

What's Possible, What's Trackable & What Works

- Direct Mail best practices and strategy
for the Cannabis industry in 2022

Today's Presentation

Around 30 minutes, i'm gonna fly through this, so if your a note taker, get ready

Slides are available to anyone who wants them after we wrap up the presentation. Send an email to Cannabis@DopeMarketing.com

Please hold your questions until the end.



Who Am I ?

Dave Carroll
CEO of **DOPE Marketing**
Owner of Lions Share Maintenance and A Type Data

Started my first business when i was 25.
I have 4 beautiful kids
a very patient wife who puts up with me
working like a madman.

DOPE MARKETING has a team of 40 employees that can assist with
Design, Compliance, Strategy , Automating direct mail, print and packaging in your business.



DOPE
MARKETING

What We Will Cover Today- Direct Mail For The Cannabis Industry

What's possible with direct mail

- Sending mail in your market
- Staying compliant
- Getting results sending direct mail

What's measurable

- Defining a successful campaign with a “why”
- Tracking results
- Making decisions with data

What's worth it

- Is sending mail for your company worth it?
- What to consider testing
- How to put a successful campaign together

What's Possible With Direct Mail?

- **Sending Mail** - You CAN do this for your company
- **Staying compliant** - Local guidelines and Regs
- **Building a list** - Stop missing opportunities
- **Re Engaging customers**- You're probably not doing enough
- **Automation** - CRM, POS, Cross channel campaigns
- **Targeting lists**- The right customers for your brand are out there
- **Building your brand** - People in your area want to know about you

What's Possible With Direct Mail?

- **Sending Mail for your Company** - While it may be illegal to send products through the mail, sending information is not.
- Federal Regs - Types of Mail - Different uses
- **Staying compliant** - Local Guidelines and Regs
Fed - Local - Enforcement Division
How aggressive is your brand? What is working locally? Different guidelines in your area.

What's Possible With Direct Mail?

- **Building a list** - Stop missing opportunities - History repeats itself
Craft Beers- Restaurants - Competitive?
Send Mail - Educate - QR Codes - Text Lists - Loyalty/Reward
- **Re Engaging customers**- You're probably not doing enough
Your customer list is the most valuable thing in your business
Treat it that way = Monthly mailings - Special offers - New Products
- Partnerships/Collabs

What's Possible With Direct Mail?

- **Automation** - CRM, POS, Cross channel campaigns

The best things in life are automated. Trigger marketing from actions that are happening in your business. Depending on what data you are currently collecting, you have things that COULD BE happening that are probably not going on in your company

Thank yous, referral programs, loyalty, new products....

What's Possible With Direct Mail?

- **Targeting lists**- The right customers for your brand are out there
Age, Income, # of Children, Medical Ailments, Pets, Owner/Renter
- **Building your brand** - People in your area want to know about you
It's your job to know your customer
What kind of messaging would they respond to?

Things We Have Seen Work Well With Data, Lists and Offers

- **Geo Targeting** - Same concept as any local business
- **Veterans**- Great way to help
- **Welcome to the Hood**- New movers are HOT
- **Jar to fill**- Aggressive but DOPE
- **Collabs and Partnerships**- They are probably sitting next to you
- **CBD for Pets**- One of my favorite offers

What's Possible With Direct Mail?

Helping more clients

- Think about *WHY you started your company*
- What's your goal?
- How do you track that goal?
- Where can you even get started tracking?

Understanding Tracking

What's TRACKABLE and What's a GOOD Result?

Know your WHY = *Define a goal*

- Building a list
- Release new products
- Open a new location
- Educate and help more patients
- Make more sales
-

Understand your objective in order to have a trackable result

Different ways to track your campaigns

Concept of tracking - Customers consume content in different ways

- **Call/Text** - Building a list + Nurturing
- **QR codes** - New day , new possibilities
- **What are you currently tracking?** - Something is working
- **Use the DOPE** - Pay attention
- **Can't lose building a list**- Most valuable thing in your business

EXAMPLE OF TRACKING EVENT

- Put together an event or collab
 - Track how many people show up - 500 people at event
- Give an offer at the event
 - Gas Card, Hotel Stay, Tablet
 - How many people registered for giveaway - 200 registered
- Follow up with offer
 - How many purchased - 50 people bought “X”

EXAMPLE OF QR Code Tracking

- Put a QR Code in your store on on a package
 - Track how many people scan - **This will be a #**
- Options for interaction of QR code
 - Text, Form, Claim offer
 - How many people took action- **100 people**
- What did you just do?
 - Build a LIST of people - **Look at the DATA - Its DOPE**

STOP TRYING TO REINVENT THE WHEEL

Success leaves clues

Track what's working in your business and use this data to make decisions

Humans are predictable creatures. The key is to simply stay consistent.

If you put the same message in front of the same people, the same thing will happen.

When Spending Marketing Dollars

Ask yourself these questions

- What product do you generate the most sales from?
 - What's your most profitable product?
- What form of advertising gets you the most leads?
- What zip code or neighborhood do your customers live in?

Use this data to help you make decisions on what to track in your business

Now that we understand Tracking... What's worth it?

- Is sending mail for your company worth it?
 - Do you feel like you understand how to identify opportunity in sending mail for your company?
 - You want to grow, you want to scale, you want to help
- What to consider testing
 - Lists you can build - Referral/Reward Programs, Veterans, CBD for pets
 - Offers- Events, Collabs, Promos, Loyalty Programs
 - Tracking - Identifying your WHY to know what to track
- Why you NEED to be sending mail for your cannabis company
 - Because you can and because it WORKS!

What did we cover today? Direct Mail For The Cannabis Industry

What's possible with direct mail

- Sending mail in your market
- Staying compliant
- Getting results sending direct mail

What's measurable

- Defining a successful campaign with a “why”
- Tracking results
- Making decisions with data

What's worth it

- Is sending mail for your company worth it?
- What to consider testing
- How to put a successful campaign together



DOPE
MARKETING