

WEBINAR

How Foottraffik's Machine Learning Software Supercharges Google Ads Campaigns

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/cannabis-machine-learning/>

Slide 1	How Foottraffik's Machine Learning Software Supercharges Google Ads Campaigns
Slide 2	Today, we'll be covering: <ul style="list-style-type: none">• The benefits of cannabis machine learning• How AI can unlock new keywords and strategies• 3 ways our AI improves your bidding strategies and campaigns
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 North America. We're really excited to be helping advance our industry forward.



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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

Now, you may be familiar with machine learning in general. It's a part of AI, and it's responsible for how technology gets smarter.

Essentially, it's the way software can take on new knowledge without being told to do so explicitly.

It's like a self-reinforcing mechanism. The software takes in new data and starts to see patterns and make connections. The more data it has, the better it can do this.

It also makes it more efficient so it can start seeing those patterns more quickly, finding the right kind of data faster than a team of ten people ever could.

Imagine harnessing this power behind your advertising campaigns. With each of your campaigns getting better every day thanks to the data it collects.

With Foottraffik's Google Ads AI, you can benefit from this technology and increase your revenue with ads that increase your business bottom line.



Slide 7

So how do we do this?

We are proud to have the cannabis industry's first AI solution for Google Ads. Our software improves campaigns by compiling and analyzing vast amounts of data that clue us in to consumer buying trends.

Our team of certified Google Ads experts takes our software's recommendations and pairs it with their own extensive knowledge of dispensary Google Ads to create strategies that increase our clients' revenue.

For example, one of the places our software gathers data is Facebook. If people are talking about a cannabis brand, you probably won't know unless they tag you.

However, our software can find brand mentions and determine the sentiment around those mentions. Are people talking about loving a brand or are they disappointed? How many people are having these discussions and where?

If people are positively talking about High Season pre-rolls in your target market and you happen to carry that brand, you can then use that info to bid on keywords related to the brand and create branded ads to capitalize on this positive chatter.

On the other hand, let's say you're already running ads for a product that people are talking about negatively. No one wants those bad associations made with their brand. But because the people talking on social media aren't tagging you, you haven't seen those comments.

Thankfully, our machine learning software can see these conversations so that we can change your advertising strategy and minimize the impact of negative chatter.

This type of data gathering and analysis allows us to react



more quickly and effectively to trends and news so that your dispensary can protect its bottom line and grow its sales.

Slide 8

Now, you may be thinking, “doesn’t Google already do something like this?”

Unfortunately, the answer is no.

Google allows users access to some historical keyword data so that they can create campaigns based on how those keywords have previously performed.

It’s not a robust tool and it has nowhere near the reach that our software does.

While Google lets you see how keywords have performed in the past, there’s no indication about how well they will perform in the future and absolutely no analysis. Plus, that info is given to you in a vacuum.

Yes, Kushy Punch has performed well as a keyword in the past, but what about the negative articles that came out this week about the company being sued?

Because our AI software pulls in data from numerous sources, including news aggregators, weather, and social in addition to historical performance, Foottraffik can make campaigns that take in more data than what Google provides.

Slide 9

Let’s talk about how this works.

To get as much data as possible, our artificial intelligence looks at different APIs.



If you have ever tried to get two different programs to talk, like connecting a live chatbot to your WordPress account, you've probably seen an API code. If you have bought something from a website and paid with Paypal, you've used an API.

What you may not know, is that a lot of popular sites use APIs to show you a broad variety of information.

For example, if you want to see what's happening today, you might check Google News.

Now, Google doesn't have its own news service. Instead of hiring journalists and photographers, they source stories from digital newspapers and news stations across the world, and they give it to you all in a simple format. You don't have to look in different places to get your local, national, and international news. It's all conveniently available in one place.

Our AI taps into a variety of data sources in a very similar way. It uses an API connection to follow weather predictions, news aggregators like Google and Bing, and even social media sites to cluster data that can be subsequently sorted to identify patterns. Plus, it continuously analyzes each of your campaigns' historical data to provide insight into how keywords may perform in the future.

It's like having a vast research team constantly checking for relevant news, social, and weather patterns and associate them with consumer orders on your ecommerce at lightning speed so that you can take advantage of a change in consumer behavior.

Slide 10

Imagine being at the forefront of the next cannabis trend and having more insight into what your target audience



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<https://www.foottraffik.co/webinars/cannabis-machine-learning/>

wants.

That's what our Foottraffik AI can do.

When you know more about what your target audience is looking for, you can create ads that instantly grab their attention and get them to click.

This is invaluable.

With Google Ads, you pay for top real estate. You want to be one of the first three results on the search page. Those top three results get the most clicks.

Ideally, you want to be the first ad result. Now, because there aren't many dispensaries wise to the fact that we can run Google Ads, this is totally possible.

But what makes a Google Ads campaign even better is when you match your ad with search intent.

When you know what's trending and what consumers are interested in because you've analyzed their social data, you can create campaigns that tie in with their desires and drive them to purchase with you.

This increases your spend efficiency, saving you money by allowing you to focus on hyper-relevant ads that truly generate revenue.

Slide 11

When you create a Google Ads campaign, one of the things you need to do is come up with your bidding strategy.

Essentially, you are telling Google how much you are willing to pay for each click you receive or impression you get.



Google offers automated bidding and provides some insight into which of their strategies may work well for you based on your goals.

These bidding strategies are based on keyword historical data that Google offers. It's pretty great. But let's be honest, if it was taking in even more information, it could be better.

With our Google Ads AI, you get a more comprehensive look at historical data, in addition to all the other data our machine learning software is aggregating and analyzing.

This wider scope can help better predict trends and improve your bidding strategy so you can maximize your ad spend and put your money where it's most likely to get you the highest returns.

Slide 12

This case study reflects the Q3 results from one of our clients that operates in the Northeast.

Over three months, our AI software pulled in historical data from previous campaigns, trending information from news channel aggregators such as Google and Bing, social media, and historical weather reports and future forecast for the client's region.

We used this vast amount of information to create a variety of ads, including dynamic text ads, smart campaigns, non-brand campaigns, and product campaigns.

Thanks to an initial investment of \$8,000 into our Foottraffik AI service, our client saw over 19K website visitors. 1,814 of those visitors made purchases totaling \$273,530.

That's a return on ad spend of \$34.19! They paid just \$4.41



Slide 13

to acquire each customer.

Let's take a look at how each of the different data funnels that our AI pulls from can impact and improve your campaigns so you can see how your dispensary can get similar results.

As I've mentioned, our AI software pulls in a variety of news articles through APIs connected to Google News and Bing News.

These are both news aggregators that source articles from newspapers, magazines, and news stations from around the world.

It's more news than any team of people could possibly read, and our software can sift through it and analyze it real-time.

Imagine if you had this set up before the vaping crisis last year. You would've been the first to know that this was coming thanks to those initial stories that were overlooked by the industry.

Once the story hit big news outlets like CNN, you would've already adjusted your ad strategy to avoid any mentions of vaping or vape cartridges and focused on products that consumers concerned about vaping illness would be more interested in using.

Even right now with concerns about lung health and with millions of children doing remote learning, more parents are turning to tinctures as a discreet way to get their cannabis.

Our AI allows our clients to spot or predict these trends early on so they can take full advantage of them and launch ads that will resonate with prospective customers.



Slide 14

Weather can change consumer behavior. We see it throughout the year in obvious ways, like when everyone is lined up to get a Pumpkin Spice Latte.

But it's not just seasonal offerings that are affected by the weather. Cannabis is a consumer good and is also affected by weather.

You may notice this if you track weather along with your sales data. Other retailers do this in stores so they can account for particular shifts in buying behavior from day to day.

On rainy days, your in-store sales may suffer, while your delivery sales may soar. Recognizing these patterns ahead of time and staying on top of weather predictions allows you to customize your ads and bidding strategies to focus on what will get you the most sales.

If you know a storm is coming, you can set up your ads to reach those individuals looking to stock up before the rain hits. Once it starts, you can switch to focusing on delivery ads to encourage those individuals not willing to drive in bad weather to buy from you.

You don't have to be reactive with this. With our AI, you can identify the trends and shifts that occur and correlate them with the weather patterns in your area. Then, we'll launch the appropriate ads to help you reach your goals. It's that simple.

Slide 15

I talked about social earlier. With continued social distancing thanks to the pandemic, there's a lot happening on social media right now. Staying on top of brand sentiment and being a part of the various cannabis conversations happening online would be impossible for a social media manager or even a whole team of them.



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People are constantly chatting about the cannabis products they're trying and the dispensaries they've visited. Sometimes, they may tag you so that you know they're talking about you, but this is rare.

Now, just imagine what artificial intelligence and machine learning can do with all that information.

By sorting through all the mentions of a brand and noting the sentiments associated with those mentions, our AI can help you spot consumer trends so you can help shape them from the beginning rather than riding the tailwind or completely missing out.

Plus, you can learn more about what your ideal audience is interested in so that you can create better ads to target them. Are they looking for particular products? Are there certain offers that motivate them to buy immediately?

By looking at social media sites like Facebook, Pinterest, and Twitter, our AI can learn more about your ideal audience and what matters to them. It can help create bidding strategies for more suitable keywords that will encourage them to click on your ads and order from your dispensary.

Slide 16

As I mentioned earlier, Google offers the ability to see the historical data for your own past Google Ads campaigns as well as keyword trends.

The idea behind this is that by knowing how well your campaigns have performed over time, you can optimize them to make them better. Similarly, by seeing how certain keywords have performed over time, you can decide whether to bid on them or not.

While this can be really useful, it's not a robust solution for gathering and analyzing data.



With our machine learning software, we're able to gather more information about past campaigns and keywords and learn from the historical trends. To be honest, it's more information than a human could sift through and understand and analyze.

Ultimately, it's not just about the data gathering though. Having a tool that can help recognize patterns and trends faster and more efficiently is invaluable. It's the difference between being able to capitalize on a trend and completely missing the boat.

With our machine learning, we can see which days or weeks are best for what types of campaigns, what words are more effective for scoring clicks, and which keywords resonate the most with the people you want to target.

It's like having a secret window into what makes your target audience tick. Our AI is constantly learning and can provide you with insights into your target audience that would take a team of marketing expert weeks to determine.

Slide 17

I want to emphasize that it's not just our AI technology that is scoring these amazing results.

Yes, we have constant data gathering and analysis going on that's powered by the world's first Google Ads AI for the cannabis industry. But we also have a knowledgeable team that knows how to make the most of it.

After all, what's the point of a powerful tool if you don't know how to use it?

We have trained Google Ads specialists who participate in ongoing education to maintain certification and stay on top of best practices so that we can continue to run high



performing ads for our clients. We invest in furthering their skillset because we know it will benefit everyone who works with us.

We have skilled copywriters creating engaging content that converts while remaining compliant with both state regulations and online rules.

Google Ads are text ads, so what you say can have a big impact on whether or not people will click your ad. Succinct ads that are relevant to the keywords you're targeting is crucial.

We've run thousands of ads for dispensaries across North America. It's totally possible—you just need to know what is and isn't acceptable and steer clear of problematic words and phrases. Otherwise, you run the risk of not just having your ads dropped from the platform but having your whole account shut down.

Each of these pieces alone isn't enough. By connecting these components and applying them to each campaign we do, we're able to consistently create, run, and manage high-return campaigns for our clients.

In fact, after running ads for a month, 98% of clients choose to increase their ad spend to further fuel this revenue-generating advertising with Foottraffik. We're seeing this even more right now as retailers ramp up advertising for the upcoming holiday season.

Our process for creating, managing, and optimizing ads helps our clients reach new customers and convert them into loyal customers. We handle all of the heavy lifting and put our expertise to work to generate sales for you.

This is a low-cost tool that truly pays off. While your ROI will differ based on where you're located, it's still a no-brainer, especially during this current recession.



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<https://www.foottraffik.co/webinars/cannabis-machine-learning/>

Slide 18

Many dispensaries have seen their Advertising budgets slashed. With Foottraffik's Google Ads AI, you can maximize the budget that you have to drive more revenue and make the case for an increase in your marketing budget.

Our newest initiative was started with the best interest of our clients in mind.

We're always brainstorming to uncover new and better ways to serve the dispensaries that partner with us. Your goals are our goals. Your success is our success.

If you're still not sure whether this type of advertising is right for your dispensary, then consider the timing.

Right now is the best time to launch. Not only is there a lack of competition when it comes to dispensaries on Google Ads, but the holiday shopping season is here.

I know I've already started seeing ads for holiday gifts, and I imagine you have too. If you've tried to buy some Halloween candy this week, you've probably noticed that plenty of retailers already have their Christmas stuff out.

Thanks to the pandemic, the holiday shopping season has started early this year. No one wants to get caught with extra inventory if there are additional COVID restrictions, so they're already advertising and putting on sales.

Every week, it seems, there's news that COVID cases are increasing, so it's smart to start your holiday advertising now.

Now, we know that consumer purchasing behavior has changed since March. While dispensaries are generally considered essential businesses, people's buying patterns have changed and we don't know when they will go back



to normal—if they ever will.

People are visiting dispensaries less while making larger purchases. Instead of stopping by weekly to pick up one or two things, they're stopping by every two or three weeks and buying enough to keep them covered until their next visit.

The sooner you start your ads, the more people you can reach and convince to purchase online with you.

Even if you aren't concerned with the holiday shopping season, it's still important to launch your ads as soon as possible. Doing so lets our AI software gather more data so that we can create the most effective campaigns for you.

To maximize the potential of our software, we want a couple of month's worth of data. This really boosts results.

Slide 19

To help you maximize your advertising budget and get started with Google Ads, we're offering a special deal for today's attendees.

Get 1 month of Google Ads management for free.

To get started with this deal, schedule a call with us at foottraffik.me/call

This offer is available until October 29th for attendees only, so act fast. Let's get on a call and talk about how Foottraffik's Google Ads AI is going to boost your sales.

Slide 20

Questions?

- What kinds of campaigns have you run from your



- machine learning data?
- How quickly will you see results?
- How do you measure results?



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