

WEBINAR

How to Get Started with Targeted Mobile Ads

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/how-to-get-started-with-targeted-mobile-ads>

Slide 1	How to Get Started with Targeted Mobile Ads Grow Brand Awareness & Get More Customers
Slide 2	Today, we'll be covering: <ul style="list-style-type: none">• What mobile ads are,• The techniques that will make your ads effective, and• How to start seeing results quickly.
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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If you've played Words with Friends or browsed websites on your smartphone, you've seen mobile ads.

These ads are display ads that show up on mobile websites and mobile ads. Now, imagine using that valuable real estate to connect with new customers, re-engage old customers, and drive people to your website or store.

With Geo-Ads, or targeted mobile ads, this is totally possible.



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Geo-advertising allows dispensaries to show messages to people depending on where they are, in real-time. Instead of just casting a wide net and hoping for the best, geo-targeting your ads can help you spend your marketing dollars more efficiently by serving ads to people who are more likely to spend.

Geo-ads work by showing your display ad on mobile sites and apps when your parameters are met. This means that if an individual is checking ESPN.com on their smartphone and they meet your demographic and geographic requirements, they will see your ad.

Geo-advertising is possible thanks to the popularity and accessibility of smartphones. Wherever people go, you can bet they have their phone with them. Never has there been so many smartphones in use, and never has the average person spent so much time on their mobile device.

Research indicates that the overwhelming majority of Americans have their phones within reach 24/7. That means that you can easily reach your ideal audience, especially when you target your ads.

Now, the main component of a working mobile ads strategy is having a network of viable sites and apps on which to advertise.

For dispensaries, this can be a huge hangup. If you've ever tried to find compliant places to advertise, you know what I'm talking about. It can be hard enough to find cannabis-friendly sites and apps that will let you market your dispensaries. Add to that regulatory concerns about



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the site's audience and whether they're old enough to view your ads, and you've got yourself plenty of obstacles without a clear path forward.

We've taken the time to create a compliant, cannabis-friendly network of mobile sites and apps where dispensaries can advertise to an audience of adult cannabis users.

In a little bit, we're going to cover three different ways to target your ads for maximum effectiveness. You can use all three of these methods or just focus on one or two. We'll provide you with help determining your strategy based on our past successes. But first, let's get into the why.

So why go through the trouble to create and run these ads? Why not just cast a wide net and try to grab the attention of as many people as possible?

Well, with Geo-Ads, click-through rates can be as much as 5x higher with geo-fenced ads than normal prospecting ads. Now, this isn't a promise or a guarantee. The reason these ads have a higher click rate is because of careful planning. Having a team that understands how to get the most from geo-advertising strategies can help you create and run ads that get noticed and drive sales.

A higher click-thru rate isn't the only reason to run these valuable ads, though. Geo-ads provide spend efficiency because they are targeted ads.

Better ad targeting means less money wasted showing ads to people who are unlikely to be interested in your products or services. Instead of casting a wide net,



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geotargeting lets you spend your marketing dollars more efficiently by focusing on specific geographic areas where potential customers may be concentrated.

If a consumer sees an ad when they are far away, they may consider purchasing or learning more later. However, if a potential customer sees an ad when they are nearby, they are more likely to convert and to do so more quickly.

Simply by targeting your ads to someone's geographic location, you are more likely to show them something relevant and less likely to throw away valuable marketing dollars on ads that won't get clicked.

By targeting customers using both geographic and demographic data, you make the most of your advertising dollars. You are essentially targeting people who are more likely to buy from you, resulting in high-quality leads.

This is called spend efficiency. Basically, more of your ad dollars are actually leading to conversions.

The second way that targeted ads can really help you get more sales is that our geo-ads platform allows us to determine what customers are doing when they see your ads. Are they clicking them? How long are they staying on your site? Are they placing an order?

This revenue attribution lets us create even better ads for you. We can test different photos, text, and deals to create ads that have a high return on investment.

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Here's a case study for a medical marijuana dispensary based out of New York.



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They invested \$5000 in Geo-ads for the month of July and targeted competing dispensaries and known cannabis users.

Their investment resulted in 184 visits to their dispensaries with an average order value of \$170. This generated \$31,280 in revenue, with a return on ad spend of \$6.25.

Let's take a look at the different ways you can target your ads to drive traffic.

The first way is to focus on proximity. This is when you target consumers within the area of your dispensary or your delivery area. This is an excellent way to reach everyone that's at home browsing the web or playing apps on their phones or hanging out at a nearby park or boardwalk.

Basically, you set a perimeter around a specific point, like your dispensary. If you're in an urban area, you may want to set a smaller perimeter, like 2 miles. In a suburban area, 5 miles will work better.

Your perimeter acts as an on-switch. When people who meet your demographic requirements enter your perimeter when your ads are running and they check an in-network site or app, they'll see your ad. Simple, right?

Proximity is a great way to remind people that you're just around the corner and to drive foot traffic. You can also use it to encourage people to order ahead of time.



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Geofencing is the ability to draw on a map around the areas where you want to target. With less mobility and more people working from home, this is an opportunity to target specific neighborhoods.

Let's say you're offering delivery in LA. With so many different neighborhoods comprised of different audiences, geofencing lets you create different ads to display based on geographic location. You can set your millennial ad to run within one geofence, and then have an ad aimed at boomers running in another geofence.

Geofencing also allows you to target places that are popular with your target audience. For example, if you're a wellness-focused dispensary, maybe you'd want to draw fences around yoga studios and natural food stores.

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The last method I'm going to share today is geoconquesting or competitor targeting, which is the ability to target competing retailers to gain market share. This tactic is essentially trying to lure people away from your competition.

Basically, instead of drawing a perimeter around your dispensary or a particular neighborhood, you focus on the area surrounding your competitors. You can then create a special offer to score new customers and draw them away from your competition.

This is especially useful in high-density areas where there are a lot of dispensaries. By combining your ad with an SMS opt-in and special deal, you can start converting your competition's customers into your own loyal customers.



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Now that you know about some of the methods you can use with geo-ads, how can you get started?

Well, in addition to having access to a compliant network, you also need to understand who your customers are.

Who is it that you're trying to reach and where are you most likely to reach them? What kind of messaging and offers will make them convert?

Your ads themselves will also provide you with additional data that you can then use to make your ads even better as long as you're tracking the right metrics.

This information will help you better target your ads so that you can reach the right people.

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You can also use this information to retarget individuals who have already shown interest in your dispensary. For example, maybe they've visited your website before but didn't place an order. By reaching out to these individuals who are interested in your dispensary, you can create extremely effective ads with a higher conversion rate.

One popular way to enable retargeting is to install a tracking pixel on your website. When an individual with that pixel visits a site or app in our geo-ads network, they will see your ad and you'll be front-of-mind again.

Retargeting information can also be imported from your online menu or point of sale.

Additionally, we can create lookalike audiences based on your current customer data so that we target individuals with similar interests as your current customers.



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Once you know who you want to target or retarget, you need to work on the ad itself.

Geo-ads are graphic ads, which means your design matters. You essentially want to interrupt what someone is doing and get them to look at your ad instead. Customers are on their phones, but many have trained themselves to ignore ads. You need to snap them out of their zone.

Your ad should draw their eye, and then once you have them paying attention, you need to offer them something so they'll act.

At the same time, you don't want to create an eye-sore. Stick to 3 colors, with no more than 2 of them being bright. Use your brand style guide to make sure your imagery and fonts are brand-appropriate. And don't forget to include your logo!

This is your opportunity to build brand awareness. Even if they don't click on your ad the first time they see it, customers will start recognizing your logo and your brand, keeping you top of mind when they're ready to purchase.

When designing an ad, you need to work within certain size constraints. That means that whatever you choose to put on that ad needs to look great at that size and resolution.

Remember, people will be looking at these on mobile devices. You'll need to maximize the space you have while still working within the ad size limits. You'll also want to consider how your ad will look on different mobile



devices.

As a digital marketing agency, this is something that we can do for you so you don't have to add another item to your long to-do list.

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In addition to the design of your ad, you need to consider the text that will go on it.

To get those valuable clicks, you need to convince them to stop what they are doing and to click on your ad.

At the same time, you don't have a lot of space, so you need to go light on the copy. Customers are more likely to skim an ad, so make sure that your copy uses few words but that the words you use are powerful.

That means, get to the point quickly. If you're sharing a deal, make it obvious. If you want them to click-thru to your menu, make it obvious. Don't bury your call to action or your deal. Otherwise, you aren't going to see as good of results.

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So what should your copy say? We advise sharing a great deal.

Increase clicks by offering a deal your customers can't pass up. Discounts can help encourage people to pull the trigger and purchase from you when they see your ad.

You're not giving product away—remember, you're investing in customer acquisition.



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Create a unique landing page for your offer and encourage people to sign up for your SMS list.

This will help you better track the effectiveness of your campaign.

You can also lead customers directly to your menu, though this is only ideal if your menu is hosted on your website.

Once your ad is ready, it's time to set up your tracking and to run tests to determine what's the most effective for your market.

A/B testing and revenue attribution are crucial for determining the effectiveness of your ads.

For A/B testing, create multiple variations of your ads with different colors, text, images, and deals so you can determine which one helps you best meet your goals.

It may be that one ad is better at driving sales, while another one helps you capture more customer phone numbers. You won't know this, though, unless you're running a/b tests.

You should also have revenue attribution enabled. Revenue attribution is the process of matching customer sales to specific advertisements in order to understand where revenue is coming from and optimize how advertising budgets are spent in the future.

Foottraffik specializes in revenue attribution, and we can track your marketing campaign with the most popular online menus like Dutchie, Weedmaps, Jane, Tymber,



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Olla, and Woo-commerce.

For online revenue attribution, you want to track impressions, clicks, transactions, and transaction amounts.

You can also track the success of your campaigns with in-store visits. Since we have access to the mobile location of customers through the geo-ads, we can track a visitor all the way to visiting your store.

This data will help you troubleshoot your ad and determine the ROI of different ads or geofences so you create even more effective ads.

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Here we have a case study for a medical marijuana dispensary based out of Minnesota. For this client, we targeted competing dispensaries and known cannabis users.

They invested \$3,500 in Geo-ads over the month of July.

The investment resulted in 121 visits to their dispensaries with an average order value of \$242. This generated \$29,282 in revenue, with a return on ad spend of \$8.36.

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Are you tired of putting out ads and not seeing results?

Are you ready to get more from your advertising budget?

If you want to get the most from your marketing budget, then you need to implement a tested strategy that



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includes revenue attribution. Our Geo-Ads service will help you build brand awareness and increase your sales with compliant ads. And best of all, we do everything for you. Skip the learning curve and put your sales on the fast-track.

We want to help you get set up with Geo-Ads so you can start seeing the return. We're offering a special deal for first-time clients today.

Normally, we offer 150,000 ad impressions for a \$1,000 budget. This week, you can get \$200 off your trial month of Geo-ads. That's right—that's 150,000 impressions for just \$800, but you need to move fast. This offer is only good for one week!

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Questions?

- How quickly will you see results?

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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

