

WEBINAR

Uncover Your Marketing ROI with Your Jane Ecommerce Menu

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/uncover-your-dispensary-marketing-roi-with-your-jane-cannabis-ecommerce-menu/>

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| Slide 1 | Uncover Your Marketing ROI with Your Jane Ecommerce Menu Get More Sales with Revenue Attribution |
| Slide 2 | Today, we'll be covering <ul style="list-style-type: none">• Why you should implement revenue attribution• How to connect Google Analytics and I Heart Jane• The highest-ROI channels we've seen for dispensaries |
| Slide 3 | 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. |
| Slide 4 | 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. |



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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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Jane has proven to be one of the industry's most popular ecommerce solutions.

With a menu that you can embed on your website and a database of products and images, dispensaries have found Jane to be user friendly, and so have their customers.

With sortable categories and the ability to pay online with CanPay, many customers enjoy using the platform despite the need to create a login.

There are plenty of features that have made this ecommerce menu solution popular, however, we've found that one feature tends to be underutilized: Jane Analytics.

Jane Analytics allows dispensary owners to see how many visitors their menu is getting, how many transactions they've had, the average transaction total, and the units per transaction.

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Now, If you've caught one of our webinars before, you



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know that revenue attribution is really important to us.

We think that our clients deserve to see how their marketing campaigns are leading to sales.

We're always looking for better ways to deliver this information, and until recently, we were not able to offer as comprehensive of an analysis as we would like for Jane users because we wanted more information than Jane Analytics could provide.

Thankfully, after lots of hard work, we've created a way to provide dispensaries on Jane with the reporting they need to make informed digital marketing investments.

So why did we invest in doing this? Let's talk about the value of Revenue Attribution, then we'll jump into what you need to get more data from your Jane menu.

After spending big bucks on an advertising campaign, you generally want to see the positive results of your efforts, right?

However, according to Hubspot research, 43% of marketing teams say that proving ROI is their biggest challenge.

That means that they can't measure the success of their marketing, or they don't know how to.

This is crazy when you think about it. Dispensaries are putting thousands and thousands of dollars into different marketing channels—and most don't know what's actually working and what isn't.

Now, imagine being able to see how many sales your last Google Ads campaign led to? Or pinpointing the revenue from organic search results.



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When you have the right pieces in place, you don't have to play guessing games with your marketing budget. You can make decisions based on measurable results.

All you need is the right tools and a hardworking team that values transparency to implement it.

As digital marketers, we want to get the most out of our clients' budgets. We want to show that everything we're doing is providing a benefit to our clients and that we're generating sales for them. Otherwise, why would they hire us?

Revenue attribution is all about drawing that line between your marketing and your sales. It's a useful tool for determining what's working and what isn't. It allows you to make better decisions about how to allocate your marketing budget. And again, most marketers aren't doing this.

By failing to gather revenue attribution, you could be wasting thousands of dollars on marketing that isn't getting you any sales—and you wouldn't even know it. In our current economy, that's a mistake we can't afford to make.

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For our first case study, we'll take a look at an MSO we work with out of Illinois.

We launched 10 Google Ads campaigns for their 10 medical dispensary locations in the month of July. The goal was to drive online sales to their Jane ecommerce menu.

Over the month of July, we invested a total of \$6,386.40 in Google Ads spend across 10 locations and generated a confirmed \$187,853.55 in revenue on the Jane menu. This



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is a return on advertising spend of \$29.41.

Keep in mind that is only for one month, the annual numbers far exceed 1 million dollars in generated revenue.

Now let's talk about what you need to get started.

With marketing budgets being slashed across the board, revenue attribution is even more important. Thankfully, we've come up with a way to help our clients access more data by combining Jane Analytics and Google Analytics.

You'll need to have access to your Jane Analytics dashboard, which you can get from retail.janeanalytics.com, and have Google Analytics installed and set up on your website. You'll also want to enable set up event tracking with your Jane menu to send transaction data to Google Analytics.

Sending transaction event data to Google Analytics 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 their spending on your site. These metrics are vital for determining which marketing channels yield the highest ROI.

Did they 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 determine how you're getting your sales.

While it would be great to have everything set up right from the get-go, our industry is still maturing, and there's a learning curve. Not every menu has this incorporated this type of reporting into its platform, even though this is standard outside of our industry. We still need to get creative to get other menus to provide us with the



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information that we want.

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This may sound easy so far, but I want to be upfront about this. We've seen numerous Google Analytics installs that weren't set up properly. Those dispensaries weren't getting the right information, and in some cases, weren't getting any information because the installs weren't correct.

To make sure that this is done right, you'll want someone with experience to do it.

You'll also need to install Google Tag Manager.

Once you have your menu embed code installed on your website, you'll need to install your custom analytics script on your menu page. This will send information about what's happening on the page to your Google Analytics account. If you don't do this right, you won't get the information you want.

Now, here's the confusing part. As part of this process, you'll need to create tags for the events you want to track. Otherwise, you won't get a full picture of what's happening on your menu.

This is a workaround to help Jane Analytics and Google Analytics better connect so that you can get the valuable data that will help you determine the effectiveness of your marketing efforts.

If you don't set this up, you won't know about the organic or direct traffic going to your website. Jane Analytics doesn't provide this info, and you must install the custom analytics script to Google Analytics to get it.

So, what do these tags look like? The tags will represent the additional transaction data you want to track, like cart



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value, items added to cart, total order value, from the traffic sources I just mentioned. You'll also want to set up tags for products and categories. Once that's set up, you'll be able to pull more information into your Google Analytics.

We are going to post a link to the script on the Zoom chat: <https://docs.iheartjane.com/docs/custom-analytics-scripts>

To get a full picture of your transactions and online traffic, you'll need to download the transactions you've tracked from both Google Analytics and Jane Analytics.

Once you have your spreadsheets, you'll need to use the VLookup Excel formula to find the transaction ids and then combine the two data sets based on the transaction ids.

This will give you the source and medium information for every transaction.

So what does this mean? Well, let's say you created a Google Ads campaign. You have your tag manager set to identify visitors using the UTM code from your Google Ads campaign, allowing you to see how many sales you received as a result of that Google Ads campaign. The source, in this example, would be Google Ads and the medium would be PPC.

We can also do this for Geo-Ads, SEO, and direct mailer campaigns to see how many transactions these different marketing channels led to.

Once you have this set up, you can track:

- Total sales
- Total transactions
- Average cart size
- Products per cart



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- New customers

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For our second case study, we'll take a look at an MSO we work with out of Massachusetts.

We launched 5 Google Ads campaigns for one location from April to June this year, 2020. The goal was to drive online sales to their ecommerce menu.

Over 3 months, we invested a total of \$3,976 in Google Ads and generated a confirmed \$172,062 in revenue.

This is a return on advertising spend of \$43.

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Once you have your revenue attribution set up, you'll be able to see a variety of data, including which marketing channels are the most effective for you.

Having set this up for most of our clients, we've noticed that three strategies account for many of our customers' sales. We're going to dive into those now.

Google Ads is pay-per-click advertising hosted on the world's most popular search engine.

When executed right, you can get your dispensaries ads above search results.

93% of internet searches in North America are done on Google, making this a valuable tool for your dispensary. It's the most used search tool in the world and the one that's most popular among your customers.

If you have your ads set up right, you can start appealing to potential customers who are looking for a dispensary



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near them and send them right to your menu.

Part of the reason that Google Ads is such a high-ROI tool is that you're advertising to people who are already interested in your service.

You're not putting up a billboard and hoping that someone who's interested in what you're offering as they are driving by. Google Ads is targeted advertising that is meant to reach individuals who are predisposed to want to buy from you.

When executed correctly, these ads can quickly increase your web traffic and help you drive sales.

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Geo-advertising is the use of display ads on mobile devices within a certain geographic area.

Geo-ads allow you to connect with new customers right where they are. With the record increase in internet use because of COVID, online display ads can help keep your deals front and center.

We have a network of compliant, cannabis-friendly sites and apps that allow us to share your display ads and drive sales.

You can use geo-ads to advertise directly to people within your delivery area or near your dispensary.

We can create the ads for you in a way that is compliant within your state or province. For example, display ads in California must include the dispensary's license number. Plus, you'll always have the opportunity to review them before they go live, too.

Online display ads help keep your dispensary front and center with your customers. Once they enter one of the



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perimeters you've created for your ads, they'll see your ads if they use one of the mobile sites or apps in our network.

Again, one of the biggest problems facing dispensaries is the lack of compliant ways to advertise. Our Geo-Ads service not only addresses this concern, but we make the whole process easy.

SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results. This is unpaid traffic that comes from Google.

When customers want to find a dispensary near them, they turn to search—and Google, in particular. If you want to show up in those search results, then it's crucial that you have a robust SEO strategy and a team to implement it. Otherwise, searchers will go right to your competition.

Search engine optimization shows that your page is relevant for particular keywords. In our business, that may be "Boulder dispensary," "Detroit provisioning center," or "San Francisco marijuana delivery."

When you have a good SEO strategy, two things will happen.

One, you'll show up higher in search results, and two, you'll get more organic traffic.

When you rank better in Google, it helps create brand trust and authority. It shows searchers that your site is relevant and that it may be useful for them. They automatically equate high rankings with quality. In fact, the top three results of a search tend to get 75% of all organic traffic. The lower you are on the search results, the less traffic you'll get.



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Organic traffic is one of the most dependable sources of traffic and revenue for many businesses. That's because it's not just any web traffic. Thanks to your optimization, it will be relevant, high-quality traffic. These are people who are already looking for you. They're already interested in what you're selling.

Our SEO clients see an incredible ROI on their investments. In fact, for many of them, it's the best performing marketing channel amounting to nearly 70% of their e-commerce revenue, with returns as high as \$93 for every dollar spent.

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If you aren't tracking your marketing effectiveness, what are you waiting for?

When you have this information, you can practically print money. You'll be able to invest in the most effective marketing methods for your store.

Take the guesswork out of your marketing and start relying on proof. When you combine Foottraffik's marketing services with a Jane menu, you'll know exactly what's going on with your marketing efforts. No more wasted budgets, just excellent digital marketing strategies driving orders to your menu.

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Right now we're offering a deal for first-time customers. Get a month of our Google Ads management service for free. We're sure that you'll see the value and want to keep running these high-ROI ads.

This deal expires on the 20th, so let's get you signed up quickly. You can schedule a call to learn more about his



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service and how it can help you get more sales at foottraffik.me/call



Questions?
How long does it take to set up?
What kind of events can you track?



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

