.me/call

## Slide 10

I've mentioned product displays already, so let's dive a little deeper.

Dispensaries provide consumers with a unique shopping experience. It's actually pretty similar to shopping for jewelry. In most places, everything is behind glass or out of reach of the customer in order to comply with state or provincial regulations.

This means that people can't just pick up a product and read the information on the back. So how else can they discover the terpene content or read up on the brand?

QR codes provide dispensaries with a safe, compliant way to offer consumers the information they want about products. By creating in-store product displays that feature a QR code, you can better help customers identify the products that will help them meet their goals.

Now, you probably won't want to do this for every product you carry because that would be time-consuming and inefficient. However, you can focus on product types, particular vendors, or certain items that you're currently promoting.

So let's say that you choose to focus on product types. You can have a pre-roll QR code that takes people to a landing

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page that provides information about pre-rolls in general and then links to your live menu to show which items are in stock. This can be especially beneficial for medical dispensaries that need to share information regarding different consumption methods like tinctures and capsules. A lot of people aren't familiar with cannabis in these formats, so providing additional information about how to use a cannabis tincture or how many cannabis capsules to take would be very helpful.

If you have your products displayed by vendors, your QR code can go to that brand's page on your website to share what sets them apart and the different types of products they offer. This can be really great if you carry your own brand of products and want to further highlight their benefits.

For example, we have a client that runs a dispensary and cultivates their own brand of flower. They've invested tons into proprietary cultivation methods and do a lot to ensure that their bud is top-notch. They can share more information about how their flower is grown and why their products are exceptional by setting up a branded product display with a QR code to their growing page and product offerings.

To maximize the use of your QR codes, you can make iPads or other devices available for customers to use. Though, again, they'll have their phones on them and be able to scan on them too.

| **Slide 11** | Waiting areas are a great spot for QR codes. People are essentially looking to kill time while they wait, and if you |

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have a strong call-to-action, they may choose to scan your code and read your messaging.

If you check the waiting area of any dispensary, most people are on their phones. This is a great opportunity to engage with them online.

A simple table tent with a QR code linked to your menu will allow customers to browse and shop while they wait. It can also encourage people to sign up for your loyalty program before they get up to your sales counter.

If you had product information out or other items that people could touch before Covid and have removed them for safety reasons, you can use QR codes to share that information in a different format.

For example, instead of having copies of your menu out or even iPads with your menu on them that you have to constantly clean, you can have table tents that simply read "Check out our live menu now" followed by a branded QR code.

**Slide 12**

ow, this next one is a must. If you can only implement one idea from this webinar, then this is the one. Start putting QR codes on all of your flyers or postcards.

If you're dropping a flyer for an event into customer's bags, then they need to have a QR code. This will make it even easier for people to sign up for your event or add your event to their calendar so they get reminded about it.

But don't stop there! If you want to further advertise your

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loyalty program, make sure you have flyers or postcards made up with a QR code that leads to your loyalty signup. Share the benefits of your program and let people know why they need to sign up.

Are you doing any giveaways or other promotions? Take the guesswork out of entering for your customers and give them a QR code to scan that will take them to the right page on your website so they can enter.

This last one I'm going to mention is crucial because it's going to help you get even more customers. I've noted in previous webinars that you need to be asking everyone for reviews. Here's an easy way to get more.

In addition to having your budtenders ask everyone, you can include a postcard in your bags with a QR code that goes directly to your review gate.

You can start increasing your rating with this, and that social proof will directly impact two things. The first is your Google Ranking. That's right—Google looks at your reviews and they take them into account for local searches. If you want to show up higher, you need to make reviews a crucial part of your SEO strategy.

The second impact your reviews are going to have is on potential customers. People read reviews, they want to know what a business is like before stopping by. Having new positive reviews popping up regularly is going to help you convert a curious person into a customer.

Seriously, you want to get this implemented as soon as possible. We're already seeing more medical states go rec. If you want to maintain your market share and even increase it, you need to keep setting yourself apart.

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| | Reputation management is an important part of that. I'd love to talk to you more about this. You can schedule a call with me at foottraffik.me/call |
| Slide 13 | Let's talk brochures. If you have brochures in your store, especially ones that talk about product types, medical cannabis use, or a specific qualifying condition, the use of QR codes can help you provide even more relevant information to your customers.

We know that the burden of educating cannabis consumers falls on dispensaries. There's too much bad information out there, and if you want your customers to have access to relevant, fact-based information, then oftentimes, you have to provide it yourself.

This is certainly the case with medical cannabis. In many places, doctors can make a recommendation that a patient try medical cannabis, but they can't tell them what to use or how much a dose should be. This is a big problem for the normalization of cannabis medicine.

And let's be honest, a lot of people that take advantage of the legalization of adult-use cannabis do so to self-medicate. Maybe they're trying to conquer pain, dial down their anxiety, or just get better sleep. Whatever the case, they can benefit from quality information too so that they find the right products to meet their goals.

So if you have a brochure about using cannabis for pain, you can link your QR code to a round-up of some of your strain or product recommendations so interested |

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| | customers can easily buy them. |
| **Slide 14** | If you have a table at an event like MJBizCon or a local event, a QR code on your promotional materials can make it easy to share more information with event attendees.<br><br>The last event we were able to do before Covid, we set up a bunch of one-on-one meetings with dispensaries. We gave out postcards with our info and QR code. The code made it easy to send people to a site like Calendly that does the scheduling. It also allowed us to see how many people scanned our code but didn't schedule a meeting. We're always looking for these types of discrepancies because they help make our advertising better.<br><br>Let's say you have a team doing medical marijuana assessments at a health and wellness event. By having these cards, you can further promote your dispensary brand and stay top of mind with event attendees.<br><br>You can create a unique landing page and offer for any events your dispensary attends and monitor how effective different flyer copy, deals, or landing pages are so that you can continue to make them better and better.<br><br>If you're holding an event, you can have a postcard with a QR code to RSVP or for a landing page with more details about your event. This is all pretty simple to implement and very worthwhile to help make your customer experience more seamless. |

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**Slide 15**

So you've got QR codes everywhere, now what? How can you check whether people are using them and whether they're actually impacting your bottom line?

I mentioned picking a QR code generator that allows you to track your codes. If you do so, you should be able to track how many scans your codes get, when they're scanned, where they're scanned, and the device that's scanning them.

If you are sending users to your own landing page, you can use Google Analytics to see how many visits you get, how long they stay on your site, and whether they end up making a purchase from you.

If everything is set up right and if your goal is to increase sales, then you can actually set up revenue attribution for your QR code campaigns and track how much online revenue you receive as a result of each one.

If your goal is to increase your loyalty enrollment, and the form is hosted on your website, you can also measure how well that goal was met.

The same goes for you getting reviews. If you have a review gate hosted on your website—which is something Foottraffik can do for you—you can measure how many people are actually taking that step to leave you a review or feedback.

If you've never used a review gate before, I highly recommend it because it not only helps you get more reviews, it also allows you to collect feedback from unhappy customers without them having to leave a review. It's great for protecting your rating while allowing you to get the feedback you need to create a better

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| | customer experience. |
| **Slide 16** | So you have your data, now what? That's always the question, right?<br><br>Here's the answer: you take all that information you've gathered and use it to make your QR codes and landing pages even better.<br><br>Make sure you understand the goal of your codes as you look at your data so you can easily determine what's working, what's not working as well, and what's just tanking.<br><br>When looking at your data, compare the codes that had high scans and those that had low scans. Can you identify reasons for the discrepancies? For example, let's say your review flyer has a high scan rate but your event flyers don't. Is one call-to-action more effective than the other? Is one flyer more attractive than the other? Try to identify what makes customers more receptive to one flyer than the other so you can troubleshoot your lower scans.<br><br>Look at the analytics for the pages your QR codes were linked to. Did any have particularly high bounce rates? Did some lead to more sales, reviews, or loyalty sign-ups?<br><br>Once you know which codes and pages are working best for you, you can make changes to increase the effectiveness of your codes. Always keep your goal in mind and consider how your customer will engage with your code and what it will take to help them convert. |

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| **Slide 17** | If you really want to nail down the best way to use QR codes for your target audience, then use A/B testing to measure the effectiveness of different elements on your flyers and landing pages.<br><br>For example, you can create multiple review postcards with different copy to see which one leads to the most scans or most reviews—remember, those two things are not the same. You may have more scans on one card and then fewer scans but more reviews on another. Look at the whole picture before determining which postcard works better.<br><br>When doing A/B testing, make sure to focus on just one element to narrow down what works and what doesn't. If you change too many variables, you won't be able to pinpoint what has led to changes in engagement with any certainty. Basically, think of it as science meets art. You want to control for certain factors while testing the effectiveness of one factor at a time.<br><br>Set a timeframe for any A/B testing and then implement the changes that get you more scans across the board.<br><br>Once you've done that, you can move on to test another factor. Over time, you may find that what used to work doesn't work as well anymore. Thankfully, you'll have the tools to spot this change, access what's happening, and implement changes for a new set of A/B tests. |
| **Slide 18** | I cannot say enough about reputation management and how crucial it is for getting new customers. Using a QR code is a great way to encourage people to go to your |

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review gate or Google Reviews and talk about their experience with your dispensary.

But that's only one part of the solution. You also want to make sure that you're responding to reviews and asking for reviews in other ways.

And that is something we can help you with. As I mentioned, reputation management is an important part of ranking well on Google, so we offer it as part of our SEO services. For joining us today, I want to give you $200 off your first month of a three-month plan. Why three months? Well, SEO is an investment and it takes time to build those positive signals with Google. I want to make sure that you get as much value out of this as possible, so let's get you signed up and start driving more organic traffic to your website and get you more reviews.

**Slide 19**

Thanks so much for joining us today.

Don't forget to schedule a call with me at foottraffik.me/call. I want to make sure you can take advantage of this great reputation management deal. Even if you just have some questions, I'd love to talk with you so don't hesitate to schedule a quick meeting with me.

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