

## WEBINAR

# Get More Customers: Target These 10 Places with Dispensary Mobile Ads

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/dispensary-mobile-display-advertising/>

Slide 1	Get More Customers: Target These 10 Places with Dispensary Mobile Ads
Slide 2	Today, we'll be covering: <ul style="list-style-type: none"><li>• The top 10 places to target</li><li>• What you need to do to make your ads effective</li><li>• How to measure whether your ads are working</li></ul>
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



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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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Dispensary mobile banner ads are great. Not only can they help you increase brand recognition and drive traffic to your store, but in most places in the United States and Canada, they are completely compliant when done right.

Plus, not many dispensaries are taking advantage of this important strategy. That means you can start running ads ahead of the competition, steal their customers, and make a name for yourself before they even know what's happening.

If you don't know what these ads are, you aren't alone. Even though we all see them every day, many dispensary marketing teams don't consider them or use them as part of their advertising strategy. This is a mistake.

Mobile banner ads are everywhere. When you're on your



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phone browsing the scores on ESPN or battling it out on Words with Friends, there are banner ads trying to get you to click. Now, imagine if your dispensary was featured prominently on those apps?

With mobile banner ads, you can get your dispensary's message in front of thousands of people a month for less than \$7 CPM, that's only \$7 per thousand impressions. We've done a few webinars on this recently, so if you want to learn the basics about mobile banner ads, go to [www.foottraffik.me/call](http://www.foottraffik.me/call)

Another reason this strategy is so powerful is because it has a high return on ad spend when implemented with Foottraffik.

Let's look at a case study.

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

They invested \$16,431 in mobile banner ads for Q3 and targeted competing dispensaries and known cannabis users.

Their investment resulted in 416 store visits to their dispensaries and 248 online orders. This generated \$78K in revenue, with a return on ad spend of \$4.79. Their cost per acquisition was \$21.52.

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Here is what a dispensary mobile ad in action looks like. You can see that this client's messaging is built around the location.



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“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 has bright green to catch attention. The brand’s logo is front and center and they have a clear call to action. This is everything a mobile ad should be. If you were scrolling on this site, it would definitely stand out.

These types of ads are more likely to lead to clicks because you can segment users and target them by audience data.

You can select:

- The location,
- The time,
- 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.

By targeting your ads, you make sure they show up in front of people who are most likely to be interested in your dispensary. This saves you money and increases the likelihood that you’ll make a sale.

Now that we know why you should target your ads, let’s go through the places that you should consider building ads for.



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As we go through the locations, I'm going to mention your ideal audience a lot.

Your ideal audience is the people who are most likely to buy from you. They're interested in your products or curious about cannabis, they're of age, and they align with your brand.

So we promised ten places that you should target with your dispensary mobile ads. Once we started thinking about how to make these ads super effective, though, we actually came up with even more places.

To make it easier to talk about, we've broken up the locations into categories. The first category is "daily routine." These are the places that your customers and potential customers visit frequently.

One place almost everyone visits is the supermarket. And, of course, if there are lines, what do people do? They grab their smartphones.

Farmers' markets can also be a good place to target. While some people have switched to grocery delivery, supermarkets are essential businesses that remain open everywhere.

If you want your ads to be seen, you should definitely target grocery stores near you. You can narrow your focus to only certain stores that align with your brand. For example, if your dispensary focuses on wellness, you may want to show ads at organic markets.

Another routine activity for many of us is going to the gym or yoga studio. If these places are open in your area, and if your ideal audience is interested in health or wellness, you can target nearby Gyms and fitness studios to attract people.



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For many people, phones have become a part of their workouts. Whether they're entering their stats into their phones or taking videos of their form, people continue to check their phones even when they're exercising.

That's four places so far, and we're only scratching the surface. Let's move to number five.

If you're located near a university or college, you can target of-age students and staff.

Universities are somewhat seasonal. While there are some people there during the summer months, the bulk of students are in class during fall, winter, and spring.

Make sure to schedule your ads when the people you want to target are actually on campus.

Another great place to target potential customers is right where they live. After all, we're all spending a lot more time at home right now.

Number six: If you know that your ideal customers are likely to live in certain neighborhoods, create special ads to run in those areas.

In the same vein, if you know who your ideal audience is, you can target stores where they are likely to shop. Sticking with our wellness example, you can target holistic shops, eco-retailers, and places where you can get a great kombucha.

Our last recommendation for this category, number eight, is specifically for medical dispensaries or recreational dispensaries that also serve patients.

To help attract new patients, you can target the places where patients receive their certifications.

If you go to your state's medical cannabis website, you



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should be able to find a list of certified physicians. You can create targeted ads that display in the area around their offices.

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Now, this next grouping of places has taken a bit of a hit because of COVID-19.

In general, special events that your ideal audience goes to are great to target. However, many of those events have had to be canceled or changed because of the pandemic.

Three of the locations that I'd segment under this heading have been affected: stadiums, concert venues, and time-bound events like outdoor festivals.

There are still events going on at a different scale in some areas, and there are new events like drive-in concerts that you can target. Once these events are back on, I definitely recommend that you begin targeting them.

Until then, the pandemic has brought a retro event back. Drive-in movies are a thing again, and they're a great place to launch targeted ads.

If you're keeping count, that's 13 places. And we have even more. I know we promised ten, but we're always happy to over-deliver.

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Let's move on to our next category of locations to target: Nearby places.

People are more likely to stop by your shop when they see your ad if they happen to be nearby.



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Think about your location and what's close to you. If you don't have a general radius around your shop, you should target any public transit stops and parks.

These are places where people are waiting or relaxing. And what do people do when they wait or relax? They look at their phones.

Another great place to target is restaurants. If there are restaurants or takeout spots in your area that serve your ideal customer, then you should be targeting them with ads.

We all know that food and cannabis go hand-in-hand. Take advantage of that.

I mentioned stores before. Targeting stores in your area that your ideal audience is likely to visit is a smart investment. Because you're close, it's more likely that they'll stop by.

If you offer delivery, you should also target your delivery zone. That way, when someone in your delivery zone hops on one of the 3,000 sites and apps in Foottraffik's compliant network, they will see your ad and can immediately order delivery from you.

What about competing dispensaries? If you joined us for our last webinar, you know that you can also target your competition. It's a great strategy for increasing your market share. Schedule a call with us to learn more about this.

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Let's wrap up our list with tourist targeting.

Until the nation legalizes cannabis, cannabis tourism will



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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.

Again, these spaces have taken a bit of a hit because of the pandemic. However, they are slowly opening across the country.

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.

There's no need to target every attraction. You'll have more success if you methodically target only certain attractions that your ideal audience is likely to visit.

If you want to make the most of your ads, targeting the right places isn't enough. You also want to do these three things to increase the effectiveness of your targeting.

Tip one is to not just focus on location, but to also define your radius by time.

That means that when you choose to send ads to people at your nearby Whole Foods, your ads should only run at certain times.

There's no reason to run ads when people can't see them or when they can't shop with you.

Tip two: take advantage of events. Certain areas and places are more popular during events.

Plus, Halloween is around the corner, and then the holiday shopping season is upon us.

Create relevant ads around these holidays and similar



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events. By targeting specific locations during those times, you can increase your foot traffic.

Tip three: make sure to customize your ads.

If you go through the trouble of targeting different locations, also create different ads for the various places.

For example, your gym ad may say something about relaxing or recovering after a workout, your event-based ads may be more about having fun, and your restaurant ad may talk about digging in to some good food.

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Once you've done all this and have your ads running, how are you going to know whether they're effective?

After all, no one wants to do all this work and not know if it's working.

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.



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This lets us see how many sales are attributable to different channels.

With mobile banner ads, we can also see how many people visit your store as a result of your mobile 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 can 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 into how well your advertising is doing. It can also help you note changes over time, recognize cyclical sales patterns, and identify challenges and opportunities.

When you sync Foottraffik Analytics with your e-commerce software, you can see the source of your web traffic, their conversion rate, and the number of transactions from that source.

You can also see the total revenue that can be attributed to a specific source, as well as the average customer spend.

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We use this information to test campaigns.

Because we've run thousands of mobile banner ads for dispensaries across the US and Canada, we have a baseline for how well these campaigns should perform



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over time.

When they don't meet our expectations based on our experience, we're able to troubleshoot the ads and optimize them to help increase their effectiveness.

One of the ways we do this is by measuring the return on ad spend.

Return on ad spend is how much you earn in revenue for every dollar you spend on advertising.

Return on ad spend is only concerned with the cost of the ad campaign and not additional marketing costs or cost of goods sold that should be considered with ROI calculations.

Basically, if you want to determine which of your ad campaigns is working best for you, this is the metric you want to use.

To measure your return on ad spend, you simply divide the revenue that came from a specific marketing channel by that channel's ad spend.

So if you made \$60,000 thanks to your \$3,000 mobile banner ads campaign, your return on ad spend is \$20 for every dollar spent.

The whole goal of marketing is to generate revenue. But you won't know if you're succeeding unless you're tracking and measuring your campaign.

I've spoken with countless dispensary owners, and most are NOT tracking this. This is standard in other industries, and we need to make it a standard for our industry as well.

When you work with Foottraffik, this is the level of transparency you receive.



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Here we have a case study for a medical dispensary based out of the DC Metro Area.

For this client, we targeted competing dispensaries and known cannabis users and implemented retargeting.

They invested \$2,047 in mobile banner ads in Q3 of this year.

This investment resulted in 132 visits to their dispensary and 252 online orders. This generated \$63,822 in revenue, with a return on ad spend of \$31.18 and a super low cost per acquisition of \$5.33.

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If you want to get the most from your advertising budget, then you need to implement a guaranteed strategy with Foottraffik that includes revenue attribution.

Our Mobile Banner Ads service will help you build brand awareness, drive traffic to your store, and increase your sales with compliant ads.

And best of all, we do everything for you. We will create the ads, copy, and run it by you for the final ok before syndicating it to the targeted locations.

We want to help you get set up with Mobile Banner Ads so you can sit back and start seeing the return.

We're offering a special deal for first-time clients today. Normally, the starting cost is a \$1,000 budget. This week, new clients can get 20% off your trial month of Mobile Banner Ads.

That's right—that's thousands of impressions for just \$800, but you need to move fast. This offer is only good until October 14th!



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Questions:

- How long does it take to get one of these campaigns running?
- Is there one must-target location?
- How many ads can you run at once?
- How many locations can you target per campaign?

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Thank you 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.me/call)



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