

WEBINAR

How to Use Geotargeting Advertising to Get More Online Orders

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/marijuana-dispensary-geotargeting-advertising/>

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| Slide 1 | <p>How to Use Geotargeting Advertising to Get More Online Orders</p> <p>Get your ads into your customers' hands.</p> |
| Slide 2 | <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 3 | <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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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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There are a lot of rules when it comes to cannabis ads, and they differ by state, country, and province. Yet, advertising is essential for remaining competitive in our growing industry.

How can you get the word out about your dispensary when so many places don't accept cannabis advertising?

Today, we're going to answer that question. We're going to discuss the three strategies you can use right now to maximize your reach. Plus, we'll cover 8 tips to get you started.

And as a bonus, we're going to fill you in on the number one thing you can do to maximize your campaign. We have a great deal today so you can get started with this crucial tool today.

So let's dive in.



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Too many places don't accept cannabis ads, and trying to find websites and apps that do can be a pain. You have to check that they have the right kind of audience, that they're primarily reaching adults, and that they're willing to display dispensary ads.

With Foottraffik's geo-advertising service for dispensaries, you can skip all the hard work and get your ads seen by a cannabis-friendly audience.

Geo-advertising, which is sometimes called geotargeted advertising or 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 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, right where they are.

With the increase in internet use, 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.

Let's check out a case study so you can better understand the value of Geo-Ads.



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Our partner High Season was entering a brand new market. They had no customers, and they needed a really easy way to get people to their dispensary launch.

Foottraffik employed geo-ads as part of a larger digital marketing strategy, with new customers being the primary goal.

In order to get those new customers, we drew a 20-mile radius around High Season's new location.

We were able to show ads across 600 plus display networks and acquired over 1,000 new customers for this client.

Imagine being able to get that many new customers to your store. Geo-ads are a great way to reach people and acquire new customers.

This isn't the only way you can use Geo-Ads, though.

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We offer three different ways in which Geo Ads can help your business, and they can work well by themselves or in combination.

The first is proximity, where you are able to 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 waiting in grocery store lines.

Next is 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



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competition.

And then finally, we have geo-fencing. This is the ability to draw on a map around the areas where you want to target. With less mobility and more people at home, this is an opportunity to target specific neighborhoods and areas.

The beauty of all three of these methods is that they are all targeted advertising, and this is where this strategy really provides value.

You can share your message where you want to, when you want to. For example, we can set your ads to only run when you're open so that customers can easily place an order once they see your ad.

This helps you in two ways.

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.

Here's a surprising statistic: targeted ads like the ones we create can have a click-thru rate that is 5 times higher than regular display ads. But to get these results, you need to work with a team that knows their stuff.

The second way that targeted ads can really help you get more sales is that our geo-ads platform allows us to



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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.

Ok, so what's the biggest worry when it comes to advertising for your dispensary?

Compliance, right?

Here's the beauty of using our geo-ads service. Not only do we create the ads for you, but we've already done the heavy lifting of creating a network of compliant cannabis-friendly sites and apps that allow you to share your display ads.

Plus, we'll research additional requirements for your state or province. For example, if you're in California, you need to put your license number on your ads.

If you're in Maryland or Washington, you can't talk about the benefits of cannabis.

These types of requirements vary by state, and they change over time.

Our team is well aware of the hurdles that can impair your advertising capabilities. We pride ourselves on not only overcoming those barriers but creating even more opportunities for our clients.



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Let's jump into our top tips for creating high-quality display ads.

First, understand your constraints.

Display and banner ads must be made to fit certain sizes. 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. The 3 compatible dimensions in pixels are 300 x 250 (1st image), 320 x 50 (2nd image) and 728 x 90 (3rd image).

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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Tip two: Before you start planning how to get creative with your new canvas, you'll need to set a goal.

Do you want to increase your delivery service's range? Do you want to get more people signed up for your VIP loyalty program? Are you looking to get new customers?

Having a clear goal is vital for being able to determine how effective your campaign is. Yes, we all want to sell more and increase revenue, but you need a measurable goal that meshes with the metrics that are available.

For Geo-ads, this may be something like 500 online



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orders, 500 new SMS subscribers, or \$50,000 in revenue. Whatever you choose, just make sure you're able to track your progress.

On to tip three.

What does an ad need to do? It needs to GRAB attention.

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.

If you're using a photo, try to stick to an original photo or to high-quality stock images.



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Tip four, 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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I just mentioned a deal, and that's tip five: Share 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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Tip six: Create a unique landing page for your offer.

This could be a delivery page, a deals page, or a special coupon page.

This will better track the effectiveness of your campaign.

This is another service we provide our clients. We work with them to determine what type of page they want.



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

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On to tip 7: A/B testing. Once you've created your first ad, it's time to create another one.

A/B testing is crucial for determining the effectiveness of your ads. 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.

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And tip 8: Use data to make your campaign better.

Once you start getting your results back, it's time to make some decisions.

If your ad is working, do you want to tweak it to see if you can make it even better?

If it's not working, what can you test next to make your campaign more successful?

If you have data attribution set up properly, you can create better ads in response to the information you're getting and have an even higher return on investment.



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For the most part, your competition isn't doing this. So capitalize on it before they even learn about it.

By starting now, your dispensary can be ahead of the competition and start building momentum so that when other dispensaries start, it'll be too late because you'll have mastered the game.

Are you ready for our number one tip for maximizing your geo-ads?

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The number one thing you can do to maximize your Geo-Ads campaign is to combine it with text opt-ins to nurture relationships and create loyal customers. By offering a percentage off of their first purchase, you can encourage them to sign up for your SMS list.

Combining these services helps build your compliant SMS list, so you can nurture these customers and create a relationship with them. In addition, you won't have to spend money in the future to capture the same customer again!

This is something we can easily set up for you with a trusted SMS partner.

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Looking to increase your customer base and introduce more people to your dispensary?

Do you want to maximize your ad dollars?



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| | <p>Are you losing sales right now under the current crisis?</p> <p>Ready to start your post-stay-at-home-order marketing strategy?</p> <p>Whatever your goal, work with Foottraffik to start with a bang and get people to order from your menu or come to your dispensary.</p> |
| <p>Slide 22</p> | <p>We've covered what Geo-Ads are, the different ways they can be used, and some of our best practices to get you started.</p> <p>Do you have any questions?</p> |
| <p>Slide 23</p> | <p>I hope that I've helped you see the value of investing in Geo-ads. The ROI on these campaigns is great right now because there isn't a lot of competition, but that's going to change as more dispensaries learn about this.</p> <p>To get the most out of these types of ads and increase your online orders, you need to get started with it now.</p> |
| <p>Slide 24</p> | <p>We're running a special offer for today's attendees only.</p> <p>500 Customers in 90 days. We'll use a combination of Geo-ads and Google Ads to get you more sales.</p> |

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Let's talk more about this and what it could mean for your dispensary. Text "Geo" to 411-669 and let's schedule a call.



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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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