Where to Find Cannabis Friendly Email Marketing Platforms Explained in New Blog Post

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THC Internet Marketing has announced that they have recently published a blog post on finding cannabis friendly email marketing service providers. While email marketing is one of the most effective marketing channels that can be used by cannabis companies, some email marketing service providers are reluctant to take on cannabis businesses as clients and some are totally against doing business with cannabis marketers. To find those service providers that are cannabis friendly, 18 email marketing service providers were asked as to their stance regarding cannabis dispensaries. THC Internet Marketing is a boutique digital marketing agency that specializes in helping cannabis dispensaries with their online marketing needs. More about the blog post can be gleaned at https://thc.im/cannabis-friendly-email-marketing-platforms/.

Davis Winn from THC Internet Marketing says, ?I asked 18 email marketing service providers about their stance on cannabis dispensaries and other related cannabis businesses. The first thing I did was send them all a message via their websites. Some didn't have contact forms on their websites, so I spoke to a few on the phone. A few of them didn't respond to my inquiries so I left them out of the list. After contacting them, I was able to put them into one of three categories: cannabis friendly; not cannabis friendly; and maybe cannabis friendly.?

He continues, ?While there is a lot to consider when choosing an email marketing platform and there is no one size fits all solution, we feel that Sendlane offers the best balance of features to price with an extremely good level of service. It all depends on your needs.?

THC Internet Marketing specializes in email marketing for cannabis brands. They found it exciting to help cannabis dispensaries because of the unique challenges that this kind of business has to contend with. This is generally the result of their ambiguous legal status and the reluctance and sometimes outright hostility of certain traditional marketing channels toward them. The digital marketing agency realized that because of the limited available marketing tools for cannabis dispensaries, this provided them with the opportunity to really

hone their skills when it comes to the three main channels that they have decided to focus on. These are visibility, reputation, and customer communication.

For visibility, THC Internet Marketing provides search engine optimization (SEO). However, in view of the unique nature of cannabis dispensaries, they take a different approach to SEO. Also, rankings no longer matter the way they once did. One important reason is that Google personalizes results for each particular individual performing the search. Thus, two people performing the same search will be getting different results. This means that rankings no longer provide the kind of benchmark they once did. Furthermore, 50 percent of searchers no longer visit a company website from the search results. They will just read reviews and then ask directions or call the company on the phone first.

Reputation management is another important marketing channel for cannabis dispensaries. Reputation is even more important for dispensaries compared to other businesses because customers are always on the lookout for the best products. Thus, customer reviews have a significant impact on establishing and maintaining a great reputation for dispensaries. Literally, reviews can make or break sales and the quantity and quality of online feedback has a significant role in a company?s bottom line.

And finally, there is customer communication and this is where email marketing is essential. This is truly effective because everyone uses email. Email marketing offers three primary benefits: increase in customer retention; identification and interaction with customers; and ability to target promotions during traditionally slow seasons. Email marketing is a three step process. First, customers subscribe to the marketer?s list on the site or mobile phone or in store via kiosk. Second, the marketer sends offers and other content to the subscribers with the goal of building loyalty and brand awareness. Third, marketers are able to generate repeat sales.

Those who are interested in cannabis email marketing may want to check out the blog post or the THC Internet Marketing website, or contact them on the phone, or through email.

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For more information about THC Internet Marketing, contact the company here:THC Internet MarketingDavis Winn778-819-1894info@thc.imTHC Internet Marketing is a boutique digital marketing specializing in providing traffic for cannabis dispensaries.

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