

WEBINAR

How to Boost Cannabis Concentrates Sales for the 710 Holiday

Webinar Preview & Audio Available at:
<https://www.foottraffik.co/webinars/710-holiday/>

Slide 1	<p>How to Boost Cannabis Concentrates Sales for the 710 Holiday</p> <p>Share the excitement and bring the party to your customers</p>
Slide 2	<p>Today, we'll be covering:</p> <ul style="list-style-type: none">• 710 event ideas your customers will love• Creative product promotion ideas and the best way to share them digitally• A useful tool you can implement to make educating your customers even easier
Slide 3	<p>My name is Guillermo. I'm the CEO here at Foottraffik, and I'm really excited to be sharing this information with you</p>



How to Boost Cannabis Concentrates Sales for the 710 Holiday

<https://www.foottraffik.co/webinars/710-holiday/>

	<p>today.</p>
<p>Slide 4</p>	<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>
<p>Slide 5</p>	<p>A couple of housekeeping items before we get started.</p> <p>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.</p> <p>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.</p>
<p>Slide 6</p>	<p>Last year during 710, dispensaries were faced with surprising circumstances. Many were operating as essential businesses while other shops around them were closed down. Plus, most had mask requirements as Covid ran rampant across the country.</p> <p>Now, the situation is different, but there are still plenty of</p>



health, safety, and operational concerns.

Emergency orders that allowed for curbside pickup and delivery in states that didn't previously allow those options are starting to expire, so more customers will once again be shopping in stores or at least stopping inside to pick up their orders.

In addition, a lot of states have changed their mask requirements to allow for vaccinated individuals to go unmasked or dropped mask requirements altogether.

Comfort level ranges, so there are plenty of people itching to get back to normal and there are others who prefer to wear a mask even if they're vaccinated.

With that being said, because comfort levels do vary, you may want to offer both in-person and virtual events this 710, and beyond to appeal to more of your customers. Follow the advice of health officials in your area to ensure you're creating a safe environment for all involved.

Ultimately, there's no precedent for this. Not only has the cannabis industry never faced such a weird time, but the country hasn't dealt with something like this in modern times.

We're all working through this together, so while we're trying to grow our industry, it's crucial that we consider the effects of our actions and how they'll impact our businesses down the line.

That means implementing processes that work regardless of any crisis, remaining agile and adaptive to meet any new challenges, and ensuring you are offering the service your customers deserve. So while we're talking about the holiday and the excitement surrounding it, consider the different processes you can integrate into your business



How to Boost Cannabis Concentrates Sales for the 710 Holiday

<https://www.foottraffik.co/webinars/710-holiday/>

Slide 7

like creating entertaining or educational video content.

Ok, that was all very serious, so let's talk about events and get to the fun stuff!

First up, something for the newbies.

If you're a medical dispensary or have many customers that are new to concentrates, hosting an educational event is a great way to introduce people to using a different type of product.

Because concentrates can be intimidating, an educational event can help demystify what concentrates are. Look at it from the eyes of a novice: wax, badder, shatter—they look nothing like flower.

It can be hard to understand how something that seems so removed from its organic form can have the same benefits or properties. So the challenge is making concentrates accessible and showcasing how easy they are to use.

You'll also want to address potency. A lot of people are afraid to try concentrates because they are super strong. Then there are plenty of people who want to try concentrates for that reason but don't know how to get started. You need to bridge that gap for them and do a little bit of hand-holding so they feel more confident purchasing and using concentrates on 710 and beyond.

This type of event can be held in person or online. Plus, if you do this virtually, you can easily share it on your blog or your social media channels. It's also a great event to repeat regularly because concentrates are growing in



How to Boost Cannabis Concentrates Sales for the 710 Holiday

<https://www.foottraffik.co/webinars/710-holiday/>

Slide 8

popularity.

If you don't want to hold this type of event, but still want to educate your customers, you can record an educational video ahead of time and then share it in an email blast with your 710 deals. This type of reusable content is excellent for sharing on social media, including YouTube, and posting on your blog, and it helps showcase your brand values too.

Now, educational events can feel dry, so be sure to have an energetic teacher who can explain what concentrates are, their benefits, and how to use them, while still having a fun time.

If you sell dab rigs and vaporizers for concentrates, why not demo them in-store?

Both of these items can feel like an investment to customers. By allowing them to hold them and get a feel for them, they can start getting more comfortable with the equipment.

So this is more like a hands-on educational event. Again, you'll want a compelling and charismatic person showcasing your gear. You want them to engage your customers and get them talking about concentrates and how to use them. You may want some cleaning procedures in place since many people may be touching the equipment.

To really build the excitement, consider pairing this type of event with a promo on dab rigs and vaporizers. That way, people are considering which ones they may want to



invest in and not just messing around with them. Share the benefits of your different gear, how to clean and store them, which types of products they're best suited for, and more.

And don't forget to highlight vaporizers that can be used with both flower and concentrates! This type of vaporizer is a great way to encourage people who aren't totally sold on the idea of concentrates, to give them a try since they can also use them for flower should they want to.

Slide 9

In a lot of places, Vendor days disappeared during the dark days of Covid. It's time to bring them back!

Dispensary shelves are packed with a variety of vendors, and sometimes customers can find it hard to distinguish between them. By inviting Vendors back to your dispensary, you can get customers and company reps talking about what makes particular products and brands so great. Encourage your vendors to bring gear to giveaway and be sure to offer special promos on the products they'll be talking about to encourage customers to stop by and shop.

When vendors are in-store, you can also do an Instagram or Facebook video to share the fact that they are in the store and have gear.

Slide 10

It's gorgeous outside, and we could all do with a bit more time in the sunshine. Take the party outside with some



How to Boost Cannabis Concentrates Sales for the 710 Holiday

<https://www.foottraffik.co/webinars/710-holiday/>

good food.

Food trucks are still popular and there's a larger variety than ever before. We recently had a client who hosted a churro truck at their dispensary. They regularly have events and have found food trucks to be a fun way to encourage people to shop and hang out.

If you want to host some food trucks, make sure that you have places for people to hang out and eat, lighting if you are doing this in the evening, and plenty of trash cans and napkins.

In addition to food trucks, you can have a medical marijuana certification event to help bring in more potential customers.

You can also combine it with a vendor event to make it more of a festival. Invite artisans from your town or connect with local businesses or farms to create a small pop-up market.

Their products don't have to be related to cannabis, but you can have an overall theme that's in line with your brand. So if you are into sustainability, you can invite other companies that have the same values to take over a part of your parking lot or waiting area. For example, you can have a small bakery offering goodies or a pop-up yoga class.

If you start planning now, you can have a whole itinerary of exciting events and partners to entice your customers and score new customers. Just be sure to work in some cross-promotional marketing to reach those new people and drive more business to your shop!



How to Boost Cannabis Concentrates Sales for the 710 Holiday

<https://www.foottraffik.co/webinars/710-holiday/>

Slide 11

Live music is back! Make the most of it by hosting a free concert. You can partner with local bands or a DJ to put on an evening of entertainment.

Start sourcing your sound equipment now if you want to do this. People are excited to get back to live music and it may be harder to get the setup that you want closer to 710.

You can also turn this into more of an open mic to encourage more local artists to stop by and bring their friends.

Again, make sure you have some cross-promotion going. You want any musical acts hosting sharing their show details with their audience and you can share it through your channels as well.

Slide 12

There's no reason to limit the party to the evening. Line up different events throughout the day or even the weekend to maximize the fun and truly celebrate.

You can even change your promos throughout the day to drive traffic at different hours.

Take a look at your CRM to determine which segments of your target audience tend to shop at certain times and then cater the events around those segments. So if you tend to have more boomers in the morning, create an event for that demographic, like an intro to concentrates or a demo so they can learn more about how concentrates and how they may work for them.

Then, start bringing in those food trucks to capture the lunch crowd and get the music started. Get an ice cream



How to Boost Cannabis Concentrates Sales for the 710 Holiday

<https://www.foottraffik.co/webinars/710-holiday/>

Slide 13

truck for the afternoon or evening. Mix in vendors and keep promoting all day long. Then cap it all off with live music or an open mic.

Events are really only limited by your imagination, so do some brainstorming and talk to your budtenders about what they think would work best for your customers.

Now, let's talk about promos.

If you want to entice more people to try concentrates, then it's important to put together some excellent promos.

Popular promos for concentrates include a percentage off, like 10 or 15% off all concentrates; buy-one-get-one deals; spend-based deals, like spend \$100, get a live resin for a dollar.

Instead of promoting deals only on 7/10, we encourage you to create a full week of deals. This will give your customers a lot of products and deals to choose from and also promote social distancing by not overcrowding your dispensary in one day.

A great way to spread out the deals is by focusing on one product type per day. For example:

- Monday is oils
- Tuesday is wax
- Wednesday is shatter
- Thursday is vape cartridges
- Friday is dabs
- Saturday is dab equipment



How to Boost Cannabis Concentrates Sales for the 710 Holiday

<https://www.foottraffik.co/webinars/710-holiday/>

- Sunday is tinctures

Also, you want to make sure that customers come back post-710.

Offer an exclusive coupon for 710 customers with a discount that can be used at a later date.

This “Come Back Coupon” increases the likelihood they will buy online again and become loyal customers.

Slide 14

So what exactly should you be running sales on?

When it comes to creating deals, you should take a look at a few different data points. The best places to look for data trends are within your point of sale, online menu, and CRM.

First, check what sold best last year and what your hot items are right now. Do you want to push those items even more? If so, you may want to order more now!

Next, look at what you’re having problems selling. You can bundle these products together to help move those items. For example, combine some concentrates with different edibles or complementary flavors into 710 bundles.

You can also look at products that tend to get purchased together and create bundles out of those or bundle a new product that you want to promote with an existing customer favorite.

Once you’ve crafted your deals for the week of 710, it’s time to get the word out there.



How to Boost Cannabis Concentrates Sales for the 710 Holiday

<https://www.foottraffik.co/webinars/710-holiday/>

Slide 15

If you don't already have a deals page on your website, it's time to add one.

The most visited dispensary pages on your website are your homepage, online menu, and deals pages. Make sure that your deals are highlighted on all these pages and encourage customers to take action by adding a button "Shop 710 deals."

You can also add a popup to your website. Whether you like it or not, website pop-ups still work. Your popup should mention you have a week of 710 deals and link your customer directly to the deals!

Depending on your online menu, you can also create a collection or a deals section on your menu to promote the deals of the day or week. Select the products you'd like to promote in your online menu, and they will show up at the top of the online menu when a visitor first visits.

Slide 16

What better place to promote your 710 deals than in-store? Promote the 710 deals everywhere in your dispensary.

Print out flyers and have them prominently displayed during the check-in and check-out stations. A great spot to put these flyers is in line when people are checking out, at the entrance door, and at the checkout at the POS.

Advanced tip, add a QR code right on the flyers so people can start browsing the deals on their phone.

You should also have the deals highlighted on your in-store kiosks, and update your TV screens to showcase



Slide 17

the deals of the day and upcoming deals of the week.

Of course, your budtenders should all be updated on the deals of the day and the week so they can share the offers directly with your customers. This is a perfect opportunity to upsell, especially if you have any spend threshold deals.

If your budtenders don't really have experience making recommendations or upselling, make sure they get some additional training so they feel comfortable telling customers about additional products they should check out.

If you've been building your customer list, it's time to use it.

First, you'll want to create a single image of all your weekly deals so customers can see your full set of offers in one location. Once you have designed this image, it's time to send it out to your entire list of customers.

This will get you the most exposure, and your customers will share the deals with their friends. When you send out this text message, be sure to include a link directly to your menu and a call to action like "shop 710 deals now!"

To maximize your SMS strategy, send out segmented text messages to your audience based on customers' past purchases. Since 710 is focused on concentrates, segment the customers who have purchased vape cartridges in the last 180 days and send them another text message on Thursday, reminding them about your vape deals. The same goes for every other product category. Customers are more likely to purchase when you provide relevant



deals based on their previous purchases. Give people what they want.

But don't stop there—your SMS marketing should extend beyond 710. After investing time and resources into capturing customer data, make sure you're using it to drum up more sales. Share deals and remind them about special offers.

Another great way to reach your customers is via email. With email marketing, you can go more in-depth with your messaging and deals.

Since you've already created an image with all of your 710 specials, send this out to all of your email subscribers.

Be sure to have a clear subject line so your customers will be enticed to open your email. For example, "7/10 deals every day of the week!"

Slide 18

Everyone is online right now browsing Instagram. Make sure you're there too.

While we don't recommend sharing your deals on Instagram because that can get your posts flagged, social media does allow you to interact with people interested in your brand.

Make sure you have a URL in your profile, so people can visit your website or location page. We don't recommend linking to your menu or deals page, because Instagram may flag your account for that and say that you're trying to sell cannabis on their platform.

So you can share trivia, tips, and info about your 710



How to Boost Cannabis Concentrates Sales for the 710 Holiday

<https://www.foottraffik.co/webinars/710-holiday/>

Slide 19

events, but don't promote deals directly on any of the social media profiles. And of course, use #710YourCity social media hashtags to engage with people in your area and encourage them to stop by.

Advanced tip: if you invested in a text messaging platform and you have a text-to keyword, use it on social media. For example, in your Instagram stories or posts, ask your customers to text 710 to 411669 to get 710 deals directly to their mobile phone.

Online chat makes it easy to help customers. According to E consultancy, an international marketing educational resource and consulting group, not only do 79% of consumers prefer live chat because they offer instant responses, but 63% of consumers who used live chat on a website are likely to return to that site. Plus, live chat has the highest consumer satisfaction rate at 92%.

Customers can use online chat to:

ask general questions

reach out with questions about placing an order

Or talk with budtenders about cannabis-related questions

It's a valuable addition to your website and a great way to support online shoppers this 710 and beyond.

If you find that you're answering a lot of similar questions, you can use this valuable customer feedback to create blog posts or an FAQ page to answer common questions and post information about ordering online, using



How to Boost Cannabis Concentrates Sales for the 710 Holiday

<https://www.foottraffik.co/webinars/710-holiday/>

Slide 20

delivery, or redeeming loyalty points.

You can also associate keywords with answers to create automated replies to live chat requests. For example, anytime someone says the keyword “hours,” you can set up a generated response with your hours of operation for the day.

Live chat may help reduce cart abandonment rates and make it easier for people to buy from you. Just make sure you have knowledgeable staff managing it.

You can offer the most amazing discounts and events, but none of it will matter unless you get the word out.

We have a month until 710, and if you’re hosting an event, you have about two weeks to get your itinerary together before you need to start promoting it. You can start teasing it now and then share more information as the date approaches.

Dispensaries can’t leverage social media advertising, but you can leverage display ads, programmatic advertising, and Google Ads to increase your reach.

With display ads, you can get your message right into your customer’s hands. Your banner ads will show up on their favorite mobile websites and apps.

With programmatic ads, you can leverage the power of AI to secure ad placement on over-the-top video like the image on this slide. That way you can get your video ads playing on potential customers’ smart TVs.

And of course, there’s Google Ads. Yes, your dispensary



Slide 21

can do Google Ads, and you should definitely be using them around major cannabis holidays like 710.

We want to make it easy for you to grow your customer base and increase your revenue.

To help you navigate the digital advertising landscape and ensure you get your future deals out there, we have two special promotions for today's attendees.

First up, get a free website with a 6-month advertising plan that includes Google Ads, Display Ads, and search engine optimization. This plan will provide you the support you need to launch your business, give your website a refresh, or just supercharge your advertising. Let's get this underway and start advertising your 710 events and deals. Schedule a call with us today at foottraffik.me/chat and we will walk you through everything.

Or you can choose to get 50% off a new dispensary website with a 3-month digital advertising plan that includes Google Ads, Display Ads, and search engine optimization.

You can schedule a consultation with Jason, our Client Success Manager, and learn how these services will support your goals. Choose your time at foottraffik.me/chat

I love bundling these services together because they really do work best in unison. Don't put all your eggs in one basket—you need to be able to diversify your advertising investment in order to have the largest reach.



How to Boost Cannabis Concentrates Sales for the 710 Holiday

<https://www.foottraffik.co/webinars/710-holiday/>

Don't wait until right before 710—schedule your consultation today and start planning your ads ahead of time.

Thank you so much for joining us today. I hope you all have a successful 710!



How to Boost Cannabis Concentrates Sales for the 710 Holiday

<https://www.foottraffik.co/webinars/710-holiday/>