

WEBINAR

Don't Sabotage Your Dispensary Marketing: How to Track Your Sales

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/dont-sabotage-your-marketing-how-to-track-your-sales/>

Slide 1	<p>Don't Sabotage Your Dispensary Marketing: How to Track Your Sales</p> <p>dutchie + Revenue Attribution = More Sales</p>
Slide 2	<p>Today, we'll be covering:</p> <ul style="list-style-type: none">• Why you should implement revenue attribution• How digital marketing can increase traffic to your menu• The highest-ROI channels for dispensaries
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>



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Slide 5

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.

Slide 6

We love dutchie. It's a really useful platform for both dispensaries and customers. It's user friendly, and it can be embedded on your website. Or you can request a subdomain so that customers stay on your page.

There's one more feature that we really love about this menu platform, and that's its integrations. Through Dutchie's integrations, dispensaries have the ability to track sales and create reports.

Slide 7

So why does this matter?

Well, according to Hubspot research, 43% of marketing teams say that proving ROI is their biggest challenge. That means that they can't measure the success of their marketing, or they don't know how to.

This is crazy when you think about it. Dispensaries are putting thousands and thousands of dollars into different marketing channels—and most don't know what's actually working and what isn't.



Now, because you have dutchie, you're ahead of the curve with this. By adding Google Analytics to your website and enabling ecommerce tracking, you can get the best picture of how well your digital marketing is working for you and then invest more of your budget into the channels with the largest returns.

Slide 8

Imagine being able to see how many sales your last text message led to? Or pinpointing the revenue from organic search results.

When you have the right pieces in place, you don't have to play guessing games with your marketing budget. You can make decisions based on measurable results.

All you need is the right tools and a hardworking team that values transparency to implement it.

Slide 9

To maximize your dutchie menu, you'll want to make sure you enable the Google Analytics integration. You can do this by visiting the settings, click on integrations, click Google Analytics, click settings again, and then add your Google Analytics ID, and then save. You can see an example of the settings in the slide image.

You'll want to create a subdomain for each Dutchie menu so that you track sales in Google Analytics. You will have to ask your account manager at Dutchie to set this up for you.

Once the subdomain is set up, visit the settings in Google Analytics, and enable ecommerce tracking. Once you have everything set up, be sure to place some test orders on the Dutchie menu, and confirm that the sales data is tracking in Google Analytics.



Slide 10

If you don't know what Google Analytics is, it's a free tool that allows you to track different website metrics, and it's crucial for really determining the effectiveness of your marketing efforts.

Because we've worked with hundreds of dispensaries, we've noticed that many people don't set up Google Analytics properly. Because this is a key part of being able to measure your progress, it's vital that you have this set up right. Otherwise, you'll think you're tracking your progress, but you won't get accurate results. Reach out to your Foottraffik account manager to get you set up.

Once you have Dutchie and Google Analytics integration set up, you'll want to make sure that you're tracking the right data. The slide image is an example of what your data will look like when tracking the success of your marketing channels. You have full transparency into every visitor and transaction that is placed on your website.

Where did the website visitor come from? Was it organic search, direct, referral, paid search, email, or social media? What products did they view? Did they look at flower or vapes?

What products did they buy? You see all of this data in Google Analytics.

Some of the most important data points to track related to sales and marketing include:

- Users
- New Users
- Sessions
- Users and sessions from each marketing channel
- Ecommerce conversion rate
- Transactions
- Average transaction value
- Revenue



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- Revenue from each marketing channel

Slide 11

Earlier, I mentioned tracking the results of marketing campaigns, and that actually has a specific name: revenue attribution.

At its most basic, revenue attribution is all about drawing a line from your marketing to your sales to see which channels are the most effective for your dispensary. You can certainly guess what's bringing in customers, but it's not as helpful as actually tracking and measuring your different marketing campaigns.

Once you're able to track, you then want to think about how you want to attribute the sales. There are different revenue attribution models, and you'll need to consider which one will give you the best information.

Slide 12

The difference between these models has to do with when customers interact with your marketing. Most customers are going to come across different marketing campaigns from your dispensary, but they won't always be compelled to buy.

So, for example, a customer may see a Geo-Ad for your campaign when they're checking out something on ESPN and click on it without making a purchase. The next day, they decide to Google your dispensary, and they complete a purchase. You can choose to attribute the sale to the first touch, which was the Geo-Ad, or the last touch, which was the SEO work done to get your dispensary to rank in Google.

There are also revenue attribution models that give different weights to the various campaigns your customers interact with before making a purchase.



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Slide 13

To keep things simple, we're fans of measuring the effect of the last touch. Essentially, these are the campaigns that help push customers over the finish line. So if a customer saw a Google Ad for your dispensary, then did a search, and then ultimately made a purchase after seeing a Geo-Ad in their favorite app, then we would count the Geo-Ad as the impetus for the sale.

In addition to what dutchie and Google Analytics are tracking, you'll also need to track the cost of your different marketing initiatives. When you have this data and compare it to the sales per channel, you can then determine the ROI of your marketing.

It's really simple to calculate the ROI of each of your marketing campaigns.

First, gather all your marketing expenses for each channel.

Next, look at the revenue data in Google Analytics for each of the marketing channels that you want to measure.

Subtract the investment from the revenue and then divide the total by the investment.

Here's an example from one of our campaigns.

- Our client invested \$9000 in SEO for Q2.
- The revenue they received from this channel during Q2 was \$450,000.
- When we subtract the investment from the revenue and then divide that by the investment, we get the ROI, which, in this case, was \$49 for every \$1 invested.



Slide 14

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 generated 238 conversions, \$34,725 in revenue based on the \$1,168 investment. This is a \$29 return on every \$1 spent.

We are offering a 30-day free trial for all Google Ads campaigns if you sign up by July 31st. We'll share more information about this offer later in the presentation.

Slide 15

We think that revenue attribution is crucial for creating strategies that deliver. It may not seem like it, but we are in a recession, and yes, the future remains unclear.

Will states close back up? We're not sure, but by enabling revenue attribution right now, you can give your dispensary the best chance to weather the storm. You'll be able to clearly show which channels are leading to the most sales and then allocate your budget using that data.

At Foottraffik, we feel this is invaluable, and it really aligns with one of our core values, which is transparency. We know that digital marketing can be confusing, but when you implement revenue attribution and tie it to your dutchie menu, you can start seeing measurable results and make informed choices about your marketing strategy.

Slide 16

As we've been helping our clients get set up with revenue attribution and explaining the results, we've noticed that certain channels have extraordinary returns.

These returns do vary depending on the market. Because we work with dispensaries across the US and in Canada, our clients face varying regulations and markets, and the



Slide 17

channels that may work well for one, won't necessarily translate into success for another.

That's another reason why measuring revenue attribution is so important. It gives you insight into your dispensary. You don't have to take another dispensary's results as fact. You can measure what's happening at your different locations and make decisions based on your own data.

With that said, let's dive into the services that we've measured as the most effective for dispensaries who use dutchie.

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. This is unpaid traffic that comes from Google.

When customers want to find a dispensary near them, they turn to search—and Google, in particular. 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 "Boulder dispensary," "Detroit provisioning center," or "San Francisco marijuana delivery."

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 relevant and that it may be useful for them. They



Slide 18

automatically equate high rankings with quality. In fact, the top three results of a search tend to get 75% of all organic traffic. The lower you are on the search results, the less traffic you'll get.

Organic traffic is one of the most dependable sources of traffic and revenue for many businesses. That's because it's not just any web traffic. Thanks to your optimization, it will be relevant, high-quality traffic. These are people who are already looking for you. They're already interested in what you're selling.

Our SEO clients see an incredible ROI on their investments. In fact, for many of them, it's the best performing marketing channel amounting to nearly 70% of their e-commerce revenue, with returns as high as \$93 for every dollar spent.

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

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

93% of internet searches in North America are done on Google, making this a valuable tool for your dispensary. 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.

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.

Our customers have made, on average, \$48 for every \$1 they spend on Google Ads. That's a 4,800% ROI.

Foottraffik is the leader in Google Ads management for dispensaries in North America, managing north of \$1 million dollars annually.

Slide 19

Geo-advertising is the use of display ads on mobile devices within a certain geographic area.

Geo-ads allow you to connect with new customers right where they are. With the record increase in internet use because of COVID, online display ads can help keep your deals front and center.

We have a network of compliant, cannabis-friendly sites and apps that allow us to share your display ads and drive sales.

You can use geo-ads to advertise directly to people within your delivery area or near your dispensary.

We can create the ads for you in a way that is compliant in your state or province. For example, display ads in California must include the dispensary's license number. Plus, you'll always have the opportunity to review them before they go live, too.

Online display ads help keep your dispensary front and center with your customers. Once they enter one of the



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.

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.

Slide 20

You can also use promo codes through dutchie to boost to track the effectiveness of campaigns. For example, if you want to create a mailer, you can include a special promo code and then track how often it's used.

Promo codes can also be a valuable way to do A/B testing for different messages. For example, you can insert a promo code into different text messages to see which one is the most effective at converting into sales.

Specials are another way to track customer interest. You can create a special—it can be a one-time special or a recurring deal. You can then email this to your customers within dutchie and track the number of times people click on your specials link. This helps you fine-tune your offerings so you can create better deals that your customers want to take advantage of.

Slide 21

If you aren't tracking your marketing effectiveness, what are you waiting for?

When you have this information, you can practically print money. You'll be able to invest in the most effective marketing methods for your store.

Take the guesswork out of your marketing and start relying on proof. When you combine Foottraffik's



	<p>marketing services with a dutchie menu, you'll know exactly what's going on with your marketing efforts. No more wasted budgets, just excellent digital marketing strategies driving qualified leads to your menu.</p>
<p>Slide 22</p>	<p>We are offering a 30-day free trial for all Google Ads campaigns if you sign up by July 31st.</p> <p>Foottraffik is the leader in Google Ads management for dispensaries in North America, managing north of \$1 million dollars annually.</p>
<p>Slide 23</p>	<p>Questions?</p> <p>Can you set up revenue attribution for us?</p> <p>How many dispensaries do you currently work with that use Dutchie?</p>
<p>Slide 24</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>

