

WEBINAR

Sell More Now: 20 Ways to Quickly Grow Your SMS List

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/sell-more-now-20-ways-to-quickly-grow-your-sms-list/>

Slide 1	<p>Sell More Now: 20 Ways to Quickly Grow Your SMS List</p> <p>Get More SMS Subscribers Fast & Increase Sales</p> <p>Today, we'll be covering why you can't ignore SMS marketing and unlock crucial tactics that will help you quickly increase your subscriber list, which will directly impact your bottom line.</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</p>

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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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SMS marketing is the use of text messages to engage with your customers and build loyalty with them so they'll buy from you time and time again.

Yes, we want your customers to buy from you today, but we also want them to come back next week and the week after that.

This is a relationship-building strategy that helps you maximize the value from each of your customers.

According to Forbes' estimate, 95% of texts sent are opened within 3 minutes.

With the popularity of smartphones, this is a tool you



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need to leverage to succeed.

So why is SMS marketing so effective?

It's convenient. Most people already have their phones on them and are quick to look at their notifications.

It's simple. While you can spend more time to create an awesome animated gif, a simple text is easy to write. You can brainstorm a whole month's worth of messages in the time it would take you to compose an email newsletter. Plus, most messages can be seen on any type of smartphone. There's no need to configure it differently based on an operating system or device. The same is true of MMS.

It's part of the cultural zeitgeist. It's just where we are right now as a society. Most people prefer text to a phone call, voice mail, or email.

It creates a feeling of community. Texts help your customers feel like insiders. Plus, they can help build customer loyalty—especially when you personalize your messages and deals.

It requires opting in. That means that people already want the info you're sharing. They've made the decision to give you their phone number so that they can get deals and offers from you. Basically, you're providing value to your customers while also advertising to them and keeping your brand top of mind. It's a win-win strategy.



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There are three benefits that I want to share with you because they're especially important for our industry.

The first is that your SMS efforts are measurable. If you have revenue attribution set up, you can track who is clicking on your text links and whether or not they're buying. This makes it easier to create more effective campaigns.

SMS marketing is also fast. Because most texts are opened quickly, you can drive traffic to your website instantly when you share a link or deal.

The third benefit is that you own the list. Many dispensaries don't consider the fact that they don't own their profiles or list of followers on sites like Instagram. With SMS, you own your list. As long as you're following the appropriate regulations, your list is yours and can't be taken away.

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Foottraffik employed a SMS Marketing strategy to boost revenue through:

- Segmented customer SMS
- Milestones and Loyalty
- Increase lifetime spend 80%

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Let's jump into our 20 ways to grow your SMS list, starting with your website.



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Your website is valuable real estate. If people are checking it out, they are already interested in what you offer. That means you should leverage your website to get more SMS signups—and there are multiple ways you can do it.

The most obvious is to have a popup that comes up after your age gate. Ask people to join your VIP list. By making it seem exclusive and by sharing the value of joining, you can increase your signups.

Add the text opt-in to the header of your online menu. Most online menus give you the ability to add in custom messaging in the header. Take advantage of this real estate and get customers to join your SMS list from the menu.

You should also have a strong call to action on your homepage that helps convert visitors to SMS subscribers. This can be above the fold or near the bottom of your homepage. Either have your opt-in code available for people to text or embed a form that captures the information you want.

If you have a blog, every one of your blog posts is an opportunity to capture customer data. If you're providing valuable information, then your customers will want more of it. Share a text opt-in at the bottom of your blog posts or include an image that has the opt-in information to make it easy.

That's 4 ways to increase your list—and all on your website.



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There are also plenty of opportunities to connect with your customers in-store and encourage them to sign up for your list.

If your dispensary has a registration area, which most medical dispensaries do, have your intake person ask customers whether they want to join your VIP list. They're already taking the customers' information and putting it in your system. What better time to also get them signed up for your SMS list? Have your intake person share the benefits of joining to increase your signup rate.

Inside your waiting area, you can also have table tents that share why people should sign up for your VIP list.

Depending on your aesthetic, you can also post flyers in your waiting area or upload your text opt-in message to your waiting room TVs.

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Once your customers are making a purchase at the point of sale, you have another opportunity to get them to sign up for your list. You'll notice that every time someone engages with a customer, there's a chance to check that they've signed up.

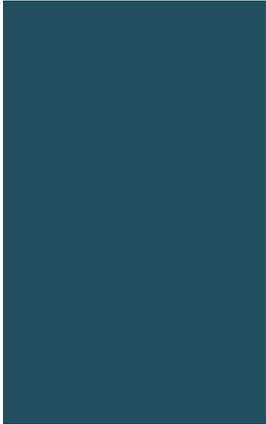
Create an easy script for your budtenders to use and encourage them to personalize it so that it sounds natural. It can be as simple as "Are you receiving our special deals texts?"

If you want your customers to spread the word, offer a referral bonus for getting their friends to sign up for your text opt-ins. These "refer" a friend programs are a fun way to encourage your customers to talk about you and

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advertise your dispensary for you.

At the cash register, you can have simple business cards that have your text opt-in code or postcards that you can place into customer bags as you prepare their orders.

Advanced tip: add a QR code to the postcards so you can track how many customers joined your SMS list from this channel.



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If you're keeping count, that was eleven ways so far. Let's move on to number twelve.

If your state allows for the use of traditional marketing methods, you can use a billboard with a text opt-in code or a special URL that leads to your text opt-in and menu.

Consider the location of the billboard and whether it will be viewable by your target audience. You don't want your billboard too far away from your location, for example.

Thanks to digital billboards, this has become a more accessible option for dispensaries. You can more easily use your branding elements and you can save money by sharing a digital billboard.



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Number 13: Mailers.

Mailers are still alive and well. Some of our customers have found great success in promoting their dispensaries with direct mailers specifically targeted to adults in their



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communities.

Use a QR code to track the effectiveness of your mailer and to send recipients to your site. You can also print your text opt-in code right on the mailer and offer first-time signups a special discount.

This is actually something we can help you with. We now have a trusted partner that offers targeting so your mailers will be more effective.

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Number 14: Leverage your email list.

If you were previously collecting emails and you want to switch to focus on phone numbers, make sure that you have your email lists' phone numbers! Include your text opt-in code in your email deals and newsletters and tempt people to sign up with a special deal only available to text subscribers.

Make sure to share the value of joining your list. Will text subscribers get information that no one else will? Share that to tempt more people to opt-in.

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Your Loyalty program is a valuable customer retention tool. It's also a great way to learn more about your customers and to capture their data.

By combining your loyalty program with an SMS opt-in, you can increase your signups for both lists. This will also



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enable you to send more personalized messages and offer deals that your customers want to take advantage of.

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People love winning stuff. Unfortunately, many states limit cannabis giveaways, so you can't give away cannabis products in many places. However, that doesn't mean you can't give away branded gear or accessories. Who wouldn't want to win their own Pax vaporizer or a basket of awesome gear? Simply make opting-in to your SMS list part of your giveaway signup.

If you can't host a giveaway, you can offer special events or coupons just for your SMS list. For example, let's say you're putting on a virtual yoga class or introductory terpene class. By making opting in to SMS part of the signup process, you can grow your list and continue to offer list members more value.

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If you've followed our previous social media advice, you know that you shouldn't post about your sales and deals on Instagram or other platforms.

However, social is a great place to engage with your customers and build your brand. You can regularly share your text opt-in code in your social posts to encourage your followers to join your VIP list and gain access to special offers.

This will help you get more value from your social media marketing.

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You can even add your opt-in code to your saved stories so that's it's visible and easily accessible.



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If you've seen display ads on mobile websites or apps, you've seen Geo-Ads.

These display ads appear when an individual has met the ad creator's criteria, like they are part of a certain demographic and are located within a set area.

You can create a text to opt-in deal directly on the display ad or you can advertise a deal and link to an opt-in page. And because you can control where and when the ad shows up, you can increase your chances of getting them in front of your target customers.

When using Geo-Ads, it's crucial to ensure you have access to a cannabis-friendly network. Otherwise, you're going to find it very hard to find sites and apps that will host your ads.

We have a network of cannabis-friendly sites where we run ads for our clients and have helped dispensaries increase their lists through Geo-Ads.



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Google Ads are also a great way to increase your visibility and get new SMS signups.

By running a pay-per-click ad campaign on Google, you can get your dispensary to the top of search results. By



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combining it with an SMS opt-in, you can then capture those customers and advertise to them time and time again.

So how do you do this? Just like with Geo-Ads, you can either have an opt-in code in your Google Ads copy or link to a landing page that has the opt-in info. By sharing a special deal, you'll get more clicks and more signups.

We've implemented this strategy for different dispensaries and scored plenty of new customer phone numbers for our clients. It's a great way to leverage a tool that already has a high-ROI.

I just wanted to take a moment to mention that there are regulations when it comes to your text opt-in.

In the US, the FCC regulates SMS messaging at a federal level through the Telephone Consumer Protection Act (TCPA) that has been in effect since 1991. Under this act, companies must obtain express written consent from an individual before sending them a message. Messages must contain both the sender's identity and instructions for opting out of the program.

One way to guarantee your campaign's legality is through the use of opt-ins. Be sure to always ask for consent to send marketing messages to your customers.

Double opt-ins. While double opt-ins are not strictly required by the TCPA, they're the most practical way to guarantee your campaign is in compliance with commercial SMS messaging regulations.



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A 'double-opt-in' refers to getting customers to confirm their participation in your program by texting back a simple confirmation message like 'yes' or 'ok.' This gives your brand or company proof that customers are willing to participate, fully protecting you from potential legal violations. It's a pretty common practice, and because you're offering great deals and other incentives, most consumers don't mind it.

If you're collecting phone numbers, emails, or other info via your website, you should have a privacy policy that shares how you'll be using that info. This also helps build trust with customers. You want your privacy policy to be clear and to the point—not too much legal mumbo jumbo or cute stuff either. Customers shy away from both, which is the last thing you want when you're actively collecting phone numbers.

By following these strategies, your dispensary can take advantage of SMS marketing to increase brand awareness, promote special offers, and boost sales.

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How are you going to grow your customer list? Keep in mind, it's not going to grow on its own. You need to actively pursue getting your customers to sign up.

To help you, we've come up with a special deal for today's attendees.

We are offering a 30 day free trial of our Google Ads management to help you build your SMS customer list and a 30-day free trial of Sprout CRM.



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How does Sprout handle TCPA compliance?

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Thanks 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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