

5 Ways to Market Your Dispensary Like a Fortune 100 Enterprise



1. Understanding Customer Behavior

Key Takeaways:

- Who is your target customer?
- 65% of people reported their cannabis use was for medical purposes.
 - *Are you displaying products by feeling/symptoms?*
- 42% of frequent dispensary shoppers look at menus online before going into the store and 39% of customers enter through the homepage.
 - *Can you shop from the homepage?*

Notes



2. Strategic Framework & E-commerce First Design

Key Takeaways:

- Less Clicks = More Conversions
- Set up your websites like Industry Giants, with an e-commerce first design.
- Prioritize seamless shopping, add-to-cart from the homepage, and fewer clicks to your customer's favorite products.

Notes

Activity: Visit your Dispensary's websites and count how many clicks it takes to add your cheapest 1/8 of flower to your cart. How many was it?



3. Leveraging Specials & Seasonality

Key Takeaways:

- Use specials & deals to drive inventory.
- Specials increase purchase rate and lower abandoned cart rate.
- Use seasonality to update your website with new offers and specials.
 - *Think about the last time you changed your homepage.*

Notes



4. Implementing a Holistic Specials Strategy

Key Takeaways:

- Your specials strategy should be more than just a specials page.
 - *Are you looking at a yearly calendar that highlights seasonality and holidays while purchasing inventory?*
- Think about how to incorporate specials through your website.
 - *What pages are your specials on / are they in your navigation?*
- Leverage brands you already stock and allow them to advertise on your homepage.

Notes



5. Unifying Brand Presence & Customer Engagement

Key Takeaways:

- Your brand should be at the center of every page on your website, including your menu
- Think about how you use colors, fonts, and language to create a cohesive brand presence.

Notes

Your Host

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