

WEBINAR

Boost Revenue & Unlock Your Sales Potential with Targeted Dispensary Geo-Ads

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/marijuana-dispensary-mobile-display-banner-geo-targeted-ads-to-boost-revenue/>

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Boost Revenue & Unlock Your Sales Potential with Targeted Dispensary Geo-Ads

Maximize Your Budget While Generating More Sales

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Today, we'll be covering:

- What makes Geo-Ads a must-use strategy
- Why you need to calculate your return on ad spend (and how!)
- How you can increase your ROAS



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<p>Slide 3</p>	<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>
<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>Targeted dispensary geo-ads can have a click-through rate that's five times higher than regular ads. Plus, people who click them are more likely to buy from you than</p>



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people who arrive at your site via other means.

Why?

Because targeting matters. When you focus on getting your message in front of people who are more likely to be interested in your dispensary or delivery service, you save money while increasing your revenue.

But you can't just create ads, let them run, and hope for the best.

To get the most out of targeted ads, you also need to combine them with revenue attribution. Basically, you need to track whether your ads are actually leading to sales.

Let's take a look at a case study and then cover this further.

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Geo-ads case study for a multi-month campaign for one location

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

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 \$31K in revenue, with a return on ad spend of \$6.20.



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Geo-Ads are display ads that show up on mobile websites and apps when certain parameters are met.

If you've played a game or visited a website on your phone, you've seen these ads. They're pretty prominent, right? Some have coveted real estate right at the top of the screen. When done right, they will capture your attention.

Now, imagine using that valuable real estate to connect with new customers, re-engage old customers, and drive people to your online menu or in-store. With Geo-Ads, you can.

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-Ads lets you create the right circumstances. You can choose who sees your ad based on a variety of characteristics, including location, online behavior, and demographic information.

With these types of targeted mobile ads, you can determine where and when you want your ads to appear.

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With Geo-Ads, click-through rates can be as much as 5x higher than normal 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 out of this strategy can help you create and run ads that get noticed and drive



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sales.

At Foottraffik we create these ads for our customers with our skilled team of graphic designers and copywriters, then use our cannabis-friendly network to get them right into your customers' hands.

What does this look like? Well, for example, maybe you only want to show ads when your dispensary is open. We can set those parameters so that when people see your ads, they can go directly to your menu to order. When a customer goes to one of our 3,000 in-network websites or apps during your operating hours and meets the required geographic location, they'll see your ads. It's that easy.

Geo-targeting your ads can help you spend your marketing dollars more efficiently by serving ads to people who are more likely to make a purchase. With retargeting, this becomes even more effective. This is great for creating ads for different audiences.

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

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If a consumer sees an ad when they aren't near your dispensary, 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



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faster.

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.

But if you really want to see the value of these types of ads, you need to combine them with revenue attribution.

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Revenue attribution is the act of determining which marketing efforts have led to sales.

With digital marketing, you want to know that the money you invest in Google Ads, Geo-Ads, SEO, and Social Media



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are resulting in sales as well as how many of the sales can be attributed to each of your channels.

That way, you can continue to invest in the strategies that bring you more sales or those which have the highest return on ad spend.

Here's the thing: revenue attribution isn't anything new. Marketers have used various models for years to show the impact of their different advertising campaigns. However, according to Hubspot research, 43% of marketing teams say that proving ROI is their biggest challenge. So if revenue attribution sounds so intuitive, why is it so hard?

Part of this is just not knowing that it exists. The other part is not being able to get the information necessary.

In order to track the effectiveness of your marketing channels, you need to have an ecommerce platform that allows you to access your sales data. We've done past webinars on this, so be sure to check out our past webinars.

You should install Google Analytics, enable ecommerce tracking, and connect it to your online menu so you can start creating a picture of where your sales are coming from.

Enabling ecommerce tracking lets you monitor how many new and returning customers are visiting your site, how they're finding your site, how many are purchasing from you, and how much they are spending on your site.



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These metrics are vital for determining which marketing channels yield the highest return.

Did a customer engage with your Google Ad and then click through to your special landing page? Did they see your ad on ESPN's website? Did they search for a dispensary near them and end up on your site? All of this information helps you see how you're getting your sales so that you can then increase your spend on those channels.

In order to implement revenue attribution, you need to track two things: the conversion and the sale.

A conversion is a desired action. In digital marketing, this is generally a click, like clicking on a link to your menu.

From the conversion side, we need to know what propelled a person to make a purchase. Basically, what is the touchpoint that made them convert into a sale?

Sometimes there isn't one touchpoint, there are several. Maybe the client searched on Google, clicked your link, and dug around on your website but left. Then another day, they saw your Google Ad, clicked, and made a purchase.

From the sale side, we need to know how much they spent on their purchase.

All of this information will all go into your revenue attribution model.



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When you sync Google's Tracking with your e-commerce, you can see the source of your web traffic, their conversion rate, and the number of transactions from that source.

You can also see the total revenue that can be attributed to a specific source, as well as the average customer spend. And as long as you have the right platforms in place, Foottraffik is happy to set this up for you. We have experience doing this on multiple ecommerce platforms.

Plus, when you use Foottraffik's Geo-Ads Platform, we can also track in-store sales that are attributable to your campaign.

Now, you've probably heard of ROI—return on investment. We've certainly talked about it a lot. However, more recently, we've begun to move toward return on ad spend, or ROAS, since it's more accurate for what we're measuring.

ROAS is how much you earn in revenue for every dollar you spend on advertising.

ROAS is only concerned with the cost of the ad campaign and not other additional marketing costs or cost of goods sold that should be considered with ROI calculations.

Basically, if you want to determine which of your ad campaigns is working best for you, this is the metric you want to use.

To measure your ROAS, you simply divide the revenue



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that came from a specific marketing channel by that channel's ad spend. So if you made \$100,000 thanks to your \$5,000 Geo-Ads campaign, your ROAS is \$20 for every dollar spent.

The whole goal of marketing is to generate revenue. But you won't know if you're succeeding unless you're tracking and measuring your campaigns.

I've spoken with countless dispensary owners and most aren't tracking this. This is standard in other industries, and we want to make it a standard for our industry as well.

There's no specific "successful" ROAS, but in general, if you're making \$4 for every dollar spent, that's considered good.

Once you have your ROAS, the goal is to increase it. We all want more value for our dollar, right? So how can you go about doing this?

I mentioned before that you need to have Google Analytics installed and ecommerce tracking enabled. This will let you see how many impressions and clicks you're getting. Depending on your ecommerce platform, this may take some extra steps to set up, but Foottraffik is happy to assist you.

Once you have this up and running, you can use the different data you collect to determine which of your campaigns is scoring the most clicks, which is generating



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the most revenue, and which is getting the most impressions.

You can then begin to optimize your campaigns to improve your ROAS.

For example, let's say that one of your campaigns is getting massive impressions but not many people are clicking through. By comparing it to a campaign that is getting more clicks, you can run some tests to improve your results. Maybe you need to whittle your audience down so it's targeted better, or maybe your copy isn't compelling. By changing your call-to-action, you may get more clicks.

Running different campaigns can really help you identify both problems and opportunities. Unfortunately, not every dispensary has the marketing budget or team to do this.

When you work with Foottraffik, you get the benefit of our expertise. Because we have run hundreds of campaigns across North America, we're able to optimize ads for our clients more easily and get them a larger market share.

And the best part is that you get the reporting. No empty promises—you will receive monthly reporting that shows how effective your campaigns are. If we spy opportunities, we'll let you know. If we identify problems, we'll troubleshoot them and keep you in the loop. Our goal is to maximize your marketing budget so that you see the greatest return.

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Here we have a case study for a medical 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-K 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 with Foottraffik which 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 100,000 ad impressions for a \$1,000 budget. This week, new clients can get \$200 off your trial month of Geo-ads. That's right—that's 100,000 impressions for just \$800, but you need to move fast. This offer is only good until September 30th!

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Questions?

- How long does it take to launch one of these campaigns?
- How soon will my dispensary see results?
- Can you run multiple campaigns for the same location?

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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



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