

WEBINAR

Get Seen: 10 Different Ways to Advertise Your Dispensary on Google

Webinar Preview & Audio Available at:

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

Slide 1	Get Seen: 10 Different Ways to Advertise Your Dispensary on Google
Slide 2	<p>Today, we'll be covering:</p> <ul style="list-style-type: none">• 10 Ways to Advertise with Google• How to make your ads effective
Slide 3	<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 4	<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>
Slide 5	<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</p>



Get Seen: 10 Different Ways to Advertise Your Dispensary on Google

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

Slide 6

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.

If you ran a search today, you probably did it on Google. Every second, the tech giant processes over 40,000 searches on average.

That's 3.5 billion searches every single day. Statista estimates that 90% of desktop searches are done on Google. If you're in front of your computer and have a question, you probably turn to Google.

Most of us have our phones on us all the time, and it shows. More than half of searches now happen on mobile devices, and guess what? 95% of those searches happen on Google.

If you want to show up when people are trying to find a dispensary, then you need to rank well on Google via SEO or you need to use Google Ads.

And if the search stats weren't enough, then how about this: There is a link between searches and store visits—34% of people who search for something near them on a desktop or table, like “dispensary near me”, will visit that store.

This percentage goes up when that same search is run on mobile. Half of searchers will visit a store that comes up when they do a near me search on their phones.

Now, if you want to harness the power of the world's most sophisticated and consistently used search engine, you



need to take advantage of the different types of ads you can run via Google.

Slide 7

First off, yes! Dispensaries can use Google Ads to reach customers.

Not only can you, but you should. If the stats I covered are any indication, the dispensaries who rank well on search results or who have Google Ads running are the ones that are going to score the sales. If you want to be one of them, you need to start advertising on this platform.

Right now, there's a lot of confusion regarding the ability to use Google Ads so plenty of dispensaries have abstained from the most powerful advertising tool. That's their loss—be sure to make it your gain.

Slide 8

So how can you get started with advertising on Google? We've all heard of Google Ads, but when you start to dive into this tool, you'll realize that it's not just the text ads you see at the top of a search results page.

There are a variety of Google Ads types that you can use to maximize your reach and get your dispensary messaging in front of potential customers.

When you work with a team of dispensary advertising experts, you can start taking advantage of the different ad types to create the most effective ads for your campaign goals.

Some ad types may be more relevant for building brand awareness, whereas others are more conversion and sale focused. Our Google Ads experts will develop a strategy that extracts as much value as possible from your ad spend to help you reach your revenue targets.



Slide 9

So, let's count down 10 different ways that you can use Google Ads to get seen and grow your revenue.

First, let's jump into search campaigns.

Search campaigns are the prototypical Google Ads campaigns. They're the ones that appear when someone runs a search via Google.

These are great for matching search intent. Basically, when someone is looking for a dispensary, you'll show up as long as your campaign is set for the right keywords. Within this category, there are a variety of ad types.

The first ad type we're going to cover is expanded text ads. These are the most commonly run ads and the ones that you probably see most often when running a search.

With expanded text ads, you get three headlines, two descriptions, and one URL. It's a lot of real estate on a search page and we take full advantage of this by focusing on compelling copy and offers that make searchers want to click.

This type of ad is great for creating a larger footprint on a results page and offering potential customers more information in the additional headlines and descriptions.

With expanded text ads, you can test multiple copy variations to find the combinations of headlines and descriptions that get you the most sales. To improve their effectiveness, we recommend working with a copywriter to nail down your text and creating an offer that searchers just can't pass up.



Slide 10

Imagine your ad learning and getting better.

Sounds a bit crazy, right? But of course, Google has already thought of this. They're called responsive ads.

Just like with expanded text ads, you can brainstorm multiple headlines and descriptions and then Google does the testing for you to determine which combinations work best for your goals.

You can provide Google with up to 15 headlines and four descriptions per ad, and they'll test them in varying configurations.

It may be that certain combinations work well for certain queries, while other combinations work well for another set of searches. You won't know, though, unless you're actively testing or allowing Google to test for you. This is crucial for getting the most from your ad spend and creating the best ads possible.

Another benefit of these types of ads is that they look good on all devices. They'll be tailored for the different widths of the devices on which they're displayed.

Slide 11

With dynamic search ads, you can use what Google knows about your website to help you show up in relevant search results.

We will tell Google which pages to focus on, like your location landing pages.

From there, Google will look at the content on your page and use the titles and phrases that appear most frequently to generate a headline for your ad.

These types of ads are good for matching search intent, thus why I mentioned the location landing pages before.



Slide 12

These types of pages help tie your dispensary to a certain place and are great landing pages to link to.

If you don't have a location page for each of your stores, you should get them created as soon as possible. Because you can focus on local SEO ranking factors and schema to help your local pages show up in relevant searches, they are perfect for dynamic ads. Plus, they will help you rank organically as well.

So how can you take your dynamic ads up a notch? With dynamic keyword insertion ads, your ad will be further customized to a searcher's query.

By taking the keywords they use and inserting them into your ad, a dynamic keyword insertion ad helps build trust and showcases relevance.

So if someone is searching for an LA dispensary, the keyword LA dispensary will show up in the ad that they see. If they search for a Los Angeles dispensary, that keyword will show up in the ad. If they search for LA dispensaries plural, that will show up.

Your ad will already be relevant for the search, but with the dynamic keyword insertion, it helps make this more obvious to a searcher and increases their level of trust.

To really supercharge this ad type, you'll need to engage in keyword research and look into how people are currently finding your website. With this data, you can create campaigns to help drive more traffic to your site.

Slide 13

Want to talk about the benefits of your business? That's what smart campaigns are for.



Slide 14

Special offers for first-time buyers, convenient curbside pickup, deals for Veterans or Medicare recipients—whatever selling points you use to attract potential customers can be used to create these ads.

We'll find the right keywords to target and landing pages to point to so that your ads can show up on the right searches. With years of experience running Google Ads for our clients, we have insider knowledge regarding which types of offers and benefits score more clicks and lead to sales.

That's the last of the search ads, so let's move on to display ads.

Display ads are non-search related ads. They're the ads that you see on websites and during YouTube videos.

These types of ads don't match search intent, so to make them as effective as possible, you want to make sure that your ads are only showing up on pages and videos that are relevant to your target audience.

According to Google, their display ads reach 90% of internet users across the globe. While that far exceeds the geographic area around your dispensary, you can be sure that potential customers in your neighborhood will see your ads. With targeting, you can narrow your scope so that you get as much bang for your buck as possible.

A regular display ad, number six on our list if you're keeping count, is great for building brand awareness for your dispensary.

This is a visual ad that will appear on in-network sites, on mobile apps, during YouTube videos, on Gmail, and more.

You or your advertising team will need to create



appropriately sized images with text to use as your display ads. Remember, they need to grab attention and pull viewers out of what they're doing so they will click on your ad.

Slide 15

Similar to responsive text ads, responsive display ads can shift their size so that they always look good regardless of which device they're viewed on.

And just like responsive search ads, you can upload various components into Google Ads and they will test which ones work best together. You can upload your logo, up to 15 images, 5 headlines, and 5 descriptions, and 1 long headline.

We try to input as many different headlines, descriptions, and images so that we can create the most effective campaigns that will get our clients noticed and boost their sales.

We brainstorm different phrases using our clients' brand voice and find exciting images that get noticed in order to generate more clicks and sales.

Slide 16

Moving on to number 8 of our list, discovery ads. Discovery ads are a great way to introduce new people to your brand.

These ads show up wherever your target audience is. You can limit reach by focusing on a particular geographic area and create an engaging ad that captures potential customers' attention with relevant graphics that make them take a look.

Again, this is about brand awareness. This will help keep you top of mind so that when people are ready to make a



purchase, they think of you first.

Slide 17

Number 9, retargeting.

With retargeting, you can re-engage with individuals who have already completed certain actions like visiting your website.

Maybe they found your Google my business profile, looked around your website, and then left. When you use retargeting, you can remind them that they are already interested in your dispensary.

Retargeted ads are extremely effective for this reason. You are working with a pool of individuals who have already engaged with your website or profile in some way. They've shown interest but need help getting over any hurdles to place their order.

To make sure that you can retarget individuals, you first need to collect the right information. We always recommend that our clients have Google Analytics installed and that they enable ecommerce tracking. Not only is this necessary for determining revenue attribution, but it's also helpful for making and running the best possible ads.

Retargeted ads are 10 times as effective as regular ads, so these types of ads should definitely be a part of any robust SEM strategy.

Slide 18

Number 10: Google Maps.

If you're in a different neighborhood and are wondering where to grab a slice of pizza, what do you do? If you're like most people, you pick up your phone and search for



something like “pizza near me.”

On mobile, what shows up is the local pack with a Google Map.

Now, imagine a potential customer running this same search but for a dispensary near them.

We already know that people who run searches like this on mobile are likely to visit your store if you show up in the results.

By running an ad, you can make it more likely that your store will show up so that you can get that foot traffic to your location.

If you have multiple locations, this is especially invaluable. You can target specific zip codes so that your ads are extremely relevant for searchers, increasing the likelihood that they'll find your store and shop with you.

We'll help you find the right keywords to target and recommend how to create appropriate geo-targeting campaigns for each of your locations.

Slide 19

The lower you are on a search results page, the fewer clicks you'll get.

If you want to get noticed and have potential customers visit your website, then you need to get started with Google Ads.

The top results get the clicks, we all know this. Most of us rarely scroll down a search results page.

The same is true for your potential customers. If you want them to find you, there are two things you can do.



Slide 20

You can use paid search advertising like Google Ads to get your dispensary ad at the top of search results fast, and you can use SEO to improve your page ranking over time and score the top organic search results spots.

We recommend doing both of these strategies. They are invaluable for getting found and building trust with potential customers. However, if you want fast results, start investing in Google Ads now while giving your SEO strategy time to work.

Now that you know some of the different ways that Google Ads can be used to reach people interested in buying your products, you're probably wondering about how to get started.

At Foottraffik, we have years of experience running dispensary Google Ads, but we also have a new addition to our toolbox that has helped us further increase our effectiveness and our clients' sales.

If you haven't guessed it by now, I'm talking about our Foottraffik AI service, which combines the power of machine learning with our Google Ads know-how.

At Foottraffik, we pride ourselves on being innovators. We value our clients and want to do our best to support them in their goals.

Our new Foottraffik AI lets us create super effective ads that take into account data gathered from social media, news aggregators, Google Ads itself, and weather APIs. All of this data allows us to modify and improve our campaign bidding strategies, find the best keywords to target, and pinpoint new trends, all so we can generate more revenue for our clients.

When we combine our machine learning capabilities with



our team's Google Ads expertise, we create even more effective ads that help our clients capture more of the market and increase their revenue. Plus, because our machine learning keeps improving over time and getting smarter, our ads also improve over time.

If you want to learn more about this, I'd love to talk you through how our machine learning software works and how it improves every campaign we work on. You can schedule a call with me at foottraffik.me/call.

Slide 21

To sweeten the pot, I do want to offer today's webinar attendees a special deal.

I appreciate you sticking with me and I would love to help your dispensary reap the benefits of a skillfully managed and optimized Google Ads campaign.

Let's get you started today. Sign up by the end of the week and get your first month of Google Ads campaign management for free.

The sooner you sign up, the faster we can get your ads up and running. The holidays are around the corner, make sure that potential customers can find you and order from you.

Slide 22

Questions?

- How do you choose which ad types to run?
- How quickly will you see results?
- How do you measure results?

