

THC Internet Marketing Partners with Sendlane to Offer Email Marketing for Cannabis Brands

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THC Internet Marketing, a boutique digital marketing agency that focuses on cannabis dispensaries, has announced that after an exhaustive search for cannabis friendly email marketing platforms, they have become an Agency Partner of Sendlane. Sendlane is a provider of email marketing that offers various advanced features that allow clients to maximize their ROI.

As a digital marketer for dispensaries, THC Internet Marketing offers a three-pronged strategy of increased visibility, reputation, and communication. With regards to communication, they want to point out that email remains the king and this is where the partnership with Sendlane can help. In a previous press release, THC Internet Marketing had explained how to find cannabis friendly email marketing platforms. This release can be read at https://www.pressadvantage.com/story/34784-where-to-find-cannabis-friendly-email-marketing-platforms-explained-in-new-blog-post.

With regards to the partnership, David Winn, a company representative for THC Internet Marketing, had this to say, ?After an exhaustive search for a truly cannabis friendly email marketing platform we are proud to

have partnered with Sendlane. Not only can we manage our client campaigns with a robust feature set, we can now do so with a degree of certainty that was not there before. Sendlane has been supportive in way that we have not seen from other companies in this space.?

In response, Sendlane CEO Jimmy Kim said, ?We?re excited to partner with TCHIM to help provide sophisticated email marketing solutions to a fast-growing, flourishing new industry. Sendlane is committed to providing intelligent marketing automation cannabis brands can depend on and grow with.?

The Sendlane email marketing platform has several features. These include visually pleasing emails with best-in-class deliverability; creation of a perfect marketing funnel for nurturing leads and customers through personalized experiences for each individual; sending of personalized text messages based on triggers and behaviors to communicate with customers; ability to create and test several campaigns at the same time to automatically find out which will provide the best results; ability to monitor, from sign-ups to purchases, the actions of contacts in order to send behavior-based and perfectly timed messages; ability to established the ?perfect audiences? based on the list and on various factors; real-time data analysis, from open rates to conversion performance; customized pop-ups for capturing more emails, reduction of abandoned carts, and boosting of sales; and deep-data integration with shopping carts, favorite lead capture pages, membership platforms, and more. More about the partnership can be gleaned at https://partners.sendlane.com/thcim/.

Meanwhile, THC Internet Marketing offers a free web presence audit. They want to point out that the audit they can provide is more than just an analysis of the website. Instead, they will assess the complete online presence and how the client?s presence on social media and other online profiles interact to establish the dispensary?s online footprint.

THC Internet Marketing also wants to emphasize that there are special considerations when developing an SEO strategy for a cannabis dispensary. This is because of the uncertain regulatory environment that results into some situations where the usual rules cannot be applied.

And based on their observations, rankings no longer matter the way they once did. There are two primary reasons for the decline in value of rankings. First, Google is already personalizing search results in such a way that it has become almost impossible to accurately monitor it. This is because the search results provided for each individual are different even for the same keyword because the results depend on the computing device used to search, the location of the searcher, the time of day, and more. Second, research has shown that 50 percent of searchers don?t actually visit a company website after getting the search results. They will first read reviews, request directions, or phone the company itself.

And with regards to the three possible actions that searchers can take after receiving the search results, the most important one is the one where they request for directions. Studies have shown 80 percent of those who

request directions visit the company within 24 hours.

Those who are interested in the digital marketing services provided by THC Internet Marketing for cannabis dispensaries may want to check out their 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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