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TERRAYN  
**DISPENSARY  
MARKETING**  
PLAYBOOK

# INTRODUCTION TO TERRAYN - THE DISPENSARY MARKETING PROS

## Who We Are - A Brief Introduction From Trevor Shirk, CEO

Hi there, I'm Trevor Shirk, the CEO and founder of Terrayn. If you're reading this, you're likely navigating the complexities of marketing in the cannabis industry, searching for strategies that drive tangible growth for your dispensary. You're in the right place.

At Terrayn, we believe in doing things differently. Our journey began with a simple realization: the cannabis industry is unlike any other, filled with unique challenges and opportunities. From my experience as an Army Ranger to entering the cannabis market, I've learned the importance of adaptability, precision, and, above all, understanding the terrain you're navigating.

Over the years, Terrayn has launched over 500 digital marketing campaigns specifically for dispensaries. This is a testament to our hands-on experience and deep understanding of what it takes to succeed in this space. Each campaign has provided us with invaluable insights, shaping what we like to call "The Terrayn Way."



"The Terrayn Way" isn't just about applying generic marketing strategies to the cannabis industry. It's about crafting tailored, data-driven approaches that consider the nuances of cannabis marketing, from compliance and localization to digital innovation and customer engagement. We've distilled our experiences into a playbook that addresses the entirety of the digital marketing spectrum, designed to help your dispensary not just compete, but thrive.

As you dive into this playbook, remember that the landscape of cannabis marketing is ever-evolving. What worked yesterday might not work tomorrow, and that's okay. Adaptability is in our DNA, and it should be in yours too. Our team at Terrayn is continually refining our approaches, staying ahead of industry trends, and adjusting our strategies to ensure our partners are always one step ahead.

## Why Listen To Us?

In the volatile world of cannabis, where every dispensary vies for attention, you might wonder why you should trust us at Terrayn. After all, there are hundreds of companies calling on dispensaries and selling a myriad of services. The answer lies in our track record.

Under my leadership, Terrayn has launched and successfully executed over 500 digital marketing campaigns tailored specifically for the cannabis dispensaries. We've seen firsthand the challenges dispensaries face and have crafted strategies that meet and exceed those challenges, driving revenue growth, enhancing visibility, and improving customer engagement.

So, why listen to us? Because we've been in the trenches, we've learned from every campaign, and we've emerged with a proven system we're willing to share with you. Check out a few of our recent case studies below.

### Bloom Case Study

## Bloom MT - Terrayn Impact

Our Services Impact Revenue

### Terrayn Stores vs. Non Terrayn Stores

When we originally launched Bloom stores on Terrayn services, we focused on key markets. This broke down to 13 of 20 Bloom branded stores. The results of the stores on our services vs those that we not were staggering:

- **73.6% More New Customers**
- **23.7% More eCommerce Revenue**
- **92% More GBP Direction Requests**

### How We Did It

We leveraged our dispensary digital playbook in all its capacities for Bloom MT. Some of the services they received are below:

- HyperLocal SEO
- Organic SEO
- New Website
- Loyalty/SMS
- Content Marketing
- & More



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## From The Earth - Missouri MSO

Medical to AU Domination

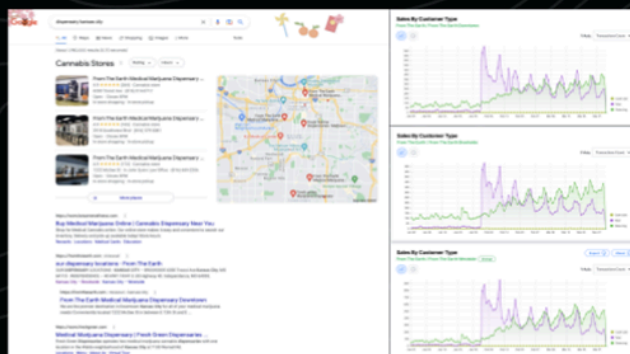
### Cannabis Markets Are Ever-Changing.

*As all cannabis operators know, markets and regulations are constantly changing and just when you think you have it figured out, another curveball is heading your way. FTE partnered with Terrayn over the last 2 years with great success but was presented a new opportunity with the market adding AU in early 2023. How would we make sure the majority of customers flooding the market ended up in an FTE location?*

### Uniquely Positioned.

*We equipped FTE with our technology solutions and service based offerings to make sure they captured the lionshare of the new AU customers entering the cannabis market. We did this by making sure they dominated online anywhere a new customer would be looking for information on where to purchase.*

# FROM THE EARTH



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Before we dive into our playbook and strategies, we think it's important to take a look at the current state of the cannabis industry to get some context on why some strategies are effective and others are not.



# THE CURRENT STATE OF CANNABIS

The cannabis industry is at an inflection point, marked by rapid growth and significant challenges. Entrepreneurs and businesses venturing into this space face a labyrinth of regulations, financial hurdles, and market dynamics that are as rewarding as they are demanding. Understanding these challenges is the first step toward creating effective strategies to overcome them.

## Regulatory Hurdles

- **Complex Legal Landscape:** The cannabis industry operates in a patchwork of state laws with no federal legalization in the U.S. This fragmentation creates complex compliance requirements for businesses.

[\[Optimism fades for federal weed reform before 2024 election.\]](#)

- **Banking and Financial Services:** Due to federal restrictions, access to banking, loans, and financial services remains a significant hurdle, complicating everyday transactions and business expansions.

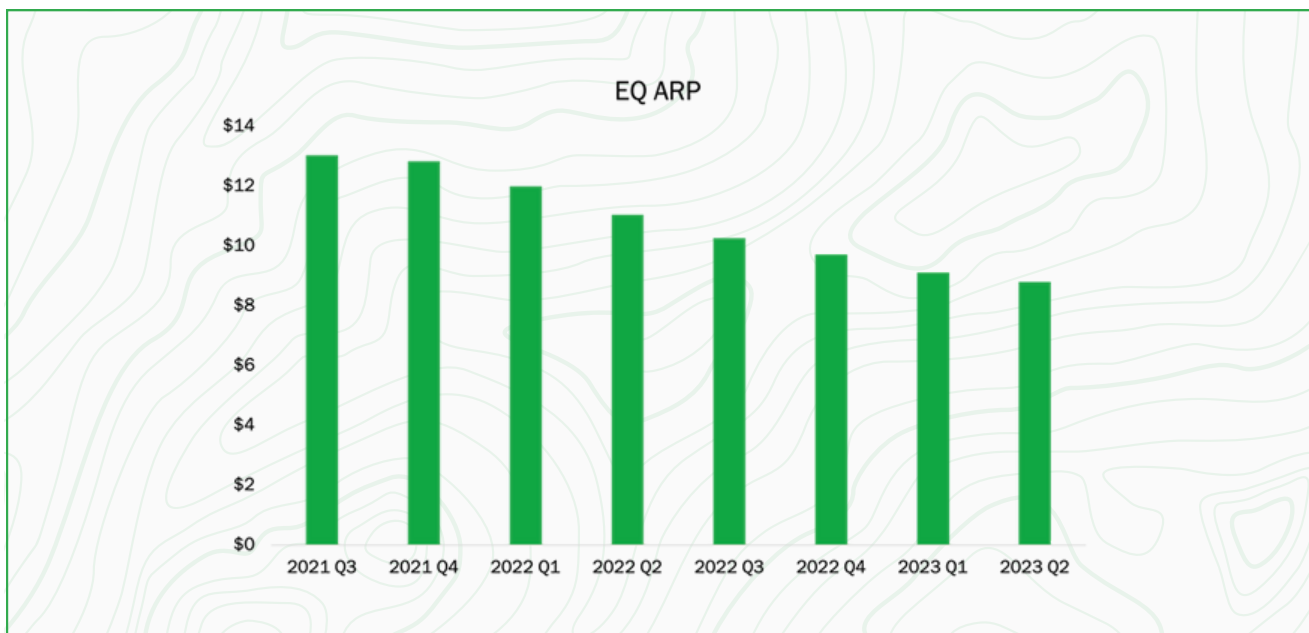
[Despite its growth, 40% of cannabis businesses reported significant challenges in 2023 related to banking access, affecting their operational efficiency.](#)



## Market Dynamics

- **Over-Saturation:** In many states, the market is becoming increasingly crowded, making it difficult for dispensaries to stand out. This saturation pressures businesses to innovate constantly and invest heavily in marketing.
- **Price Compression:** With more players entering the market, price competition has intensified. Dispensaries must navigate thinning margins while maintaining product quality and customer service.

{Average Retail Prices Dropped 32% in 2023 According to BDSA}



## Taxation and Financial Burdens

- **280E Tax Code:** Cannabis businesses in the U.S. are hit hard by the IRS's 280E tax code, which prevents them from deducting typical business expenses. This results in significantly higher tax rates compared to other industries.
- **Operational Costs:** The cost of compliance, security, and meeting state regulations adds substantial operational expenses, impacting profitability.

{Cannabis earns higher tax revenue than alcohol}

## Consumer Preferences and Education

- **Evolving Consumer Preferences:** As the market matures, consumer preferences are rapidly evolving. Keeping pace requires constant market research and product innovation.
- **Education Gap:** There remains a substantial need for consumer education about cannabis products, usage, and safety. Dispensaries play a crucial role in bridging this gap, necessitating investment in educational content and outreach.

[{42% of cannabis shoppers are researching online before they buy.}](#)

## What's Happening Right Now

Unfortunately, real-world examples of dispensaries struggling to stay afloat aren't hard to find.

[{Debt-Ravaged Dispensary Chain MedMen Closing}](#)

[{Cresco posts \\$180 million full-year net loss as it looks to new cannabis markets}](#)

## Moving Forward

Despite these challenges, the cannabis industry continues to grow at an unprecedented rate. Success stories of dispensaries that have leveraged creative marketing, exceptional customer service, and innovative product offerings to carve out a niche for themselves are plentiful.

The current state of cannabis is one of both significant challenges and immense opportunities. The days of “build it and they will come” are over, but for those willing to navigate the complexities of the market, innovate continuously, and connect authentically with their customers, the potential for growth and impact is enormous. Today's competitive, saturated markets demand a comprehensive, multifaceted digital strategy – **and that's exactly what The Terrayn Way is all about.**



# EMBRACING DIGITAL: THE KEY TO SURVIVING, AND THRIVING

In today's world, it's no longer just about having quality products; it's about effectively communicating your value to the right audience, at the right time, through the right channels. Here's why digital marketing isn't just a nice to have—it's a requirement in 2024:

## Consumer Preferences and Education

- **Consumer Behavior:** Over 80% of consumers conduct some type of online research before making a purchase. For cannabis dispensaries, this means your digital presence and online menu are often the first point of contact with potential customers.
- **Visibility in a Crowded Market:** With the saturation of the cannabis markets, visibility has become short in supply and a game of strategy. Effective SEO, for example, helps your dispensary appear in top search results, significantly increasing the likelihood of customers visiting your dispensary, both online and in person, rather than your competitors'.
- **Building Trust and Credibility:** Digital marketing allows for storytelling, letting you share your brand's values, mission, and the quality of your products. Through consistent, engaging content, you can build a loyal local community around your brand.
- **Data-Driven Insights:** Digital marketing provides actionable insights into customer preferences, behaviors, and trends, enabling dispensaries to make informed decisions and tailor their offerings to meet market demand.



## The Terrayn Way - Digital Non-Negotiables For Dispensary Success in 2024

The Terrayn Way is our response to these challenges—a comprehensive digital marketing playbook explicitly designed for cannabis dispensaries. It encompasses a range of strategies and tactics, each aimed to drive growth, enhance visibility, and improve customer engagement. Here's a sneak peek into the focus areas we will be looking at extensively:



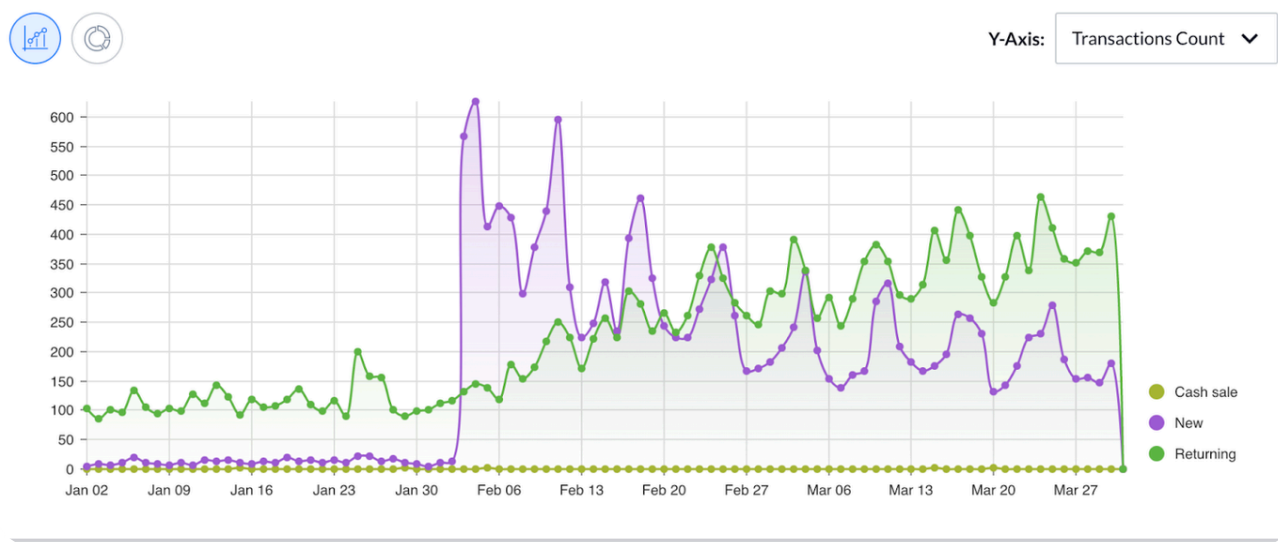
- **Web Development:** Crafting user-friendly, conversion-optimized websites that serve as the cornerstone of your digital presence.
- **SEO (Search Engine Optimization):** From organic to hyperlocal SEO, ensuring your dispensary is discoverable by those who are looking for cannabis is paramount.
- **Content Marketing:** Creating engaging, informative content that educates your audience and positions your brand as a thought leader.
- **Reputation Management:** Actively managing your online reputation to build trust and credibility with your target audience.
- **eCommerce Optimization:** Optimizing your online store for a seamless shopping experience that converts browsers into buyers.
- **Loyalty & SMS Marketing:** Developing strategies to turn one-time visitors into lifelong customers through effective loyalty and engagement initiatives.

**Welcome to The Terrayn Way**—a path to not just surviving, but thriving in the cannabis market through strategic digital marketing.

# THE TERRAYN WAY -

## A DISPENSARY DIGITAL MARKETING PLAYBOOK FOR THRIVING IN COMPETITIVE & VOLATILE MARKETS

Sales By Customer Type



At Terrayn, we don't just work for you; we work with you, treating your dispensary as if it were our own. This commitment is the driving force behind every strategy we employ and every campaign we launch. We understand that in the ever-evolving cannabis market, a one-size-fits-all approach simply doesn't cut it. That's why we've meticulously crafted a playbook of components, each designed to address specific facets of digital marketing with precision and effectiveness.

Our strategy is not static; it's dynamic, adaptable, and tailored to meet the unique needs of your dispensary. We approach our playbook with flexibility, prioritizing components based on what we believe will deliver the most significant impact on your business. This approach ensures that we're not just executing tasks; we're solving challenges, seizing opportunities, and driving growth.

We approach this journey with a no-stone-left-unturned philosophy, ensuring that every aspect of your digital marketing strategy is scrutinized, optimized, and aligned with your dispensary's goals.

## DATA: Leveraging Data To Make Sound Decisions & Inform Strategy

In the complex landscape of cannabis marketing, data isn't just a tool—it's the cornerstone of every decision we make at Terrayn. Unlike many marketing agencies, we dive deeper, harnessing a wide array of data sources to inform and guide our strategies. This meticulous approach ensures our campaigns are not based on intuition alone but are rooted in concrete, actionable insights. Here's how we leverage data at Terrayn:



### Comprehensive Data Analysis

- **Local Market Data:** Understanding the local market is crucial for any dispensary's success. We analyze demographic trends, consumer behavior, and competitor activity within your specific locale. This information helps us tailor your marketing strategy to appeal directly to your target audience, ensuring relevance and effectiveness.
- **Product Data:** What sells, when, and why? By examining data on product performance, including popularity and customer feedback, we can optimize your inventory to match consumer demand, highlight your bestsellers, and strategically market underperforming products.
- **Product Pricing Data:** Pricing can make or break a dispensary's competitive edge. We utilize product pricing data to help you position your offerings competitively within the market, ensuring you're neither undervaluing your products nor pricing yourself out of customer consideration.
- **Google Data & Google Trends:** Google's vast data on search trends provides invaluable insights into what potential customers are looking for. By analyzing search volume, trends, and keywords, we can optimize your online presence to capture organic search traffic effectively.



## The Power of Data-Driven Marketing

Leveraging these diverse data sources allows us to understand the nuances of your market, predict changes in consumer behavior, and respond with agility. This data-driven approach means that every dollar you invest in marketing is used as efficiently as possible, maximizing ROI and driving tangible growth for your dispensary.

Data is the language of the digital age, and at Terrayn, we're fluent. By translating complex datasets into actionable marketing strategies, we ensure that your dispensary doesn't just navigate the cannabis market—it thrives in it.

## HYPERLOCAL AND LOCAL SEO: Driving Immediate Impact

In the bustling cannabis industry, where competition is fierce and consumer attention is limited, establishing a strong local presence is critical. This is where our strategy pivots to HyperLocal and Local SEO, a cornerstone of our playbook and often the first step we take on behalf of our partners. Why? Because its impact is quick, tangible, and crucial for driving local customers directly to your dispensary.

A large, three-dimensional white 'SEO' is positioned vertically on a dark, textured wooden surface. The letters are thick and blocky, casting soft shadows on the wood grain.



## The Importance of HyperLocal SEO for Dispensaries

- **Immediate Visibility:** In a market where physical proximity plays a significant role in consumer choice, HyperLocal SEO ensures your dispensary stands out to potential customers searching for cannabis products in your vicinity.
- **Targeted Traffic:** By optimizing for local search queries, we attract consumers who are not just browsing but are ready and willing to visit a physical location to purchase cannabis. This targeted approach significantly increases foot traffic and, by extension, sales.
- **Competitive Edge:** Many dispensaries overlook the nuances of HyperLocal SEO, focusing instead on broader strategies. By zeroing in on this aspect, we give your dispensary a competitive edge in local search results, making it the first choice for nearby consumers.
- **Community Connection:** Establishing your dispensary as a local business also helps forge stronger connections with the community. It positions your brand as a trusted local source for cannabis products and information, fostering loyalty and repeat business.

## How We Execute HyperLocal and Local SEO

Our approach to HyperLocal and Local SEO is methodical and data-driven. Here's how we do it:

- **Google Business Profile Optimization:** We start by ensuring your Google Business Profile is fully optimized—accurate information, updated hours, and high-quality images. This is the bedrock of your local online presence and one of the most vital components to driving local traffic. Apple Maps receives the same treatment as well.
- **Keyword Strategy:** We conduct thorough research to identify local and hyperlocal keywords that potential customers are using. This informs the content creation, ensuring it resonates with and reaches your local audience.
- **On-Page Optimization:** From meta descriptions to local landing pages, every element of your website is fine-tuned to perform well in local search results, ensuring that your dispensary is both discoverable and appealing.
- **Reviews and Reputation Management:** Encouraging satisfied customers to leave positive reviews and promptly addressing any concerns is key to maintaining a stellar online reputation, a critical factor in local SEO success.

HyperLocal and Local SEO is not just about being seen; it's about being seen by the right people at the right time and in the right place (when they're ready to buy)

As we continue to navigate through The Terrayn Way, remember: each step, each strategy, and each optimization is performed with your dispensary's success in mind. HyperLocal and Local SEO is just the beginning of unlocking your dispensary's full potential in the digital age.



## WEB DEVELOPMENT: Crafting High-Converting Dispensary Websites

Once we've begun driving exposure and traffic with HyperLocal and Local SEO, the next critical step is ensuring they land on a website that's not just welcoming but also primed to convert. This is where our focus shifts to Web Development—a key component in our strategy designed to transform your current website into a powerful sales tool.

### The Role of Your Website

Your website serves as the heart of your marketing efforts—a digital storefront that's open 24/7. It's here that first impressions are made, information is sought, questions are answered, and decisions are influenced. For dispensaries, where the balance between education, engagement, and conversion is delicate, the importance of a well-structured website cannot be overstated.

## Designing to Convert

Our approach to web development goes beyond aesthetic appeal. Every element, from layout to content, is crafted with one goal in mind: sales. Whether it's a visitor looking to learn more about cannabis, a potential customer exploring your menu, or a repeat buyer ready to make a purchase, your website must cater to their needs quickly and efficiently, guiding them toward the next step in their path to purchase.

- **User Experience (UX):** A website that's easy to navigate and understand not only enhances the user experience but also significantly boosts the likelihood of conversion. From intuitive menus to clear calls-to-action (CTAs), we design your website to guide visitors naturally towards making a purchase or visiting your store.
- **Mobile Optimization:** With the majority of web traffic now coming from mobile devices, having a mobile-optimized website is non-negotiable. We ensure your website delivers a flawless experience across all devices, catering to the on-the-go consumer and optimizing for local search.
- **Speed and Performance:** A fast-loading website is crucial for keeping potential customers engaged. We optimize every aspect of your site's performance to ensure quick load times, reducing bounce rates, and securing higher rankings in search results.
- **E-commerce Integration:** Integrating e-commerce functionality is a game-changer. We build secure, user-friendly online shopping experiences using cannabis menu providers that make it easy for customers to browse, select, and purchase your products online.
- **SEO Foundation:** A well-developed website is also an SEO-optimized website. From the ground up, we ensure that your site adheres to best practices for search engine optimization, enhancing your visibility and driving organic traffic.

## Continuous Optimization

Web development is not a set-it-and-forget-it task. It's an ongoing process of testing, learning, and refining. We continuously analyze user behavior, conversion rates, and market trends to make data-driven adjustments to your website, ensuring it remains a potent tool for achieving your business objectives.





## SEARCH ENGINE OPTIMIZATION

### ORGANIC SEO: Mastering On-Page Optimization

Following the establishment of a high-converting website, the next step is amplifying your dispensary's visibility through organic SEO. This is where our expertise in on-page (technical) SEO sets us apart, positioning us—and by extension, you—as leaders in cannabis industry digital marketing.

#### Organic & On-Page SEO: Advanced Strategies To Dominate

On-page SEO is the art and science of optimizing individual web pages to rank higher and earn more relevant traffic in search engines. Here's how we excel in on-page SEO:

- **Advanced Page/URL Structure:** We start with a solid foundation, ensuring your website's structure is intuitive and logical. This includes organizing your site's content by relevance, using URL structures that reflect your navigation hierarchy, making it easier for both users and search engines to find content.
- **Title Tags and Meta Descriptions:** Each page on your website will have meticulously crafted title tags and meta descriptions that not only incorporate targeted keywords but are also engaging and informative. This not only aids in ranking but also improves click-through rates from search engine results pages.



- **Content Optimization:** Quality content is the cornerstone of organic SEO. We focus on creating informative, keyword-rich content that speaks directly to your audience's needs and queries. This includes detailed product descriptions, educational blog posts, and FAQs that establish your dispensary as a trusted authority in your local market.
- **Technical SEO:** Behind every great website is a suite of technical optimizations that ensure search engines can crawl and index your site effectively. This includes optimizing site speed, ensuring mobile responsiveness, implementing schema markup for enhanced SERP listings, and fixing any crawl errors that could hinder your site's performance.
- **Internal Linking Strategy:** By strategically using internal links, we help search engines and visitors navigate your website, distributing page authority throughout your site, and improving the overall user experience.
- **Image Optimization:** Images are not only crucial for engaging visitors but, when optimized correctly, can also contribute to your site's SEO. We ensure all images are properly tagged with descriptive, keyword-rich alt text, contributing to both page relevance and accessibility.

As we continue to navigate the complexities of the digital marketing landscape together, remember: organic SEO is a marathon, not a sprint. It requires patience, persistence, and precision—all qualities that define The Terrayn Way.

## CONTENT MARKETING: Crafting Content That Converts

Following the foundation laid by our web development and organic SEO efforts, we begin to focus on content marketing. Our content marketing strategy is meticulously crafted around the core principle of driving revenue through targeted content creation. Every piece of content, from page text to blog posts, product descriptions, and brand narratives, is developed with a dual focus: to resonate with your audience and to guide them towards making a purchase. Here's how we make content marketing a revenue-driving engine:



- **Targeted Page Content:** We don't just fill pages with words; we craft content that speaks directly to your potential customers' needs, interests, and pain points, ensuring that every sentence serves a purpose in the customer journey.
- **Blogs That Engage and Inform:** Our blog content goes beyond mere keyword stuffing or generic industry news. We collaborate with you to produce articles that educate, entertain, and enlighten your audience, establishing your dispensary as a trusted resource and authority in the cannabis space.
- **Product Descriptions That Sell:** In the competitive cannabis market, product descriptions can be the deciding factor in a customer's purchase decision. We write compelling, informative product descriptions that highlight the unique benefits and features of your offerings, persuading customers to choose your products over others.
- **Brand Content That Resonates:** Your brand's voice and story are integral to differentiating your dispensary in a saturated market. We work closely with you to develop brand content that reflects your values, mission, and unique selling propositions, forging a deeper connection with your audience.

## Collaboration and Customization

Understanding that each dispensary has its unique brand voice and customer base, we place a strong emphasis on collaboration. Our content creation process involves working hand-in-hand with our partners to ensure that every piece of content not only aligns with your brand but also addresses the specific interests and needs of your target audience. This collaborative approach ensures that the content we produce is relevant, valuable, and, most importantly, effective in driving conversions.

## Content That Drives Revenue

At Terrayn, our content marketing strategy is all about impact. We don't measure success by traffic volume alone; we measure it by the quality of that traffic and its potential to convert into revenue. By targeting customers with the highest likelihood of conversion, our content marketing efforts are finely tuned to contribute directly to your bottom line.





## REPUTATION MANAGEMENT: Building Trust and Authenticity Online

A dispensary's reputation is as crucial as the quality of its products. With that in mind, we cannot overlook the importance of Reputation Management. Today's consumers are more research-oriented than ever, often turning to online reviews as a trustworthy source of information before making purchasing decisions. Recognizing that dispensary owners are pressed for time and may not have the resources to effectively manage their online presence, we step in as your dedicated partner in safeguarding and enhancing your digital reputation.

### Authentic Engagement with Reviews

Our approach to reputation management goes beyond just monitoring. We actively manage and respond to reviews across all major platforms, including Google, Apple, Yelp, and more. Here's how we make a difference:

- **Personalized Responses:** Each review, whether positive or negative, receives a thoughtful, authentic response. We understand that behind every review is a real customer experience, and we address them with the sincerity and personal touch they deserve.
- **Resolving Negative Feedback:** No dispensary is immune to the occasional bad review. When they do arise, we don't just respond; we seek resolution. By addressing concerns and offering solutions, we turn potentially damaging reviews into opportunities for improvement and customer recovery.
- **Consistency Across Platforms:** Managing your reputation across multiple platforms can be daunting. We ensure that your dispensary's responses are consistent in tone and message, reinforcing your brand's identity and values.



### Leveraging Data for Sentiment Analysis

- **Understanding Customer Sentiments:** We use data analytics to perform sentiment analysis on the feedback received. This holistic view of customer sentiments allows us to identify patterns and trends, shedding light on areas of excellence and aspects needing improvement.
- **Actionable Insights for Improvement:** Armed with this data, we collaborate with you to implement changes that enhance the customer experience. Whether it's adjusting product offerings, improving service protocols, or addressing specific feedback, our goal is to use these insights to drive continuous improvement.

### The Impact of Effective Reputation Management

- **Enhance Online Visibility:** Positive reviews improve your search rankings, making your dispensary more visible to potential customers.
- **Build Trust and Credibility:** A well-managed online reputation fosters trust among consumers, making them more likely to choose your dispensary over competitors.
- **Drive Conversion:** Positive reviews and authentic engagement can influence purchasing decisions, turning online traffic into in-store customers.

In today's competitive cannabis market, Reputation Management is not a luxury—it's a necessity. With Terrayn by your side, you can rest assured that your online reputation is in expert hands, allowing you to focus on what you do best: running a successful dispensary.

## ECOMMERCE OPTIMIZATION: Standing Out in the Digital Shelf Space

In the rapidly evolving cannabis market, eCommerce optimization is a less known element in distinguishing your dispensary from the competition. At Terrayn, we understand that simply having an online menu isn't enough. The real magic happens when we optimize your eCommerce presence to ensure your products don't just blend into your local market but stand out from your competitors'.



### The Challenge with Standardized Product Listings

Most dispensaries rely on POS and eCommerce providers like Dutchie, Jane, Dispense, and Blaze, which, while efficient, often lead to a mono-tone online shopping experience. The standard cataloged product titles and descriptions provided by these platforms mean that every dispensary using the same provider ends up with identical online product listings. This similarity makes it challenging for dispensaries to differentiate themselves and can dilute a brand's unique voice and appeal.

## Our Approach to eCommerce Optimization

We tackle this challenge head-on by customizing and optimizing your online menus for SEO, ensuring that your top products feature unique, compelling content. This not only helps your products rank better locally but also enhances the overall customer shopping experience by providing detailed, branded descriptions that resonate with your target audience. Here's how we do it:

- **Unique Product Descriptions:** We revamp product titles and descriptions, infusing them with unique keywords and engaging content that reflects your dispensary's brand voice. This differentiation not only aids in SEO but also helps customers understand the value and uniqueness of your products.
- **SEO-Driven Content:** By optimizing product pages with local and product-specific keywords, we ensure your offerings are more likely to appear in search results, making it easier for potential customers to find you.
- **User Experience Optimization:** Beyond just text, we focus on the overall user experience of your eCommerce platform, ensuring that it's intuitive, user-friendly, and conducive to conversions. This includes optimizing layout, navigation, and mobile responsiveness.
- **Visual Differentiation:** Where possible, we work with you to include unique product images and videos that can significantly enhance product listings, making them more attractive and informative to potential buyers.
- **Analytics and Insights:** Leveraging data from your eCommerce platform, we continuously analyze performance, customer behavior, and market trends to further refine and optimize your online presence.

## The Impact of eCommerce Optimization

Our eCommerce optimization strategy is designed to make your dispensary's online presence as distinct by providing unique and optimized content for your top products. This not only improves your local SEO rankings but also enhances the shopping experience for your customers. This approach leads to increased visibility, higher traffic, and, ultimately, more sales.

## Loyalty & SMS Management: Maximizing Engagement and Sales

Loyalty & SMS Management, a critical component in nurturing lasting relationships with your customers. While platforms like SpringBig, AlpinelQ, and Happy Cabbage offer powerful tools for cannabis dispensaries to engage and reward their customers, the challenge often lies in leveraging these tools effectively. That's where Terrayn shines.



### Bridging the Gap Between Tools and Strategy

The potential of loyalty platforms and SMS marketing in the cannabis industry is immense, yet underutilized due to a lack of expertise or bandwidth among dispensary operators. Recognizing this, we step in to bridge the gap, ensuring that these powerful engagement tools are not just implemented, but optimized.

- **Data-Driven Campaigns:** Utilizing the rich data at our disposal, we craft personalized loyalty programs and SMS campaigns that speak directly to your audience's preferences and behaviors. This targeted approach ensures that every message sent is relevant, timely, and, most importantly, effective in driving sales.
- **Strategic Specials and Promotions:** Leveraging insights from both market trends and your specific customer data, we run specials and promotions that resonate with your audience. Whether it's a discount on their favorite strain or an exclusive access event, we make sure each offer adds value to your customers' experience.
- **Engagement That Resonates:** Beyond promotions, our strategy focuses on building genuine connections. From birthday greetings to educational content about new products, we use SMS and loyalty programs as channels to engage in meaningful conversations with your customers, reinforcing their loyalty to your brand.



## Ensuring Effective Use of Loyalty Platforms

Our team doesn't just set up these platforms; we make them work for you. This involves:

- **Customized Setup:** Tailoring the loyalty platform to fit your dispensary's unique needs, ensuring it aligns with your brand voice and marketing goals.
- **Ongoing Management:** Continuously monitoring the performance of loyalty and SMS campaigns, making adjustments based on real-time data to maximize engagement and ROI.
- **Training and Support:** Providing your team with the knowledge and tools they need to effectively manage these platforms, ensuring that your loyalty programs continue to evolve and thrive.

## The Impact

With Terrayn's strategic approach to Loyalty & SMS Management, your dispensary can expect to see a significant increase in customer retention, average order value, and lifetime value. More than just transactions, you'll be building a community of loyal customers who advocate for your brand, driven by personalized engagement that truly resonates.

In the volatile world of cannabis, it's not enough to just attract new customers; you need to keep them. Our comprehensive strategy ensures that your dispensary doesn't just stay top-of-mind but becomes a preferred choice for cannabis consumers in your local area.

# CLOSING:

## YOUR PATH TO SUCCESS WITH TERRAYN

As we reach the end of our playbook, it's clear that navigating the cannabis industry's digital landscape requires more than just a passing effort. It demands a dedicated partner who not only understands the intricacies of cannabis marketing but lives and breathes it every day. That's where Terrayn—and our commitment to your success—comes into play.

Throughout this playbook, we've journeyed through the components of a successful digital marketing strategy, from leveraging data and mastering hyperlocal SEO to developing engaging content and optimizing every touchpoint of your online presence. Each strategy, each tactic, and each decision is driven by a singular focus: to elevate your dispensary above the noise and into the spotlight where it belongs.

### The Terrayn Difference

What sets Terrayn apart isn't just our comprehensive approach or our deep industry expertise; it's our unwavering dedication to treating your business as our own. We've walked you through "The Terrayn Way," not as a rigid formula, but as a testament to our adaptability, precision, and relentless pursuit of excellence. Our playbook is designed to be dynamic, evolving with the market, and tailored to fit the unique needs and goals of your dispensary.

### A Personal Invitation from Trevor Shirk

As the CEO of Terrayn and your prospective guide in this journey, I extend to you a personal invitation to book a strategy session with me. This isn't just a meeting; it's an opportunity to develop a custom strategy for your dispensary, informed by the insights and approaches outlined in this playbook and refined through our collective expertise.

In this session, we'll dive deep into your dispensary's current standing, its potential for growth, and how we can leverage "The Terrayn Way" to turn that potential into tangible success. Together, we'll chart a course that respects your brand's uniqueness, targets your ideal customers, and achieves your business goals.

The background of the entire image is a dark gray topographic map. It features numerous white contour lines of varying thickness and spacing, creating a complex, wavy pattern that suggests a rugged, mountainous terrain. The lines flow across the frame in various directions, some forming closed loops that represent peaks or depressions.

**terrāyn**