

WEBINAR

Creating a Marijuana Delivery Service Marketing Strategy

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/creating-marijuana-delivery-service-marketing-strategy/>

Slide 1	Creating a Marijuana Delivery Service Marketing Strategy Reach Your Customers Where They Are
Slide 2	Today's agency: <ul style="list-style-type: none">• The steps to create your marketing strategy• The high-ROI tools that will boost your sales• How to assess whether you're meeting your goals
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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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.

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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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Feel like you're just throwing out ideas to see what sticks?

Finding it harder to get noticed in a fast-growing industry?

The dispensary recreational market is worth \$36B or more. To capture more of this market, many dispensaries have turned to offering delivery. Plus, there are marijuana delivery services that cater solely to this market without the added costs of maintaining a brick and mortar location.



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While there's still room in this crowded market, to maximize profits and increase market share, it's crucial that you spend your marketing dollars wisely. Especially right now, when the future remains unclear and economists are throwing around the term "recession."

Developing a revenue-driven marketing strategy will ensure you stay focused and make decisions that put you closer to your goals. Having a transparent and actionable marketing strategy can avoid a lot of confusion and get you more bang for your buck.

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Your first step when creating your marketing strategy is to detail your goals. Do you want to increase your sales by a certain percentage? Get 500 more customers signed up for your service in the next quarter?

Your marketing strategy is a road map. But to know where you're headed, you need to be clear about who you are and what you want to achieve.

Your mission should be specific and measurable so you can determine whether you've succeeded.

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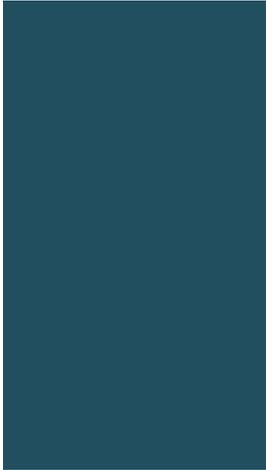
The second thing you need to do is to determine your unique selling proposition, or your USP.

Your USP is your why. This is why people come to you instead of heading to your competition. Maybe it's your deep knowledge or your carefully curated organic



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cannabis. Maybe it's the specialized delivery packages that you put together to take the guesswork out of buying cannabis. Whatever it is, you want to make it obvious for potential customers.

If you're not clear on what this is, take the time to get it nailed down because this is what will set you apart when you start creating marketing campaigns. It will also help inform which marketing tactics may be best suited to your brand.



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Step 3: finding your target market.

Clearly, you have your delivery zone, but even within that, not everyone will be your ideal customer.

By brainstorming and coming up with an Ideal Customer Profile for each of your delivery zones, you can target your marketing efforts more effectively, attract this customer to your website, and compel them to buy from your menu.

If you just assume that everyone is your customer and create generic ads, you run the risk of not attracting anybody.



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What does your ideal customer profile look like?

First, consider demographics. What are the common ages, genders, income levels, and other relevant



characteristics of your customers?

Next, psychographics. How do your customers think? What are their attitudes, behaviors, and beliefs as they relate to your brand?

Also, think about their pain points. What problems do your customers have that you could potentially solve? How do you make their lives better?

Lastly, consider their consumption habits. How do they like to buy?

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You can also use Standard Audience Profiling to determine your store's target market.

This turnkey solution is Foottraffik's answer to determining who you should be marketing to.

This powerful geolocation data provides delivery services with actionable insights for hyper-targeted marketing campaigns and offers a significant competitive advantage.

Foottraffik takes the guesswork out of finding out who your customers are and hands you a report with data about customer habits, including where they eat, shop, work, and socialize.

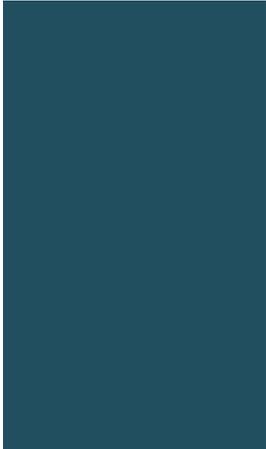
We can also provide more advanced reporting that includes location and movement trends.

Text "profile" to 411-669 to learn more about our standard and advanced audience profiles.



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We have two packages available to get you started.

\$1000 for Standard Package

\$5000 Advanced with competitive analysis

Foottraffik as a marketing agency will analyze this audience profile data and provide actionable recommendations on how to best market to your audience.



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Step four: Scope Out Your Local Competition.

Knowing what your competitors are doing is invaluable for identifying more marketing opportunities

When thinking about the competition, answer these questions:

Where are they stronger and weaker when compared to your service?

Who do they attract compared to your target audience?

How are they marketing their business?

Gathering this information can help your company find advertising opportunities and better determine how you want to market your brand.



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Step five: Ensure your technology stack is in order.



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Before you start marketing your delivery service, you need to ensure that you have your point of sale, CRM, and most importantly, your online menu set up for success.

Your menu is especially crucial since it's how your customers will be placing orders. It needs to be easy to use and have the ability to track revenue attribution, which we'll discuss in more detail in a moment.

You also need to have an effective website that is built for search engines, conversions, and mobile devices. At least 75% of all of your web traffic is going to come from people shopping on their phones, and your site needs to load well and be attractive regardless of what device they access it from.

Your website should also have ways for customers to join your customer list. We encourage you to aggressively capture customer names, emails, phone numbers, and opt-ins to receive marketing messages from your delivery service so you can easily connect and engage with these customers.

Once you've got all of these things locked down, you can consider which methods are best for reaching your target audience. We're going to cover some of our highest revenue-driving services now.

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First up is local SEO.

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.



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Organic traffic is one of the largest drivers of traffic to many of our clients' websites, and this is unpaid traffic that comes from Google.

Search engine optimization shows that your page is relevant for particular keywords. Whether you're delivering to Redwood City or Detroit, you want to make sure that when people search for "Redwood City cannabis delivery" or "Detroit marijuana delivery," you show up.

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.

In fact, the top three results of a search tend to get 75% of all traffic. The lower you are on the search results, the less traffic you'll get.

More than half of our clients' online sales come from organic traffic. Their SEO strategies have more than shown their value and have exceeded their expectations. One client has an ROI of \$93 for every dollar they've spent on SEO. That's a no-brainer.

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

When used right, you can get your service's ads above



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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 marijuana delivery near them and send them right to your menu.

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. Plus, you can put geographical limits on them to ensure you're only reaching people within your delivery service.

Our customers can make \$6-\$48 for every \$1 they spend on Google Ads. That's up to a 4,800% ROI.

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Geo-advertising, which is sometimes called 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



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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 in your target market.

Online display ads help keep your delivery service front and center with your customers. Once they enter one of the location perimeters you've created for your ads, they'll see your ads if they use one of the mobile sites or apps in our network.

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

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Text messaging is the most widely used communication channel available today. Not everybody uses email or makes phone calls regularly, but 90% of Americans text. That means that your customers text and that you need to be using SMS marketing as part of your digital marketing strategy to communicate with your customers where they are.

Not only is SMS marketing inexpensive, but it helps you increase sales and build relationships with customers. This is especially important for recurring revenue. You don't want to have to keep capturing new customers. By turning first-time customers into loyalty members and reconnecting with them via SMS, you can increase the value of your customer list.



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Plus, by creating a unique link that you send to your SMS subscribers, you can track who clicked the link and how many sales it led to. This means you can track its effectiveness and tweak your messages to make them more successful.

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Direct mailer campaigns are a useful way to introduce yourself to a new audience, and they can yield great results when you target your customers based on your market research.

To be effective with your direct mailer campaign, target customer profiles based on their zip code and age and offer a deal like a percentage off of a first order. To encourage a quick turnaround, use a QR code that links to your menu and a coupon code for them to act fast and make a purchase.

You can also have customers text to opt-in to your VIP club.

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Once you know what you want to do, you need to detail who is going to do what.

If you're working with an agency like Foottraffik, a lot of this is done for you.

Otherwise, you need to make sure that you have people on board who can handle the tech and creative side of enacting your strategy.



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You'll need a copywriter, content writer, graphic designer, SEO specialist, Google Ads specialist, and someone comfortable working with your SMS platform. Plus, you'll need to find a cannabis-compliant Geo-ads network to host your ads and someone to create and upload the campaigns for you.

It's a lot of work, and we're happy to take it off your plate so you can focus on growing your delivery service.

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The last step in creating your marketing strategy is to measure your success. You need to know what's working and what's not working so that you can make changes as necessary.

This is a crucial step and one that many people skip.

Your marketing strategy isn't static. It should be refined based on the new information you gather from your marketing.

You should track:

- Marketing campaigns conversions
- Organic and paid website traffic and clicks
- Social follower counts and impressions
- Conversions, response rates, and average response time on social media or online chat
- Number of positive and negative reviews
- Email and SMS Marketing campaign performance
- Transactions/revenue

You should also be testing components of your campaigns to learn which are the most effective for you,



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including:

- Email and SMS templates, send days and times, subject lines, and CTAs
- Social Media channels and messaging
- Pay-Per-Click landing pages
- Website calls to action
- Local Advertising channels like Google Ads and Geo-Advertising
- Promotions, coupons, contests, and offers

How do you do this? With revenue attribution.

Revenue attribution is the act of determining the marketing efforts that have led to sales. Sounds simple and logical, right?

When you're able to show revenue attribution—especially when your C-suite wants to see the effects of your marketing team's efforts—it's crucial that you're able to use all the information at your disposal.

Revenue attribution isn't anything new. Marketers have used various models for years to show the impact of their different advertising campaigns.

However, according to Hubspot research, 43% of marketing teams say that proving ROI is their biggest challenge. That's all marketing teams, not just in the cannabis industry.

So if revenue attribution sounds so intuitive, why is it so hard?



Part of this is just not knowing that it exists. The other part is not being able to get the information necessary.

It makes sense that we want to have this info, and it's clearly useful, but there are still some cannabis e-commerce platforms that don't provide metrics to their users and some that don't understand the value of revenue attribution. But if you aren't getting all of your sales data, then you're missing the big picture.

As you're building your strategy, make sure that the tactics you use and the platforms you engage with allow you to track the information you need to measure your success. Otherwise, you won't be able to determine whether your strategy is really working.

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With a digital marketing strategy, you want to know that the money you invest in Google Ads, Geo-Ads, SEO, SMS, and Social Media are resulting in sales as well as how many of the sales can be attributed to each of the channels.

Here's an example of what a simple revenue attribution chart might look like.

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What's your plan? Are you going to keep testing out ideas to see what may work?

Or are you ready to implement a tested strategy that has a proven ROI?



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	<p>At Foottraffik, we use a variety of tools to get your brand noticed, and we measure their effectiveness so that you can continue to reinvest in the methods that are bringing you more sales.</p>
Slide 24	<p>Get an instant boost with your 500 customer acquisition deal.</p>
Slide 25	<p>Questions?</p> <p>How long does it take to see results or to have enough results to measure them?</p>
Slide 26	<p>Thanks for joining us today.</p> <p>Also, for sticking with us, you've qualified for your free yeti.</p> <p>Let's get your shipping information and get one of those to you quickly. Schedule a call at foottraffik.me/call</p>



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