Dispensary Marketing Expert Shares Insight On Effective Google Marketing Techniques

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The boutique digital marketing specialist THC Internet Marketing is pushing ahead in their mission to inform and educate cannabis dispensaries around the country of the benefits of marketing their business through the Google platform. The agency is a veteran in the field of Search Engine Optimization (SEO), and specializes in leveraging the associated marketing techniques for the advancement of the cannabis industry. Read more here: https://thc.im/market-dispensary-google/.

While THC Internet Marketing acknowledges that there are a variety of other brick-and-mortar and online platforms that merit a business? attention in terms of marketing strategies, they are adamant that dispensaries will see their largest leaps in success once they optimize their presence on Google. According to the agency (and many other industry experts), this is because Google is home to the largest market share of search engine traffic. According to Lifewire, for instance, the world?s population generates an astounding 3.5 billion searches each day, making Google.com itself 2019?s most popular website in both the US and global markets.

As an educational measure, THC Internet Marketing published a new article, titled, ?Marketing Your Dispensary On Google,? in which they outline certain steps that a dispensary can take to push their business in front of their target audience on Google. ?Having the largest share of online searches means that the vast majority of people who care about cannabis products will be on the Google platform,? points out Davis Winn of THC Internet Marketing. ?Therefore, it is in your best interest to find out what requirements the platform has and what tools they put at your disposal.?

As the dispensary SEO expert states in their post, ?Marketing your dispensary on Google is probably the most important thing you can do to make your dispensary a long term viable business. Weedmaps and Leafly are great and all, and they should form part of any good dispensary marketing strategy, but Google is still the king. To market your business on Google, you will want to create a holistic strategy that encompasses your

entire online presence because Google looks at your complete online footprint when deciding how much visibility you receive.?

The post identifies four key aspects that businesses can focus on to improve their standing on Google: Optimizing their Google My Business (GMB), Building their Website, running Google Ads (though the company advises caution in this area), and what THC Internet Marketing simply terms Everything Else?a series of external factors that still contribute to a company?s visibility on the platform.

Regarding a dispensary?s GMB profile, the company states that, ?A complete and optimized verified listing is an absolute must. This is the most important part of marketing your dispensary on Google and the internet in general.? This is because a GMB enables the business to perform several crucial functions: they can read and respond to reviews, curate a selection of photos from their customers (such as those of the business itself as well as their products, read and respond to inquiries posted through the platform, and even gain insight into how new customers find them (which can help them identify new methods to market themselves with). Conveniently, THC Internet Marketing has included a thorough, 2-part guide on why and how cannabis dispensaries should take advantage of this aspect of Google marketing.

Winn continues that there are a multitude of reasons why a dispensary would want to build their own website to accompany their GMB. Among other benefits, it gives them access to more SEO opportunities when they curate and produce their own content, enables them to collect emails, and so on.

Furthermore, as the article explains, ?An iron rule in online marketing is this: never build your brand on real estate you don?t own. While social media and other platforms like Weedmaps and Leafly etc. can provide great marketing opportunities, everything should be based around your website. We have seen quite a few dispensaries that simply consider their Weedmaps menu to be their website. This is a mistake in our opinion. While we understand that many dispensaries may not want to take the time and trouble to create their own website, even a very simple and inexpensive website can add a lot of value. By using Weedmaps or Leafly as the ground zero of your web presence, you are building their brand?not your own.? The full article features an extensive breakdown of this topic and is freely accessible on the company?s website.

Those who would like to learn more about Google marketing, Youtube marketing, cannabis email marketing, and other related topics are encouraged to contact Davis Winn of THC Internet Marketing to make further inquiries. They may also visit the company?s website to access their online resources and blog posts, or connect with THC Internet Marketing through their social media channels to stay up to date with their latest news, posts, and announcements.

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