WEBINAR

The Dispensary Menu Wars: Which is Best for You?

Webinar Preview & Audio Available at:
https://www.foottraffik.co/webinars/cannabis-dispensary-ecommerce-store/

Slide 1	The Dispensary Menu Wars: Which is Best for You? Pinpoint the Best E-commerce Solution for Your Dispensary
Slide 2	Today, we'll be covering: ● The value of an e-commerce platform and what it can mean for your dispensary ● The questions you should be asking to unlock the right dispensary menu for you ● Why revenue attribution is so important when choosing a menu
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.
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	Covid has made online ordering even more crucial for dispensaries. As customers try to limit their time in stores, it's essential that dispensaries have easy-to-use online menus so that consumers can find all the information they need about products and place their orders online.

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According to Happy Cabbage Analytics, the average order value for online dispensary transactions increased to $70 in 2020 from $54 in 2019. That's a 30% increase!

This bump was likely due to the coronavirus, but as people get accustomed to the convenience of online ordering, it will likely remain one of the most profitable avenues for dispensaries. When you choose the right dispensary menu, online ordering can be easy for both you and your customers. We live in an online world. It's crucial that your dispensary make the most of this and offer your customers the functionality they want and expect.

If you don't have an online menu yet or if you aren't happy with the menu that you have, then you need to find one that is going to help you reach your goals.

Your online menu is going to generate much of your sales over the coming year. If it is set up correctly, it can also help you increase your sales by making it easier for customers to order from you and suggesting additional items for them to purchase.

So how do you know which menu is right for you? Let's talk about the questions you should be asking, then dive into some of the options currently available.

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There's a lot of pressure to pick a menu quickly so that you can get it up and running. However, it's vital that you do your research so that you find the solution that's going to work best for you and your dispensary goals.

When talking to a representative from a menu company,

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you want to ask them about the interface, where the menu lives, what it can integrate with, what analytic capabilities it has, how you're notified of orders, how your products are populated, and consumer payment options.

And of course, there's the cost. You'll also want to pay attention to what type of support is offered to you. If you face a problem, you want to be sure that it will be resolved quickly.

One aspect of choosing a menu that often gets overlooked is whether you can set up revenue attribution. However, being able to access your data and to analyze it to determine everything from which of your products are your top-sellers to your most high-performing advertising campaigns is crucial for maximizing your sales.

So how can you learn whether the platforms you're considering meet your needs?

One way you can do all of this is to go through a demo for each of the menus you are considering. This can take a lot of time, though, especially if you're looking at 3 or 4 different menu options.

Rather than committing those hours to sitting through demos and sales pitches, stay tuned as we do a quick run-through of some of the most popular menu options currently available and what sets them apart.

Slide 8	We'll be running through these in alphabetical order, so first up is dataowl.
	Dataowl offers an attractive menu for pickup or delivery

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that features an enhanced mobile experience.

They offer a highly customizable platform that is based on WordPress and Woo-commerce so you can create a menu that is more seamlessly integrated with the look and feel of your website. This makes it really user-friendly.

dataowl menus live on your website, which means you control your data and you can set up revenue attribution by installing Google Analytics and enabling ecommerce tracking.

In addition to its menu platform, dataowl also has loyalty and messaging platforms so that you can create a more robust, customer-friendly experience.

dataowl starts at $199 a month and there are discounts for MSOs. They have experience with multi-location operations and serve some of the biggest names in the industry.

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Let's talk dutchie.

There's a reason that dutchie is one of the most popular ecommerce platforms on the market. The dutchie team has made their menu very easy to use, plus they've integrated it with plenty of marketing solutions and tools like Google Tag Manager, Google Analytics, and Hubspot, as well as a variety of popular POS solutions.

dutchie also has plug-n-play ecommerce tracking enabled, so it's easy to get revenue attribution set up and to identify your product performance. Their analytics are some of the best in the industry, and they have a high

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conversion rate, with many of the customers who visit the menu placing an order.

dutchie can be used for medical or adult-use dispensaries, as well as delivery services. They allow subdomains, which is great for keeping people on your website. They recently launched Dutchie+plus, which allows for full customization and provides more advanced analytics.

dutchie's customer service is great. They have a knowledgeable, responsive team and are always ready to help the dispensaries using their platform.

Now, let's cover some limitations. dutchie only allows one image per product, so you can't have multiple images of what a particular edible looks like, or zoom-in on some of the trichomes on your popular flower strains. They also don't have product reviews on their sites or many educational resources. People looking to learn more about particular strains or products may need to look elsewhere to get that information. Some dispensaries have installed a live chat app to help combat this so they can talk directly with consumers shopping online.

Price-wise, dutchie runs on a subscription model. They're an affordable solution starting at $250 a month per location.

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Next up, Jane.

Jane is a user-friendly option that features reviews and a large catalog of product photos and robust product descriptions.

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Jane has good upsell tech enabled, which shows users related products that they may be interested in. They also allow users to pay online with CanPay. If you use Treez as your POS, Jane has one the best Treez integrations right now.

Currently, Jane only allows embedded menus. All of your data belongs to you, and Jane can help you see your sales and web traffic and KPIs, but if you want to enable Google Analytics revenue attribution, you have to custom code it. This is actually something we can do for you if you're interested in discovering which of your advertising campaigns is helping you make money.

Jane provides market insights so you can see what products that you aren't carrying are top-sellers and analyze industry prices. They can do this because they're also a marketplace.

Jane costs $300 a month.

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On to Leafly.

Leafly is another popular marketplace. It's easy to use and it offers some of the best product descriptions, effects, and reviews. They've gathered plenty of information from their users and added some great graphics to their info to present it in an easy-to-digest format. They also have the most educational resources of any menu platform.

Leafly does not allow subdomains, only embedded menus. This makes it hard to establish SEO for your menu. Leafly will get the views, not you.

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Plus, they own the data. You may only be able to see some of your data and you won't be able to retarget customers or establish revenue attribution.

Because it is a marketplace, Leafly makes it easy for customers to shop around, so they may leave your menu. Some new dispensaries opt to use Leafly to gain visibility in crowded markets while establishing a separate menu on their website. This can work, however, because it is a marketplace, conversion rates on their menus are pretty low.

Leafly pricing varies depending on placement in their search. You'll need to speak to one of their representatives for more specific pricing.

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Moving right along, let's do a quick run through of Olla.

Olla is a highly customizable menu platform that is built out on WordPress. It's not part of a marketplace, so you don't have to worry about people leaving your menu to find a product for less somewhere else.

They offer a variety of analytics, and your data is all yours. You can see how people are interacting with your menu and what they're ordering. They allow for Google Tag manager integration so you can set up revenue attribution.

Olla has structured their menu and features to help get you more orders. They also offer chat capabilities, which is a great feature to support online shoppers.

Olla has OnFleet integration so you can easily offer

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	delivery. In addition to their customizations, they also integrate with many popular POS systems and offer great customer service to help you. Olla has created their platform with MSOs in mind. They want to ensure that their users have the ultimate control over their menus and their customer online behavior data. Rather than offering a per-store fee as many platforms do, Olla allows for as many locations as you want starting at just $600 a month.
Slide 13	If you are using IndicaOnline, Potify may be a good option for you. Currently, Potify only works with the IndicaOnline POS, but it does so seamlessly, automatically importing your pricing and stock information into your online store. Potify is installed via a subdomain and it does allow for Google Analytics revenue attribution. It's a newer online platform that has a good conversion rate so far. However, because it is newer, it doesn't have as large of a database of product descriptions and photos. You and your team may need to create some of these if you want them. Potify is included with IndicaOnline, making it a great package deal. You can get started with these two platforms for $299 a month or $249 a month when paying annually.

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Slide 14	If you're located in Canada, you have the option of using Shopify for your ecommerce sales. Not only is Shopify a reputable company, but they have great design and are easy to use. You'll need to upload your own product images and descriptions, however. Shopify does provide analytics, so you can run revenue attribution, and they allow for online payments. With Shopify, you control your own data and you don't have to worry about competing with other dispensaries on the same platform. An advanced Shopify account starts at $299 a month per location, though there are add-ons and credit card fees to consider as well.
Slide 15	Treez is a robust POS and ecommerce platform that works together seamlessly and allows retailers to learn more about their customers. Treez also accepts payments so you can accept debit cards for online purchases and delivery purchases. Their goal is to provide a more seamless shopping experience for consumers by offering an entire tech stack for dispensaries. They believe that their ecosystem will increase order sizes and make it easier for consumers to check out. Treez integrates with dutchie, Jane, and Leafly, as well as loyalty platforms, though it also works fine on its own. It does rely on cannabis brands to upload their own product descriptions and photos and they also provide sales information to those brands to help them better market their products.

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Treez provides sales and customer insight to retailers. Unfortunately, right now, revenue attribution is not available so you won't be able to track your marketing efforts and origination of your online shoppers.

Treez offers two packages: Pro and Enterprise, the latter provides additional support and messaging capabilities. You can reach out to them directly for pricing.

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Tymber is a dispensary menu platform with a variety of exciting features.

If you want to stand out, this menu may be great for you. It is ideal for MSOs who want to control the look and feel of their online presence.

Tymber lives on your website, which is great for both SEO and data collection. This makes installing Google Analytics and establishing revenue attribution easy. It's not part of a marketplace, so you own all your info and you don't have to worry about customers hopping over to another dispensary's menu.

Tymber allows you to upsell by linking to additional products or using their smart recommendation feature. And because everything is hosted on your website, you can also feature your products anywhere on your website. In addition, they offer product reviews which provide social proof.

Tymber can manage dynamic inventories for MSOs, so if you offer different levels of delivery service, for example, you can host different menus for them.

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Tymber does have their own marketing integrations, including live chat so your budtenders can help your customers as they shop.

Tymber starts at $750 per month per location.

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WebJoint is a direct-to-consumer platform that focuses only on delivery sales.

They're unique because they allow brands and marketplaces to sell directly to consumers. They also allow brand-specific campaigns so that people can see every dispensary that carries a particular product and then order from them.

In terms of UX, WebJoint automates menus based on user location. Let's say you're a brand of edibles in NorCal. You can help sell your product to consumers via WebJoint, which will automatically generate menus featuring your products based on where the consumer is located.

WebJoint's revenue attribution should be live soon, plus it runs on a subdomain. This will help you track the effectiveness of your marketing efforts. Plus, they have great customer service.

Again, they are delivery-only so if you're a retail location considering WebJoint, you will need an alternative menu for in-store or curbside pickup.

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Weedmaps is a popular marketplace that also hosts dispensary menus. Weedmaps allows for the use of subdomains. They have an extensive product listing with photographs, and they allow for product reviews so your customers can share their experiences.

Weedmaps has Google Analytics integration, so you can see which items customers are looking at and where they're coming from. Unfortunately, while you can use Google Analytics with Weedmaps, you don't own any of the customer data. Weedmaps does. This makes it harder to retarget those customers.

Weedmaps requires consumers to log in on their website, and their UX is not that great.

Weedmaps does not integrate seamlessly with all POS systems, which is problematic when you're selling in-store and online. Your inventory levels may not be correct on your Weedmaps menu.

Also, because it's a marketplace, it's simple for customers to jump ship and find the products they want at one of your competitors. This impacts their conversion rate, which is pretty low.

Now, some dispensaries opt to list on Weedmaps to get found when they're first starting out. Rather than using it as their primary menu, they use it as a supplemental menu—almost more of a marketing tool. This can be helpful if you're opening up shop in a crowded market.

The cost of Weedmaps depends on the options you want and where your dispensary is based. If you want to show up higher on the Weedmaps results, then you will need to pay more.

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A standard listing starts at $495. If you want to show up higher in results, you'll need a premium listing. These listings are auction-style, with the highest bidder scoring the top spot. Premium members also receive an analytics dashboard showing clicks and impressions.

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I know this is a lot of information. Plus, there are plenty of other menu options available, and more are popping up all the time.

If you are debating using a menu platform that we didn't cover today, be sure to consider the factors that I mentioned at the beginning. You really want something that is going to check off as many of the boxes for you so that you can confidently implement it and then use the analytics to improve your conversion and get more sales. You can switch menus down the line if you need to. We've actually helped clients with this, but of course, it's always better to pick the best one for you from the start.

As you look into your menu options, focus on the things that matter to you. If you want people to use your menu, check for a user-friendly interface. If you want to be able to measure the effectiveness of your advertising, you'll want to be able to set up revenue attribution and to monitor your analytics. You'll need to own your data to do this.

By focusing on your goals and objectives, you can whittle down the list of available platforms and discover which may work best for you. If you're still having trouble deciding, we can help you get set up on a platform that will help you check off as many of your must-haves as

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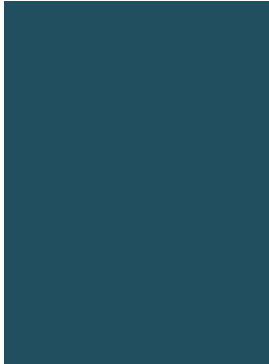
	possible. We've helped several dispensaries choose and set up their online platforms so that they would work well with their other tech platforms and capture as much useful data as possible. We can also get your SEO set up for menus that live on your website.
Slide 20	Questions? - What is the most important menu feature I should look for if I want to accelerate sales? - In our experience as a digital marketing company, revenue attribution is the most important long-term feature to focus on. When you can implement it, it will show your revenue sources and provide you the information you need to help you capture new customers.
Slide 21	Thanks so much 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

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