

**WEBINAR**

# **Grow Your Delivery Service with These Fast & Easy Targeted Campaigns**

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

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Grow Your Delivery Service with These Fast & Easy Targeted Campaigns

Reach Specific Zip Codes In Your Delivery Zone to Maximize Sales

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Today, we'll be covering:

- How targeting increases the effectiveness of your ads and leads to better returns
- The strategies you can use to make each of your advertising campaigns more effective
- The easiest way to get ads in front of potential customers fast

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My name is Eduardo Silva. I'm the VP of Sales here at Foottraffik, and I'm really excited to be sharing this



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	<p>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&amp;A button. We do have moderators with us today that will be addressing questions throughout the webinar.</p>
<p>Slide 6</p>	<p>Right now, cannabis delivery is allowed in at least 14 states in the US and across Canada. With online shopping and in-store or curbside pickup having become more popular over the last year due to the pandemic, it's no surprise that there's also been an increase in both delivery orders and delivery services.</p>



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There are, of course, plenty of challenges to offering cannabis delivery, whether as part of a retail outfit or as a stand-alone business.

For example, in California, the number of cannabis delivery services has exploded since the option became legal. To compete with the big guys like Eaze, dispensaries and delivery services need to be savvy so they can carve out some market share.

In order to do this, you need to be offering something that your competition isn't. This is your unique value proposition. For example, maybe, rather than focusing on distinct products, you create curated boxes around particular needs or wants. So you can have a Sweet Dreams box that features edibles, vapes, and topicals all centered around getting better sleep. Or maybe you offer only organic products that have been sustainably created and sourced. This helps set you apart as a business, but you also need to grab the attention of your target market.

This is where your marketing strategy comes in. Your marketing strategy should not be an afterthought. It needs to be part of your go-to-market plan. You need to understand how you can advertise and get the most visibility. And if you've already launched, then you need to be continually monitoring and adapting your advertising strategy to make sure you're getting the best returns and continually seeing improvement.

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If you want to get orders, you need to reach potential customers and share what you're all about. Just like everything else with cannabis, advertising is restricted, and regulations and laws vary from state to state and



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province to province.

So how can you get your message out there and convince people to shop with you?

For starters, there are traditional advertising methods. Now, these have been pretty limited in most places; however, some areas do allow them, so I want to mention them.

When I talk about traditional advertising methods, I'm referring to things like television and radio ads, magazine ads, billboards, and direct mail. Let's do a quick overview of each.

Now, I don't want to be seen as providing legal advice, so be sure to check the statutes regarding marijuana advertising in your area or check in with your favorite cannabis lawyer before proceeding with any kind of ads.

Broadly speaking, television ads are pretty much a no-go anywhere in the US or Canada. In the US, tobacco and alcohol TV ads are pretty regulated, and marijuana is treated in a similar way. Hold on, though, I'll fill you in on how you can get your ads on TV through digital marketing, so don't go anywhere.

Radio marketing is a bit hit or miss. Some states allow it, though you have to find publishers willing to work with a cannabis company. If you choose to go this route, make sure to check the audience stats for any station you're considering working with. You'll want to verify that the majority of their audience is of-age and that they match up with your target audience.

There are some great cannabis-friendly magazines and cannabis culture magazines out there; however, in most cases, they aren't targeted. Most magazines have national



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or even international distribution, which means you could end up paying to advertise to people in other states that can't even order from you. Rather than wasting your budget that way, it may be better to focus on targeted ads that let you hone in on the people you want to reach—those most likely to order from you. Magazines are great for advertising brands, but not so great for delivery services.

Billboards are a pretty popular way to advertise a dispensary or cannabis delivery service in areas where they're allowed. When placed in a delivery zone, they attract the attention of drivers and passengers.

However, not everyone that's driving by is going to be interested in cannabis. While you can focus on the areas that you deliver to, there's no way to hone in on your ideal customer. You have to cast a large net and hope that the people who are interested in delivery are going to see your billboard.

I just want to make a quick note of something that recently happened in California. Cannabis companies are no longer allowed to advertise on billboards along interstate highways. I mention it because California tends to lead the country in these sorts of things. We'll see if something similar happens in other states.

The last traditional marketing method I want to cover is direct mail. If you've tuned in to some of our past webinars, you know that we actually offer this as a service. If you haven't checked out previous webinars, go to [foottraffik.me/webinars](https://www.foottraffik.me/webinars) to see all our videos. One of them is entirely on direct mail, which is a useful way for delivery services to target specific zip codes. If you have a good list, you can also segment it further to help you better reach your target audience. Direct mail is a great way to



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introduce yourself to a new delivery zone, just be sure to offer them a deal they can't wait to take you up on.

Ok, let's talk digital marketing.

When most people think of using digital marketing to promote their delivery service, they tend to think of ads like those you might see on a website or app or Google Ads.

That first category of ads is called display ads. These ads are great for brand building, and when you work with an agency like Foottraffik, you can get real-time reporting to help you see how well your ads are performing. Now, these types of ads are only as good as your advertising network. To make sure that ours performs well for our customers, we've built a large network of cannabis-friendly sites and we have access to millions of device IDs of cannabis audiences across the country. We can also do native ads that mimic the style of the site or app on which they're placed.

Next, let's talk Google Ads. A lot of dispensaries think they can't run Google Ads, but that isn't true. We've run thousands of campaigns for dispensaries and delivery services in the US and Canada. These are great for getting to the top of search results, especially if you're a new service.

That's not all you can do with digital ads, though.

Remember when I mentioned TV earlier? Using programmatic advertising, which is a fancy phrase for describing the use of software to purchase digital ads, you



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can get your ads to play during streaming videos and on Smart TVs. Video ads run on sites like YouTube, these are interruptive video. They can also be OTT or over-the-top video ads which run on smart TVs as opposed to FCC-regulated broadcast channels. Great, right?

Now, when talking about advertising, you don't often hear much mention of search engine optimization, but I want to bring it up because it can be a crucial way for differentiating yourself online and making it easier for people interested in ordering delivery to find you.

Regardless of your market, showing up in local searches is crucial for driving people to your website and menu. I've seen too many delivery services where they just send people directly to their menu without providing them with any kind of information regarding how the service works, where exactly they deliver, and what people can expect when ordering from them. Not only are those services failing to create a connection with potential customers, but they probably won't show up when people are trying to search for nearby cannabis delivery.

Most of these digital advertising strategies are legal everywhere. There are some regulations in different states and provinces that concern the content and imagery of these types of ads, but they are compliant almost across the board. Plus, they tend to be more economical than traditional advertising methods. We find that many clients like to try out one or two advertising strategies and then when they see the type of return they get, invest further.

This is really just scratching the surface of what's possible with digital marketing. If you want to go deeper in-depth, schedule a call with me at [foottraffik.me/call](https://www.foottraffik.me/call)



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So you know a lot about the advertising tools available to you, let's talk strategy.

One of the most crucial strategies that delivery services need to implement is targeting. You don't deliver everywhere and not everyone is going to buy from you, so by focusing your advertising budget on specific areas and people, you can increase your return on ad spend and make the most of your advertising dollars. Targeted ads are 5 times as effective as regular ads, meaning you're going to get more sales with them if you do them right. Who doesn't want that?

Targeting is the act of selecting particular audience attributes and then only displaying ads when those attributes are met. Depending on the ad platform you choose, you'll have different options for the attributes you can use to trigger ads. For example, you may want to target millennials living in the city center who make a certain amount a year. Or maybe you want to target everyone who is within each of your delivery zones.

To make the most of targeted ads, you'll want to cater to your different audience segments. So if you're targeting people living in a particular area, you can use images from that area or use names of places that they'll recognize. This can help you build a connection with your audience, which is crucial when you're fighting for market share. If you don't know who your ideal audience is, you'll want to first research your market or take a look at your CRM so you have an idea of who you want to target and what kinds of ads you may want to serve them.

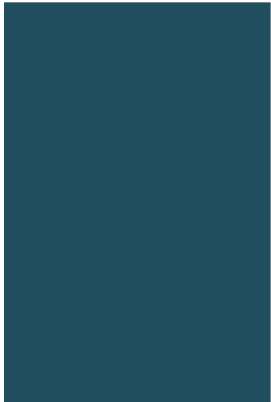
You can also do retargeting, which is essentially reminding people that they were interested in shopping with you. To do this, you'll need to use a pixel, which is a bit of tracking code that helps show who is visiting your



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website and what other sites they're going to. Now, I want to be clear that the data from this is anonymized, so you won't be getting personal information and you'll be compliant with privacy laws.

That's a pretty broad overview of targeting, so let's cover some of the most useful ways that you can actually target different ads.



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First up, location targeting or geo-targeting. This is when you essentially outline a particular area on a map and then only have your ads run within them.

You can use geo-targeting in a few different ways, though for delivery, it's often best to focus on your highest-value delivery zones. You can target the entire delivery zone, or you can break it down and target residential areas during certain times and offices during other times.

If you are in a tourist town and popular hotels and AirBnBs are within your delivery zone, you can also use landmark targeting to hone in on those hot spots and convince visitors to place an order.

If you're a store that also offers delivery, you can also use geo-targeting to create a radius around your store-front or around your competitors in order to steal their customers.



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Depending on your ad platform, you can target a variety of demographics to help you reach your ideal audience. So



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if you have a more millennial-focused delivery service, you can target people by age. This really lets you get more specific with your ads. How granular you can get will depend on the ad platform you are using, but in some cases, you can segment by age, gender, location, education, income, interests, and more.

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Behavior targeting is when you show ads to people after they complete a certain action. For example, if someone went to your website and then left without placing an order, you can target them with display ads to try and get them back to your site. By doing this, you can stay top-of-mind with consumers.

You will need to install a pixel on your website to track visitor behavior for this type of targeting, so check in with your developer to be sure you can do this, or we can handle it for you.

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Also known as affinity targeting, this type of targeting is done by creating a new audience—a look-a-like audience—based on the audience information you already have.

So let's say you have all of this demographic and behavioral information on your customers. You can use that information to target people with similar characteristics in order to expand your customer base. This is all about reaching new people with similar habits as the people that already enjoy shopping with you.



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This type of targeting is most relevant for Google Ads. When creating Google Ads, you will need to bid on particular keywords. This is the reason that many dispensaries think you can't do Google Ads. They put in keywords like "marijuana" and then, boom, their account is shut down.

Because of the nature of our industry, if you want to advertise on Google Ads, you'll need to do some keyword research and analysis to identify which keywords and phrases you should build your ads around and target. Ideally, these are the types of keywords and phrases people are using to find you online.

Now, this can be pretty hit or miss, so it's extremely beneficial to work with an agency that has been doing this for years. At Foottraffik, we understand the ins-and-outs of Google Ads and we have ways to work around banned keywords so that our clients can extract the maximum value from this popular ad type.

I want to mention that not all ad types allow for all of these types of targeting. Different ad types will have different targeting capabilities, but our team can help you better understand how each ad type works and how they can be customized to help you grow your delivery service.

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So now that we know the different types of targeting you can do, let's talk about how you can stand out in a crowded marketplace.

I've already covered the advantages that digital marketing has over traditional marketing when it comes to cannabis advertising, so let's talk about the actual content of the



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ads themselves.

This is where your branding, your voice, and your mission will help you connect with potential customers.

First up, your branding. Every visual ad you make should include your logo. You want potential customers to remember your delivery service and identify with it whenever they want to place an order.

In addition, your messaging should align with your brand voice. While you may use different words or phrases when advertising to different segments of your target audience, the overarching voice should be in line with what you've outlined in your branding strategy. So if you're a medical marijuana delivery service, it doesn't make sense to start talking about getting blasted, right?

The same thing goes with your mission. If your goal is to help people with wellness-centered products, you want to make sure that your messaging is aligned with that goal. Getting your brand message out there will help you build relationships with the people who are most interested in

While targeting is a great way to get your message seen by the people most likely to buy from you, how do you know who they are? If you've already been operating, make sure to take a look at your CRM to identify patterns. Are your orders primarily from a particular area? If so, you may want to focus on that area with one type of campaign to convert more people into customers and then begin advertising in other parts of your delivery zone. You can run A/B tests to help determine what type of messaging works best and to keep improving your ads.



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If you want to be sure that your ads are working, then you need to measure, measure, measure. We're big believers in tracking everything so that you can get a full picture of what's going on with each of your campaigns.

We offer real-time reporting on our display ads and monthly reporting on Google Ads and SEO so you always know how well your campaigns are performing. After all, it's your investment.

Ultimately, we want to help you make the most of your investment, so we pay attention to the following metrics.

We track impressions for display ads and Google Ads so we can see how many times people have seen your ads.

We track clicks to determine whether the call-to-action is enticing and whether the graphics and copy are getting people's attention. By dividing your clicks by your impressions and then multiplying that number by 100, you get your click-through rate, which is the percentage of ads that are getting clicked on.

With Google Analytics, we can see how many people visit your site, how they got there, how long people then spend on your site, where they go, and whether they finish their purchase.

We track how many orders your digital advertising generates and the revenue from those orders.

By dividing your revenue by the amount you invest in a particular strategy, you get your Return on Ad Spend. This is a big one because we want to be sure that you're getting as high of a return as possible.

These metrics help paint a picture of how well your campaign is performing and they help highlight



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opportunities. By consistently tracking these metrics, you can determine the effectiveness of your campaign and pinpoint areas for improvement.

When you work with us, we're always taking a look at these metrics so that we can improve them. We use them as a baseline as we test different campaigns and we monitor them regularly.

To make sure that our clients can easily see the value of their advertising campaigns, we provide regular reporting. Here's an example of a page from a report.

In addition to providing overall numbers, we go into the different ad types to provide a more comprehensive breakdown of what's happening. So, here you can see that this page is all about mobile banner ads, which is another type of display ad. We are able to link our display ads with our clients' menus to let them know not just how many people saw and clicked on their ads, but how many people actually ordered or stopped by after seeing one of their ads and how much revenue those ads resulted in.

This type of revenue attribution has made it easier for our clients to share the impact of their delivery service digital ad campaigns with other decision-makers. It's also a useful tool for really understanding the data, which is crucial for continuing to make wise advertising investments.



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These numbers are for a physician-led medical marijuana dispensary chain in New York. They wanted to further advertise their marijuana delivery service as more competitors were moving into the area.

They chose to invest about \$15k in display ads targeting their delivery zones throughout New York City and other surrounding areas and were able to transform that \$15k investment into over \$139K. That's a return on ad spend of \$9.63. Plus, they now have the contact information for those 900 orders and can remarket to those customers time and again via other methods without having to pay to capture their info again. Outstanding, right?

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I really can't say enough about the value of digital advertising. In such a heavily regulated industry, it has really helped countless cannabis delivery services grow their reach and connect with more customers than other advertising methods.

As a digital advertising agency solely focused on the cannabis industry, we've tried to make getting started with these types of campaigns fast and easy. We handle every part of the process for our clients so they can focus on growing their businesses and providing exceptional customer service.

We'll create the graphics, write the copy, and get your ads placed on popular websites and apps. Plus, we'll run everything by you so you always have the final say. Easy, right?



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To make it even simpler to get started right now, we have a couple of special deals to get your first digital advertising campaign off the ground fast.

First up, get \$200 off your first month of display ads for your delivery service. Or, if you prefer to start with Google Ads, we'll cover your management fee for the first month.

Ultimately, both are great and easy to get started with. We'll take care of all the heavy lifting and run everything by you before pushing them live.

Let's talk about what these types of campaigns would look like for your delivery service. Schedule a call with me at [foottraffik.me/call](https://www.foottraffik.me/call) and we can go into more detail and discuss how to make the most of these campaigns.

Thanks so much for joining us today and don't forget to schedule your call at [foottraffik.me/call](https://www.foottraffik.me/call).



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