

CANNABIS CASE STUDY

OVERVIEW

Client

Multi-Location Cannabis Dispensary

Campaign Length

One Year

Geography

Western US

Objectives

- Increase clicks to client's website
- Grow the number of phone calls from prospective customers

Products Utilized

Local SEO

RESULTS

218.71%

Average increase in **clicks to site** from Google Business Profile (GBP) pages

26.41%

Average growth in number of **phone calls received** from prospective customers

8.27%

Average increase in **clicks for driving directions** to the client's brick-and-mortar locations

STRATEGY & SOLUTIONS

- With multiple locations, the client struggled to achieve their marketing goals for every store
- Our recommendation included running Local SEO services for each of their locations
 - This allowed the brand name to be considered more reputable through updating and managing each Google Business Profile (GBP) listing
 - This also ensured that listings were uniform across directories.
- Keeping the client's GBP profile updated and accurate offered a better chance of appearing on the local "3-pack" and gives potential consumers the necessary information to convert as customers