

WEBINAR

How to Curate an Exceptional Customer Experience and Score Rave Reviews

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

Slide 1	<p>How to Curate an Exceptional Customer Experience and Score Rave Reviews</p> <p>Improve Your Reputation Management & Increase Customer Retention</p>
Slide 2	<p>Today, we'll be covering:</p> <ul style="list-style-type: none">• Why reputation management matters• What cannabis consumers want from retailers• How you can improve your in-store experience• Top tips for getting more reviews
Slide 3	<p>My name is Guillermo Bravo. I'm the CEO and founder here at Foottraffik, and I'm really excited to be sharing this</p>



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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&A button. We do have moderators with us today that will be addressing questions throughout the webinar.</p>
<p>Slide 6</p>	<p>What people say about your dispensary online can help score you even more customers—but you need to be a part of making that conversation happen and ensuring that it's going in the right direction.</p> <p>Right now, 82% of customers check reviews for local</p>



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businesses. That's 4 out of every 5 customers.

How many stars people give you, what the reviews say, and how you respond can all impact whether those customers order from you—or go to your competition.

If you create an experience your customers can't wait to talk about, you get the benefits of having a repeat customer and a brand ambassador who will leave you reviews.

So why do reviews matter so much?

Well, reviews provide potential customers with social proof, they help to legitimize your business by showing that you are who you say and they clue potential customers into what they can expect from you.

When people are first seeking out a new dispensary, they want to minimize the risk and find a spot they can trust. Your reviews help make that easier for them—as long as you're actively asking for them, monitoring them, and responding.

This is all a part of reputation management.

Reputation management is the process of staying on top of what people are saying about your business. Reviews have become such an integral part of consumer behavior that dispensaries need to allocate time and resources to monitoring them and responding.

There are three parts to reputation management.

First, you need to create a positive experience that people want to talk about. We are going to dive into this in a



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moment.

Next, you need to implement systems that encourage and make it easy for people to leave you reviews.

And lastly, you need to respond and manage your reviews.

These three components are connected, and if you want to benefit from your star power, you need to keep all three in check.

But that's not all. Reviews also impact your Google rankings. If you want to show up in the top three spots on Google, want a high-ranking spot on Google, then you need to be getting new reviews every month and maintaining a 4.7-star rating.

So how can you keep getting positive reviews?

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By focusing on what cannabis consumers want.

We know that all consumers are not the same. What is crucial is that you focus on your own target audience or audiences. Their needs and wants are going to differ, but by being creative you can ensure you're meeting and even surpassing their expectations.

Consumer needs will vary depending on whether you are serving a medical or adult-use audience, generational differences, and socio-economic and behavioral differences. Catering to college students is a lot different than catering to Boomers.

To make sure you can curate an experience that they'll



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want to share, you need to nail down your buyer personas first.

To better understand who your customers are, you should have at least one buyer persona. This will show who your marketing speaks to and who in-store experience revolves around.

A buyer persona is a fictional avatar that represents your ideal customer. So let's say that you are a provisioning center in Michigan that serves both medical patients and rec users. You'll want to craft at least two different personas to ensure that you address both of your target audiences.

A buyer persona will help you pinpoint what matters most to your customers and how you can best meet their needs. You can use it to help frame your marketing, in addition to your in-store experience.

You may have created buyer personas before for a marketing plan or as part of your business plan, if so, you'll want to focus on amending that persona rather than starting from scratch.

If you're starting from scratch, take a look at any data you've been able to collect regarding sales patterns. If you have access to your marketing data, you can also identify behavioral patterns like what they enjoy looking at on your website.

Talk to your budtenders about the individuals who they are interacting with most. Do they seem like college



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students? Older patients? Soccer moms?

Also, take a look at the reviews and feedback you have from real customers. What do they talk about? What are their interests? Are they concerned with your pricing, your store environment, your product selection?

How else can you learn what your customers want?

For additional information, talk directly to your customers or create a survey for them to answer.

Add an incentive to boost answer rates, for example, 10% off your next order for filling out your short questionnaire.

Customer feedback is crucial, if you want to make sure you're meeting your customer's needs.

You can also use reviews as feedback. Comb through your reviews to look for opportunities and insights.

Alternatively, you can use social media feedback. Ask questions on your social media accounts and keep track of what people are saying. Not only is this good for boosting engagement, but it can provide you insight into your customers.

Once you have all this information, you can start to craft a buyer persona.

Maybe your target audience is busy professionals who want to use cannabis to relax instead of alcohol. They like learning about different products and tend to purchase vape cartridges or flower for weekday use. Occasionally



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they experiment with other products during the weekends.

Or maybe it's college students who are trying to save a buck. They look for high-THC products from particular brands and stop by weekly to make sure they have what they want for the weekend.

Once you have this information, you can start catering more to those target audiences. If you have multiple buyer personas, you can segment your marketing lists so that you offer each persona the right type of deal or content to get them to shop with you.

Regardless of who your ideal customer is, there are certain expectations that transcend buyer personas.

For example, everyone likes easy-to-understand pricing. If possible, include tax in your pricing for transparency. No one likes a surprise at checkout.

Everyone likes feeling like they're getting a deal. Whether it's a buy one, get one special or a percentage off. Offer deals on the products that you think your target customers will enjoy.

Regardless of where you are and who you're serving, everyone appreciates a clean, safe environment. That doesn't mean you have to be obvious about it, but you should have routines in place to keep your shop tidy and organized.

You should have clear security measures that don't distract from your dispensary ambiance. It shouldn't feel



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like you're visiting someone in jail just to buy a joint.

Security personnel should be trained in customer service and they should be friendly and welcoming. In most shops, this is the first person that a customer sees. Unless your regulating agency requires it, there's no reason this person needs to dress like a rent-a-cop. Consider what would make your target audience feel comfortable.

Everyone likes things to look nice. Now, what that means is going to differ. If you're serving college students, you can go for a more club-like feel with dark leather couches and sleek TV menus. If you're serving patients, you may want to create a more spa-like retreat with comfortable individual seating and iPads with educational content.

Friendly, knowledgeable staff is another must regardless of your customer persona. Make sure you're doing regular training and keeping your team up-to-date on your products and cannabis in general. If you do any scripting, make sure that it's in line with your brand and your buyer persona.

People also like to learn more about cannabis, but some like to do it on their own time, while others prefer help. Have that option available. Whether you have informational materials out and about in your waiting room or offer a more concierge service, this should be determined by your buyer persona.

If you're not sure how to distinguish your store, visit other dispensaries or stores that cater to a similar audience and see how they handle meeting the needs of their target audience.

With your buyer personas in hand, it's time to improve



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your customer experience.

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But meeting expectations isn't enough. You want to surpass them.

You can take everything I mentioned before and turn it up to eleven.

Add events that cater to your target audience. If you're a medical dispensary, help people get certified and find the right products. If you're a rec shop, think about what your target audience loves, whether it's yoga or concerts, and work with members of the community to create an interesting slate of events.

A recent dispensary email I looked at had information about March Un-Madness and helpful tips for calming down. It included recipes and mindfulness events. That dispensary has tapped right into their buyer personas and created a fun take on March Madness.

You can also partner with area businesses to get your customers discounts or create events together.

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All of this is a lot to take on board. If you're feeling like you have a lot of work, it's time to start implementing change.

If you try to change everything at once, then you're more likely to give up or do a substandard job.

Pick which changes you can implement quickly and start



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working on those so that you can reap the rewards. For example, refreshing your waiting space can be a quick fix for creating a particular ambiance.

You can also work with your marketing team to change up your deals so that they are more relevant to your buyer persona.

Then, create a plan for implementing longer-term improvements, like budtender training. You can begin by rolling out a particular training programs for your current staff and amend your onboarding process to include that training for new staff.

There's a lot to learn about cannabis and customer service, so this shouldn't all be covered at once.

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As you're implementing your changes, make sure to check in with your customers to see if they like what they see!

You can also take a look at your sales metrics to see if they are being impacted by the changes you are making.

Are your pricing and deals leading to larger baskets or more cross-selling? Have you seen more foot traffic or revenue?

Are people utilizing the tools in your waiting room or going to your events?

Now that you've taken the time to up your game, you'll want to get more reviews. Let's dive into our top tips for



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getting those stars.

I mentioned training earlier. Your budtenders aren't just sales associates, they're a valuable resource for your customers and they're the face of your business.

These are the people that your customers will interact with most.

You should make asking for reviews a part of your budtender's job. Create a simple script like, "Thanks for shopping with us today. If you appreciated our service, make sure to leave us a review."

You want to ask for reviews frequently. It's crucial that you have fresh reviews. Customers find those to be more relevant, plus, they are the first ones that pop up when someone is looking for you.

Not only should your budtenders mention it, but you can also have a sign at your checkout or a postcard you can slip into customer's bags. Put a QR code on them to make it super easy for your customers to leave your dispensary a review.

I promise this is not a waste of time. 76% of consumers that are asked to leave a review go on to write one, so ask, ask, ask.



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Using a review gate can also help increase your reviews while maintaining that 4.7 star average.

A review gate lives on your website and helps you monitor who will be leaving reviews for your business. Individuals who imply that they weren't satisfied with their experience will be asked to leave you feedback on a contact form, while those who were happy will be sent to your Google Reviews.

By sorting out those who have had a positive experience with your dispensary and those who did not, you can get feedback from unhappy individuals and help troubleshoot their issues while sending happy campers to review sites to share how great your store was.

This is a great tool to combine with SMS because it makes it simple for people to both leave reviews or have their complaints heard and addressed.

This can help make you more responsive too.

You'll know when people are taking the time to leave reviews or feedback so you can quickly respond.

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Another method for getting more reviews is to use SMS or email automation.

This is for individuals who have opted in to receive text messages or emails from you. They're individuals who are in your loyalty program and they likely enjoy shopping with you.

By creating an automation, you make it easy to touch



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base with them after they visit your shop.

Write up an eye-catching text or email thanking them for stopping by and asking them to share their experience.

You can have this message trigger in a variety of ways.

One thing we like to do is have a message sent after 3 visits. That way, you know the customer is a fan of your shop since they keep coming back to buy from you.

You can also have it sent after a large purchase or even after every visit. It's up to you.

The goal with all of these methods is to make it easy. Remove the barriers and make it simple for people to leave you a review.

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Need to get more reviews quickly? Consider offering an incentive like double loyalty points, a special deal, or a gear giveaway for those who leave you a review.

Before going down this path, make sure you are allowed to offer incentives or giveaways by your regulating agencies. Most states won't allow you to give away a product, but by doing loyalty points or gear, you can get around that regulation.

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Once you have people talking about your business, it's time to engage with them and maintain your star rating



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or improve upon it. You should always respond to reviews.

Among consumers that read reviews, 97% read businesses' responses to reviews. Plus, people expect a response. Engaging can also lead you to get more reviews.

This helps show that you care about what people have to say about you and that you value their feedback. They took the time out of their day to say something about your dispensary and you should take the time to thank them.

You want to respond to both positive and negative reviews.

For positive reviews, thank the person in your brand voice. Something like, "Glad you had a great experience. Come back soon!" Or "So happy you love the Gorilla Glue, it's one of our favorites too!"

Make sure to switch it up for the different reviews and personalize your responses.

Let's talk about negative reviews. I'm not going to lie, they can really suck. But, they also present your store with an opportunity to take someone's negative experience and turn it around. And if you can't do that, you can still learn from the feedback.

When you respond to a negative review, you can often make the situation better. If the problem is handled well, many reviewers will change their reviews to a positive one or delete the original negative review.

It's not all about the negative poster though. Other people will read that review and see how you handled it because



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it shows who you are as a company.

Customers want a transparent, personal relationship with the companies they trust. Responding to negative reviews shows that your business cares, is responsive, and is willing to engage with customers.

A negative review can get you riled up—don't respond immediately. Look at the problem from your customer's perspective. Apologize to the customer for their experience and share your contact info to take the conversation offline. Keep it short and simple, but kind.

For example, "Hi Mary, I'm sorry you weren't happy with the service you received during your last visit! Please contact me at email@dispensary.net to discuss your experience. Thank you for leaving a review and letting us know what we can do better."

Now, you're wondering whether or not you can just delete negative reviews. Unfortunately, it's not that easy.

Google will generally delete reviews if they contain profanity. Also, if one person has made multiple negative reviews, this is considered spam and Google will take action.

Reviews posted by competing businesses, fake or irrelevant reviews, or reviews by disgruntled former employees are all a violation of Google's terms of service so you can request that they be deleted.

Just so you know, this isn't an instant process. It takes Google time to check over everything and to be honest, they don't always delete every review that they should. You should still take time to respond to a negative review even if you request that it be deleted so that people who



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see it in the meantime won't be put off.

At Foottraffik, we've helped dispensaries manage their reputations for years.

We help our clients create SEO-friendly Google My Business profiles and can help with both getting reviews and responding to reviews.

Ultimately, reputation management is an important part of any SEO strategy. According to Moz, reviews account for up to 15% of Google's local pack ranking factors.

Reviews help legitimize your business with both potential customers and Google. The better your reputation, the more likely your store will show up higher in local search results.

This isn't just about placement, though.

We know that the higher up you are on the organic search results, the more clicks your website will get. This is vital traffic.

These individuals are interested in cannabis, they're interested in dispensaries. This is highly relevant web traffic, which means they are more likely to purchase from you.

Most of the online revenue that our customers get is from organic traffic, so you cannot take this lightly.



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To help you get started with reputation management, we have a special SEO deal for you today. First-time customers can save \$200 off your first month of a 3-month SEO plan which includes reputation management.

We'll get you set up to get more reviews and to maximize their impact so that more customers can find you.

Schedule a call today with us today at foottraffik.me/chat

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Questions?

- How many reviews should we get?
- What platforms are the best?
- How quickly I should respond to reviews?
- How frequently should we check reviews?

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Thanks so much 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/chat



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