

maximizing the holidays

your one-of-a-kind guide to preparing
for the holidays from the experts and
innovators of the cannabis industry

presented by springbig 



introduction

Happy Holidays everyone and welcome to our communal retail holiday buying guide!

The purpose of this publication is to give cannabis dispensary operators an edge throughout one of the busiest revenue generating months of the year, December. With the lead up to the holidays right around the corner and the following New Year's Eve capping off the month, we are going to take a look at statistics and strategies to help you understand product trends, data and how to capitalize over your competition and maximize your returns.

In the spirit of the holiday season we thought that collaborating with some of our partners would provide you, the retailer, the best understanding of December from multiple perspectives. With a follow up webinar planned for the post-holiday season, we will be evaluating the efficacy of these strategies. With both Christmas and New Year's Eve falling on a Friday this year, we should be in for quite the month, now let's find out how to maximize it.

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mobile marketing and loyalty



- ✓ Sending customers targeted marketing and offers based on the products they love
- ✓ Incentivizing customers to take action with a loyalty platform that rewards them for purchase behaviors that help you reach your business goals
- ✓ Tips for effective holiday campaign strategies

point of sale



- ✓ Manage your product and basket level discounts to maximize your profits during this high-volume period of time
- ✓ Leverage BioTrack's loyalty program while onboarding new customers properly, all in an effort to increase customer lifetime value
- ✓ Truly understand your customers' purchasing patterns based on seasonality through built-in reports
- ✓ Create more sophisticated customer segments for targeted marketing using your POS data in conjunction with our proprietary data factory composed of health and consumer insights.

SEO and digital optimization



- ✓ Driving high volume of quality online traffic and visibility to your dispensary during the busiest and highest revenue potential time of the year
- ✓ The need for aesthetic web design during the holiday season,
- ✓ Expanding beyond your four walls and creating a digital presence.

end-to-end marketing and attribution



- ✓ Finding new and existing customers by utilizing advertising tactics like website retargeting, location targeting, and building custom audiences
- ✓ Understanding local markets and where your competitors and their consumers are located
- ✓ Advertising strategies to gain market share from competitors and new to market consumers
- ✓ Ensure your advertising is leading to conversions and sales

e-commerce



- ✓ Seasonal Shopping and how it affects click & collect
- ✓ Providing your customers with ease of access during the holidays
- ✓ Driving brand attention to retailers

data analytics



- ✓ Which product categories soar throughout the holidays?
- ✓ Which product categories' underperform throughout the holidays?
- ✓ Which SKUs are more seasonal than others?

mobile marketing and loyalty

springbig

Retailers should always be thinking about strategies for engaging their most loyal, highest-spending customers- especially for the holidays!

springbig's loyalty platform and segmented SMS marketing engine makes it easy to convert occasional customers into consistent regulars by incentivizing members to visit and make a purchase with targeted offers and customizable loyal points.

the springbig system integrates with most POS providers to amplify and synergistically combine targeted SMS marketing with sales data to effectively understand, communicate and call customers to action on local sales trends. Segmented targeting by brand, product type and spending totals using granular personalized SMS messages can increase customer foot traffic by an average of **191%**, while increasing customer net basket sizes by over **34%**- showing that when retailers incentivize deals related to the products your members are purchasing, they tend to stock up

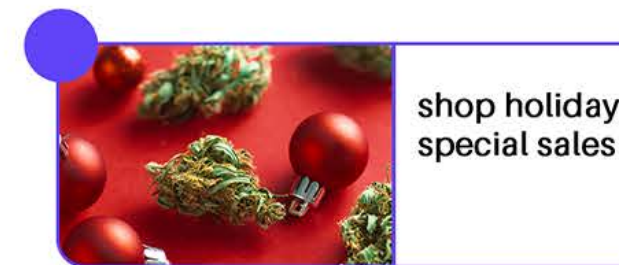
Here is [Sarah Bukantz](#), from [springbig](#) to showcase some helpful tips for springbig campaigns during the holidays

"Thanks Patrick,

Utilizing Springbig increases your retail revenue stream while simultaneously accruing loyal customers and accelerating inventory clearance, and there are some easy ways to excelate those results during the holiday season.

- ✓ *Text early, holiday shoppers are trying to get ahead of the mayhem so get your deals out asap*
- ✓ *Promote holiday bundles' (where compliant) vape battery & cartridge combos, edible arrangements, and other items that work well together for hot gifts and high sales!*
- ✓ *Don't be afraid to feature and plan for rollover sales or 'leftovers'. Still burning through Black Friday specials? Feature these as an 'overstock' sale. Over ordered a certain product? Plan for a 'holiday hangover' promo*
- ✓ *Save time and reuse ads with updated dates and disclaimers if necessary"*

TIS THE SEASON FOR HOLIDAY SPECIALS! We've got the best deals with the top brands that you love right here!





POS BIOTRACK

Let's start things off with [Sagar Patel of Biotrack](#), who will be speaking to us about how your POS system can display data trends, create customer personas and purchase profiles and help you better understand your local market heading into the Holiday season. Thanks for your time, Sagar.

"Thanks Pat.

The holidays and, more generally, end of year are always an important time for retailers. Yearly revenue goals are trying to be reached or exceeded and beating your competitors' sets the tone for the next year. A leading point-of-sale system should be able to help cannabis retailers;

- ✓ *Manage their product and basket level discounts to maximize profits during this high-volume period of time.*
- ✓ *Layer on a loyalty program while onboarding new customers properly, all in an effort to increase customer lifetime value.*
- ✓ *Truly understand their customers' purchasing patterns based on seasonality through built-in reports.*
- ✓ *Create more sophisticated customer segments for targeted marketing using POS data in conjunction with proprietary data composed of health and consumer insights.*

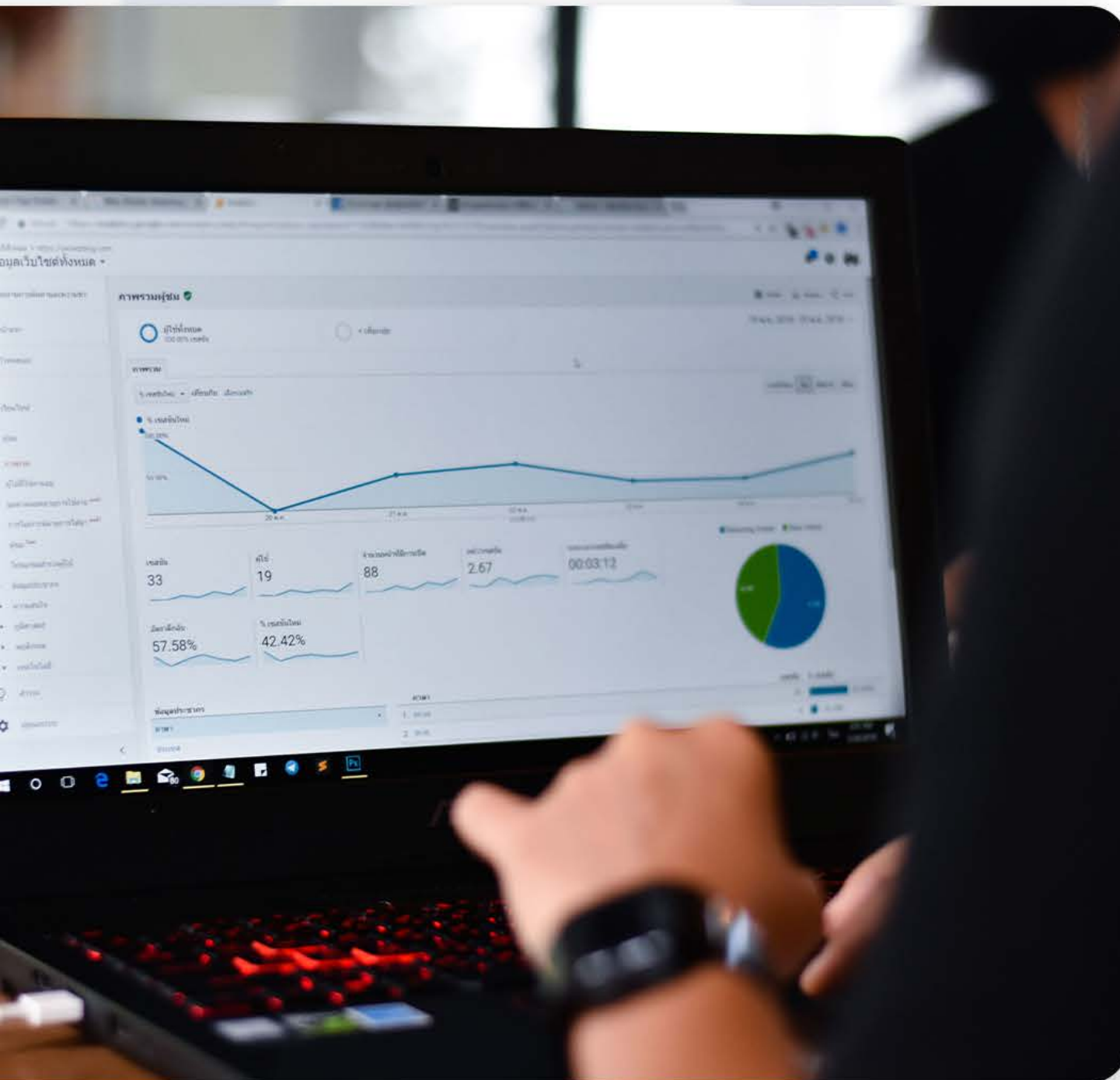
Using these and a number of other valuable BioTrack features allows retailers to put their best foot forward to yield better sales during such an important time for their businesses- the exact reason a robust point-of-sale system is integral to the success of a dispensary right now."

Thanks Sagar! The point of sale is one of the most critical pieces of a cannabis retailers' tech stack and understanding the reporting functionality and insights driven from that is invaluable.

SEO and digital optimization



Moving on to bolstering your shops digital presence, let's introduce our friend [Mark Wallace](#) from [Range Marketing](#), to speak a little bit about SEO and digital marketing presence.



"Thanks Patrick,

With the holiday season ramping up, we prepare our dispensary clients for what's to come by looking at historical data across the industry. In the last few years, December and January are increasingly high volume months for cannabis dispensaries nationwide with web traffic being no exception to that. Our SEO team consistently sees record quantities of Google searches, website views, and e-commerce transactions around the holidays. Whether it is a function of dispensary customers having more downtime, giving gifts, coping with a stressful time of year, celebrating with friends and family, or a combination of factors, we advise our clients to stock up, staff up, and ready their websites: winter is coming!

Some basic online housekeeping can go a long way. Our Marketing Strategists recommend taking one hour out of your day to do the following:

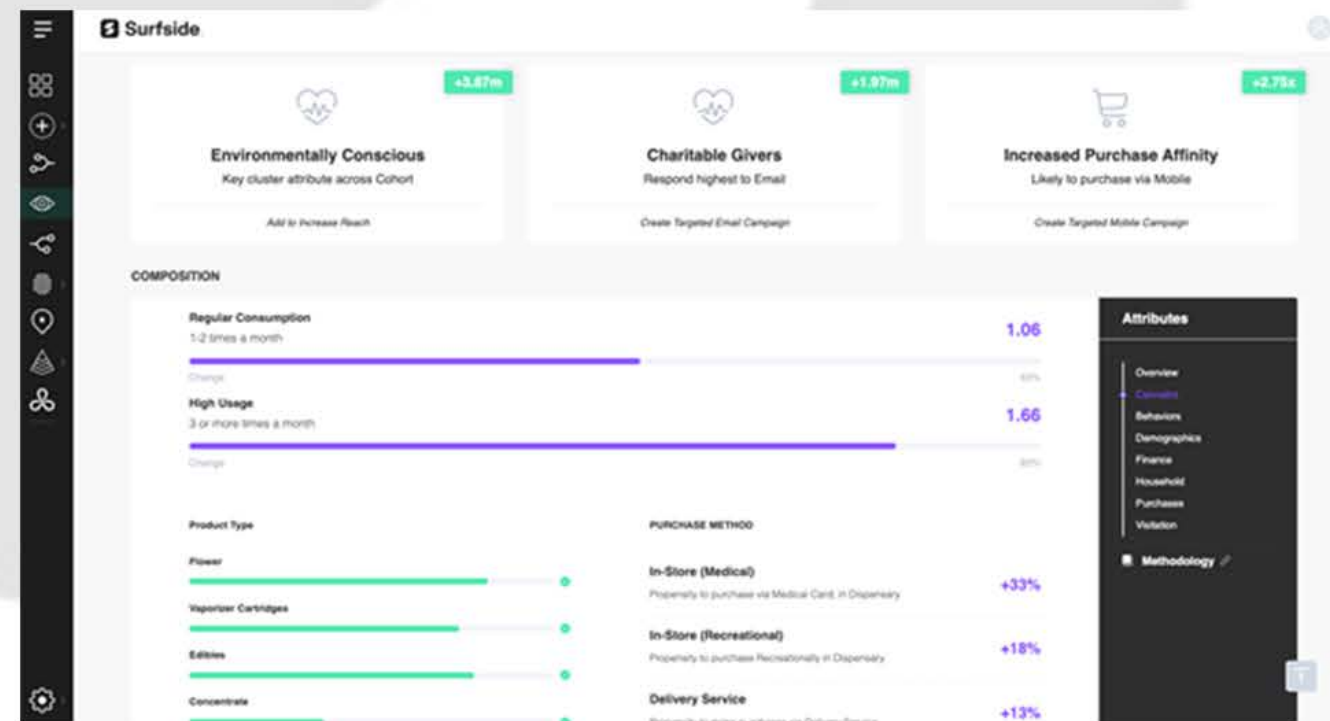
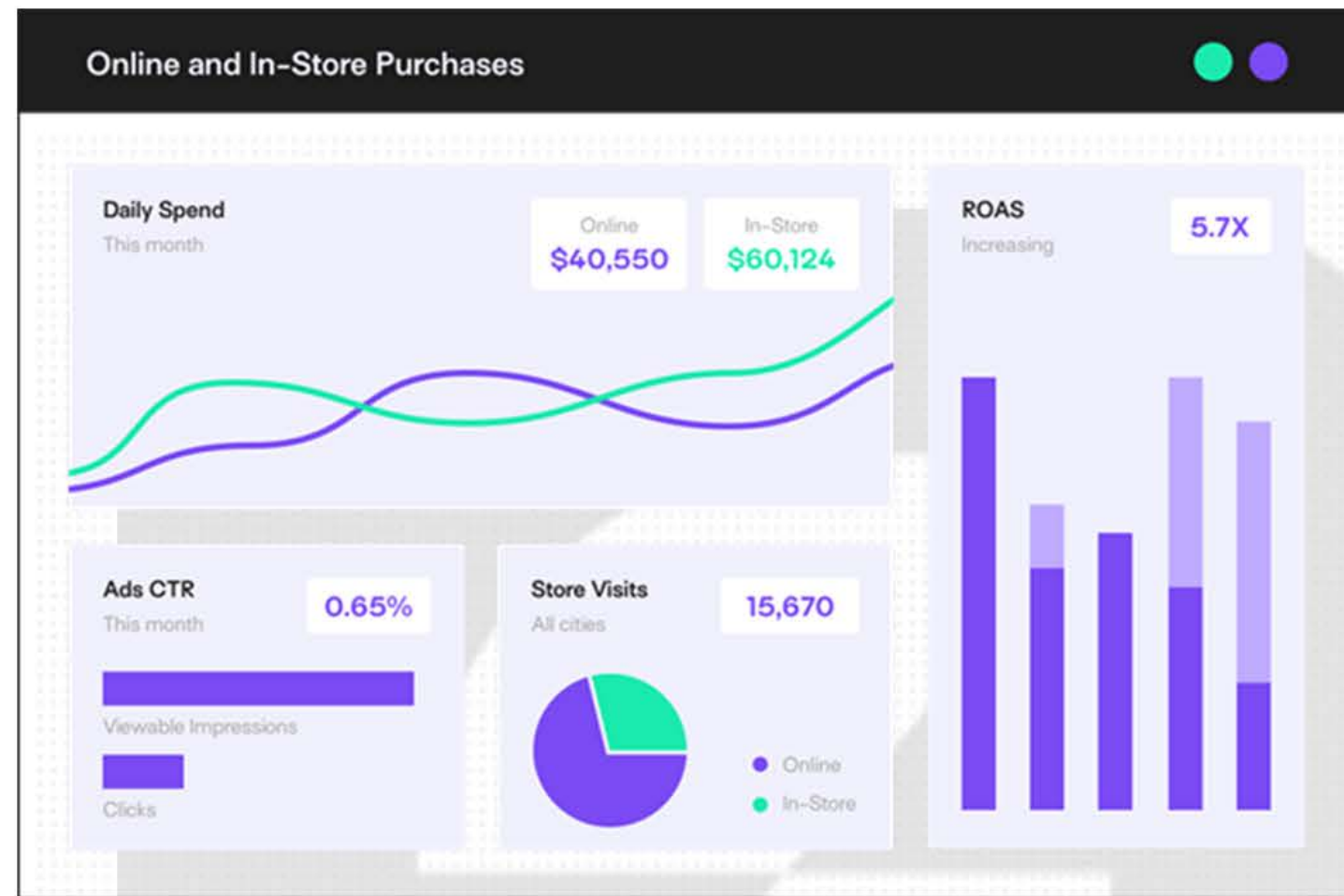
- ☒ *Post your holiday hours on Google My Business ("Google Maps") as well as your website. Nothing is more frustrating to a customer than visiting a business that's closed!*
- ☒ *Consider updating your online and in-store promos. Be sure to include at least one BOGO or other quantity-focused special!*
- ☒ *Consider freshening up your homepage with a few new images and seasonal content. Give your customers a reason to stop in: Highlight on a new product line or promotion that your competitors can't beat!*
- ☒ *Ask cheery holiday customers to leave a Google Review (onsite and in-store). More reviews and higher star ratings = better Google visibility and more online traffic during slower months!*

Knowing that cannabis-related search traffic is at all-year highs, now is the time to earn new customers and develop loyalty. Making sure the information on your website is accurate and you are appearing properly in local search results has never been more important. Try Googling "dispensary near me" in an Incognito window and looking at what comes up from the perspective of a potential customer. If you see competitors ahead of you or inaccurate information on your own listing, it is not too late to make changes!"

Thanks Mark!

end-to-end marketing and attribution Surfside.

Let's see how we can combine SEO and a polished digital marketing presence with advertising across websites and mobile applications to retain and acquire new customers through location, purchase and behavioral data. Blaise Lucey from Surfside will be diving deeper into this. The floor is yours Blaise.



"Thanks Pat,

During the holidays, dispensaries and brands are going to be competing for market share with discounts and other offers. The good part is that there's always a surge in business at the end of the year. Surfside analyzed millions of ecommerce transactions from December 2020 and found that, on average, daily December sales are 24.3% higher from December 18-24 than the rest of the month. By New Year's Eve, sales are 70% higher than the rest of the month. We expect sales to be the same or even higher this year, giving dispensaries and brands a great opportunity to end the year strong.

- ✓ **When advertising holiday promos, provide unique offers for your new vs existing customers. More attractive offers for new customers will help you win business from competing retailers.**
- ✓ **Target people while they are inside a competing dispensary location, or once they leave, and make sure new customers are aware of your location, products and pricing.**
- ✓ **Launch website retargeting and abandoned cart targeting so that shoppers who do not complete an online purchase are encouraged to revisit your online menu.**
- ✓ **Use your customer data from your Point-of-Sale and CRM to build lookalikes and find new customers who are likely to become high-value customers.**
- ✓ **Make sure all of your media is measured back to real-world results, ensuring you can track how your ads are driving store visitation, online and in-store sales."**

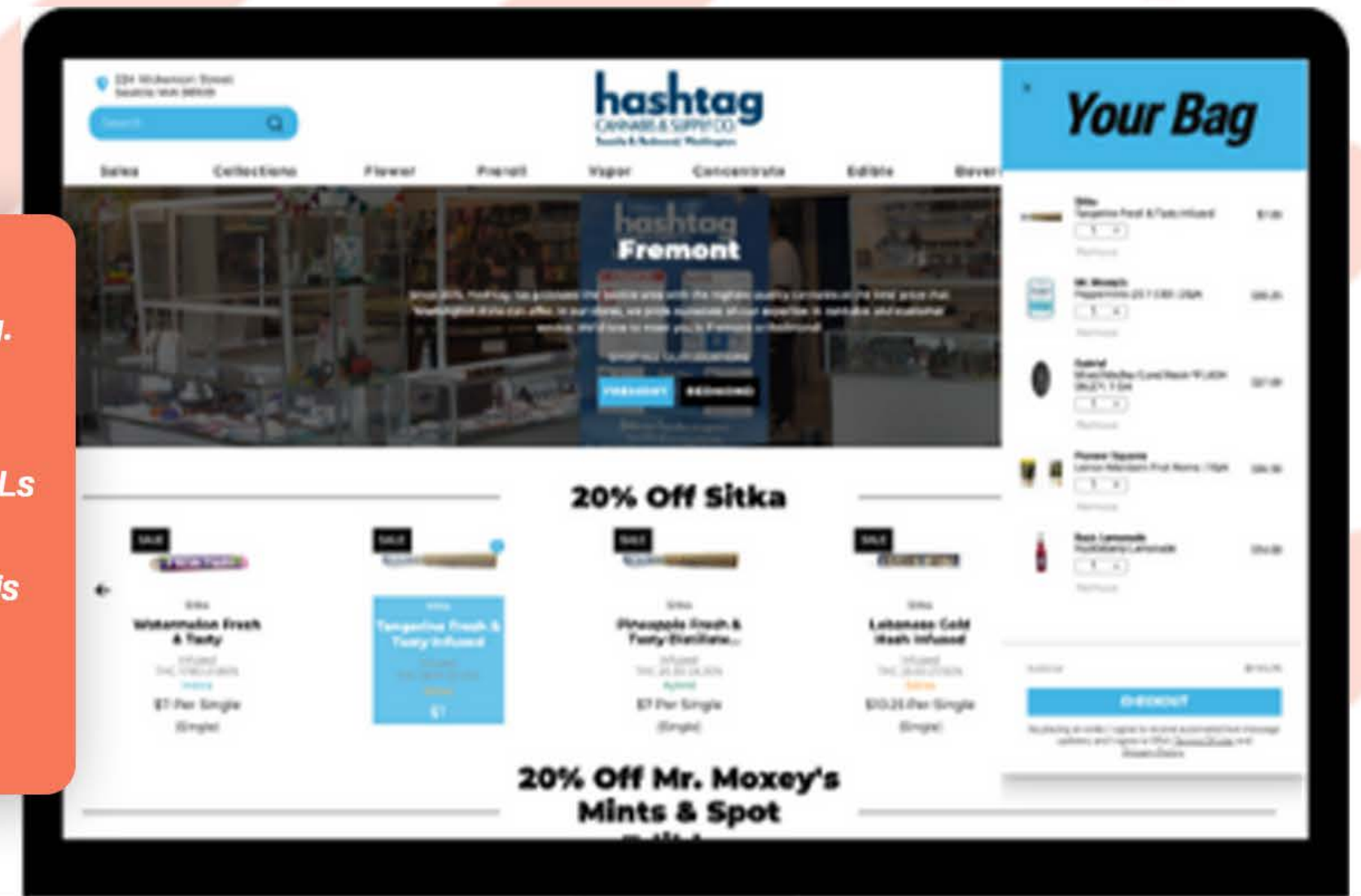
Thanks Blaise!

e-commerce

Combining the SEO strategies and targeted marketing approaches listed above, you can dominate the digital retail space for your local dispensary. But that isn't where it ends, now we have to convert our new prospects into customers. **Thomas Jackson from Olla**, will be speaking about how the convenience of E-Commerce can overcome the challenges presented to customers through the holidays.

"Thanks Patrick.

It's the season of red, white, & green! You can get more of the latter by leveraging online ordering. This is the busiest time of year, the holidays are upon us, people are running around shopping, buying presents, and wrapping up the year. Give them the gift of convenience by curating seasonal promotions and creative sales for your community. Then include those promotional URLs in your marketing campaigns to make it easy for customers to click straight to the promotion & track the ROI of your advertising efforts! Closing the year strong is easier when your online store is optimized for the holidays. So be proactive and ensure that your digital marketplace is prepared for the volume of the holidays to ensure you're converting prospects into consumers."



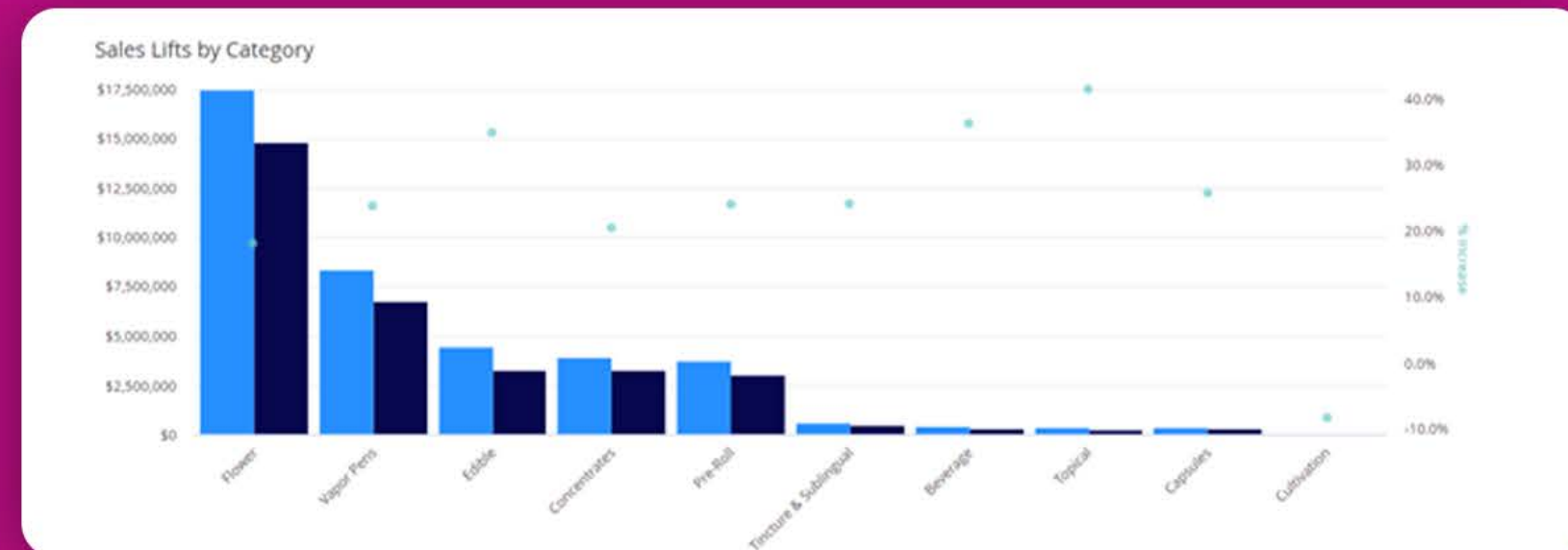
Thanks Thomas!

Now that we've converted our captured digital prospects into customers, let's take a look at understanding their product tendencies deeper.

With Headsets' analytic capabilities and data set, we can understand what product SKUs are moving faster, consistently throughout the holiday season, and which are not. We can also find our local champions and loyalists and understand the depth of product seasonality. **Abbey Bortolotti of Headset** will be taking this topic, take it away Abbey.

"Thanks Pat,

The winter holiday season is one of the busiest shopping seasons of the year, and the cannabis industry is no exception. Cannabis sales spike during the holidays as customers are shopping for gifts for others (& themselves). Below, we look at the top cannabis products sold in US mature markets (CA, CO, MI, NV, OR, PA, WA) during the week leading up to Christmas of 2020 to help you prepare for the holiday demand.



To find which product categories gained popularity during Christmas, it is helpful to compare Christmas sales to normal daily sales averages. The above graph shows average daily sales in US markets for the week before Christmas 2020 (12/18 - 12/25) in dark blue, and the average daily sales for the four weeks before Christmas in light blue. The green dots represent the growth between daily sales four weeks prior to Christmas and sales during the week before Christmas.

In the week leading up to Christmas 2020, sales of Topicals grew by 41.4%. Segments like Bath Salts, Soaks and Scrubs grew by 69.4% and Lotions, Salves, Gels and Creams grew by 39.9%! Top products from each segment, in the week leading up to Christmas 2020 include:

- ✓ **Bath Salts, Soaks and Scrubs:** Coda Signature - CBD/THC 1:1 Symphony Bath Bomb 3-Pack (45mg CBD, 45mg THC)
- ✓ **Lotions, Salves, Gels and Creams:** Papa & Barkley - CBD/THC 3:1 CBD Rich Releaf Balm (450mg CBD, 150mg THC, 50ml)

Beverage sales spiked by 36.2%. Specifically, Carbonated Beverages (+52%), and Tea, Coffee and Hot Cocoa (+51.6%). Top products:

- ✓ **Carbonated:** CANN Social Tonics - CBD/THC 2:1 Blood Orange Cardamom Social Tonic 6-pack (24mg CBD, 12mg THC)
- ✓ **Tea, Coffee and Hot Cocoa:** Kikoko - Sympa-Tea - CBD/THC 20:3 Turmeric Ginger Tea 10-Pack Can (200mg CBD, 30mg THC)

Edibles sales spiked by 34.8%, with the top segments being Mints (+40.5%) and Chocolate (+38.6%). Top products:

- ✓ **Mints:** Kiva - Petra - Moroccan Mints 40-Pack (100mg)
- ✓ **Chocolate:** Kiva - Terra Bites - Milk Chocolate Sea Salt Caramels 20-Pack (100mg)

Thanks, Abbey! Remarkable changes to product categories are affected over the holiday season and retailers' must be on the lookout for data sets that can supplement their product catalogue, through trend hunting and a deeper understanding of their local market. Since we understand our customers' purchase behaviour its' time to capture them as long term clients.

conclusion

The retailers that look deeper into their available options for; In-store aesthetics & experiences, Digital signage, Website SEO, Optimized email campaigns, E-Commerce & the Convenience of delivery combined with Data sets for cannabis product trends and finally loyalty and integrated SMS marketing will; bolster visitor return frequency, purchase size, and overall brand appreciation.

Curating a beautiful physical and digital customer experience tailored to a product catalogue that soars throughout the holiday season, with a retention strategy to capture and keep customers shopping with you is essential to provide consistent organic growth throughout one of the most hectic times of the year. Maximize the returns on your holiday season and take advantage of the services that provide your retail operation with sustainable ROI.

To learn more about our partners, click below:

