

THE ULTIMATE 420 DISPENSARY GUIDE



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PREPARING FOR THE BIGGEST SALES DAY OF THE YEAR

The 420 holiday creates opportunities to maximize revenue, build your customer base, and drive customer loyalty. It's also our day, a time to celebrate cannabis, get in touch with our roots, connect with the community, and let the vibes flow.

Getting the maximum benefit out of this holiday requires thoughtful preparation — making sure you have the right products on the shelves, strategic discounts that don't eat into profits, budtenders informed of up-sell and cross-sell opportunities, targeted marketing and cross-promotions, and a customer experience that will bring them back all year long.

Celebrate 420 all month long by incentivizing customers to start stocking up the week before and give them a reason to come back in the days after (this is a great way to avoid a 420 sales hangover!).

Dial in your operations, inventory, sale channels, and marketing so you can focus on connecting with customers, making big sales, and having fun in the process.

The time to start preparing is now. Let's do this!



CREATING YOUR ROADMAP TO 420 SUCCESS

THIS GUIDEBOOK COVERS THREE KEY SECTIONS OF YOUR OPERATIONS:

1

Marketing:

Smarter Marketing For Bigger Sales

Rise above the 420 noise with promotions, messaging, and loyalty incentives that speak to your customers and drive bigger sales. We'll walk you through crafting strategic discounts, the value of customer retention, effective Loyalty/VIP programs, using CRM data to build audience segments, targeted text marketing that really works, and cross-promotions with brands. Make the most out of your marketing budget and watch your ROI grow!

[>> Dig into marketing on page 05](#)

2

Inventory:

The Right Inventory, Right in Time

Your inventory is the lifeblood of your business, so make sure to have a smart buying and stocking strategy well in advance of the biggest sales day of the year. This starts with knowing your data, like sales from last 420, your fastest-moving products, your high-margin products, and products you need to clear out. We'll walk you through collecting data, forecasting demand, inventory best practices, and moving out unproductive SKUs.

[>> Dig into inventory on page 13](#)

3

Omni-Channel Sales:

Creating an Omni-Channel Sales Strategy

420 is all about moving products and delighting customers — opening up omni-channel sales checks all the boxes. Get in-store, online, express pick-up, delivery, and phone order experiences and flows dialed in so customers get their products quickly and easily, and you can meet the increased demand (and make it look easy!)

[>> Dig into sales on page 20](#)

SECTION 1: SMARTER MARKETING FOR BIGGER SALES



The key to effective marketing is knowing your customers and sending them the deals, info, and messages they care about.

This is where CRM (Customer Relationship Management) comes in. It tells you who your customers are, how they were referred to you, what they buy, how they like to shop, and who becomes a repeat customer. Leverage your CRM data to send smarter marketing campaigns to targeted customer groups for bigger sales and higher ROI.



The Meadow Advantage:

If you use Meadow's POS you already have a robust CRM platform operating in the background. Meadow's CRM works in tandem with tools like Customer Profiles, Loyalty, Text Marketing, and Automatic Discounts, so customer data informs your decisions around loyalty programs, customer marketing, and promotions.

CREATING DISCOUNTS & PROMOS THAT WORK

Discounts help you move inventory quickly while keeping customers happy and giving them a reason to come back. Set discounts to apply automatically by day of the week, time of day, brand, category, or product, and then market those discounts to drive the traffic you want, when you want it.

Promo Codes — single-use codes redeemed by customers — have been proven effective in incentivizing customers to purchase from you by giving them the little nudge needed to convert.

Throughout April, consider setting up a mix of discounts and promos aimed at different segments of your customer base.

- 💰 Daily Deals
- 💰 Member Specific
- 💰 BOGO
- 💰 %-based discounts
- 💰 \$-based discounts
- 💰 Loyalty or VIP rewards
- 💰 Re-engagement offers
- 💰 Referral-based discounts
- 💰 Cross-promotions with top-selling brands

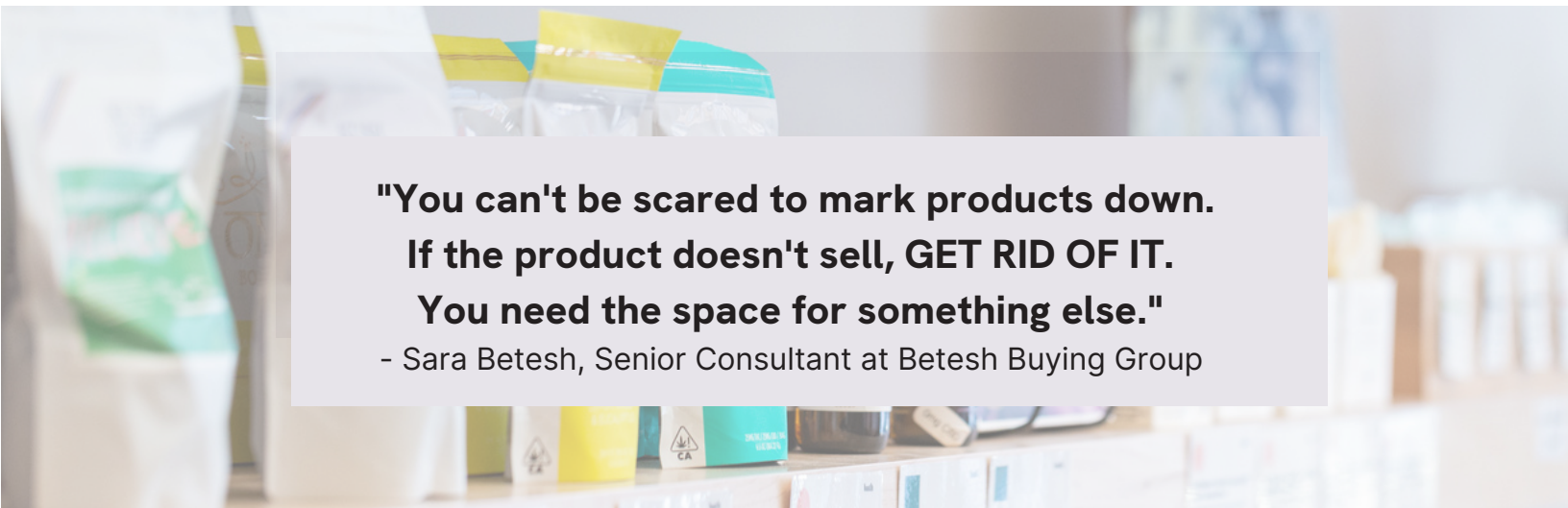


3 KEYS TO STRATEGIC DISCOUNTS

1

Move the Right Products

Move slow and unproductive inventory through discounts—they are tying up valuable shelf space and capital. Identify your slowest moving products (products with the lowest number of units sold on an average day) and move them out. You'll make customers happy with great deals while clearing room for more productive SKUs



**"You can't be scared to mark products down.
If the product doesn't sell, GET RID OF IT.
You need the space for something else."**

- Sara Betesh, Senior Consultant at Betesh Buying Group

2

Make It Automatic

Don't waste time manually applying discounts to each individual purchase on 420! Create automatic discounts that let your budtenders keep their focus on the customer and make transactions quick and seamless by putting them on auto-pilot.

3

Let the Right People Know

The most effective discounts are tailored to the customer. If you're running a discount on a topical, reach out to customers who have purchased that SKU before, other topical brands, or similar products. You'll drive immediate interest and sales today while retaining repeat customers in the long run.

Come down Friday for
Customer Appreciation day at
Meadowlands! Shop between
4PM and 8PM for big savings



Reply STOP to end.

PAY ATTENTION TO YOUR BEST CUSTOMERS

**Increasing customer retention rates by 5%
increases profits by 25% to 95%.**

SOURCE: BAIN & COMPANY AND HARVARD BUSINESS SCHOOL STUDY

An investment in current customers yields huge returns; it's much less expensive than marketing to new customers, with far greater ROI. Here's how:

Know Thy Customers

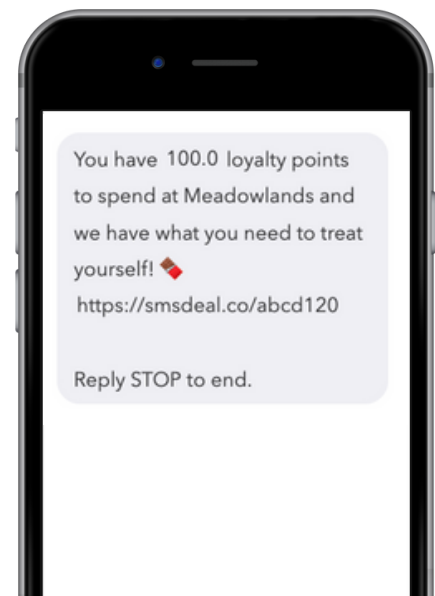
Add customers to the right customer groups (locals, vets, etc) and note preferences in their profile (ie. "Likes to be called 'Jimmy'" or "Interested in high-THC edibles"). A little personalization goes a long way. Know how to look up past purchases when they are trying to remember what they bought before—this can be a lifeline for them!

Create a Loyalty Program Worth Joining

Create the club **everyone** wants to be part of. Customize loyalty incentives around who your customers are and what gets them excited and engaged, from discounts to exclusive drops.

Establish a Direct Channel of Communication

Open a direct line to your repeat customers by opting them in to text marketing. The easiest way to do that? Tie opt-ins to incentives they want. The best way to keep opt-ins? Targeted, relevant messages and deals they care about.



Create your own
VIP CLUB

CONSIDER OFFERING BENEFITS SUCH AS:



\$10 CREDIT when you sign up



Spend more, EARN MORE points



EXCLUSIVE DISCOUNTS & promotions



EARLY ACCESS to new products

SEGMENTING YOUR AUDIENCE FOR TARGETED MARKETING

For the most impact and ROI, create segmented audience groups and send them targeted messages and promotions to drive traffic, engagement, and sales.

Your CRM and sales data create powerful and effective audience segments.

Use this audience segmentation with text marketing campaigns to send targeted messages to customer groups like VIPs, locals, big spenders, concentrate-lovers, etc. Breaking customers into meaningful groups and sending relevant messages will drive sales, increase customer retention rates, and maximize your ROI. Here are some examples of Audience Segments:

Loyal Customers & Big Spenders

Customers who meet ANY of these criteria:

- Belongs to your VIP customer group
- Average total order price greater than \$200
- Has loyalty points to redeem above a certain threshold

Celebrate with \$10 off this week from Meadowlands! Use code VIP10 at checkout 💰
<https://smsdeal.co/abcd120>

Reply STOP to end.

Customer Re-Engagement

Customers who meet ALL of these criteria:

- No order in 90 days or more
- Has ordered at least 2 times (removes tourists)

Hey, been a while! We miss you. 😊 Drop by Meadowlands this week and use your 150 reward points and we'll give you an extra 10% off!

Reply STOP to end.

Product Promotion

Customers who meet ANY of these criteria:

- Has purchased products from that brand before
- Has purchased similar SKUs
- Has purchased products from that category (eg edibles) before

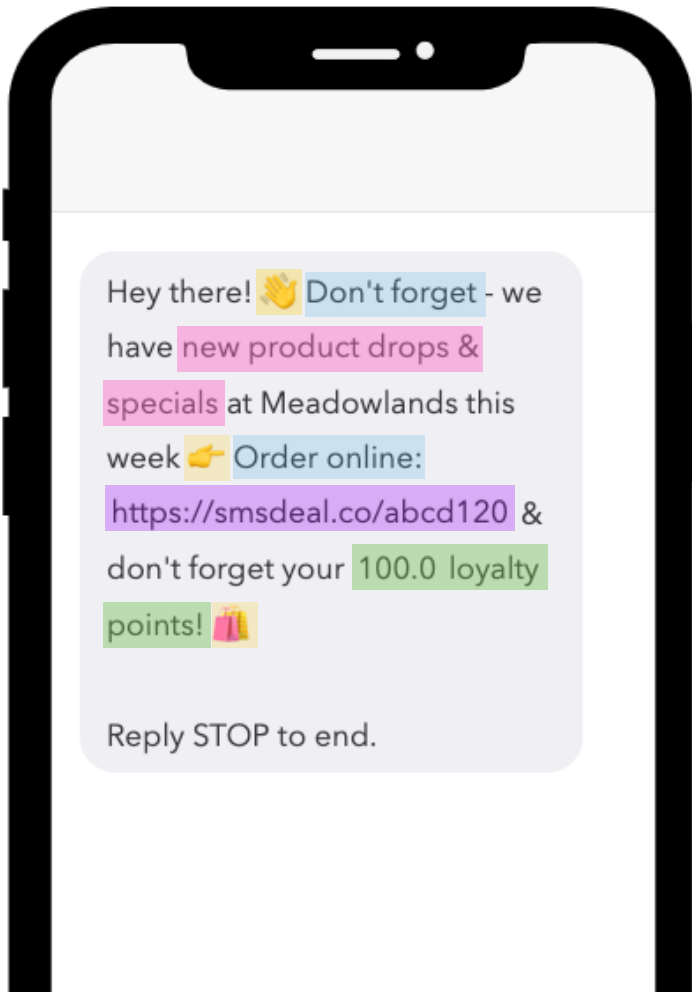
🔥 New product drop at Meadowlands! Don't miss out, visit our menu online to order today
<https://smsdeal.co/abcd120>

Reply STOP to end.

use this for cross-promotion marketing with brands!

CREATING TARGETED MARKETING CAMPAIGNS

Each audience segment should get targeted, customized messages just for them. This drives conversions, ROI, and customer loyalty by serving customers exactly what they want and making it easy to order.



PERSONALIZE by adding customers' loyalty point balance.



SEND RELEVANT MESSAGES based on past purchases and preferences (e.g. customer frequently purchases top-shelf flower).



SEND PIN-GATED DIGITAL FLYERS (pin-protected text message links with messages to your customers that can include cannabis terminology while avoiding carrier filtration).



Utilize the **EMOJI** keyboard to communicate meaning and emotion.



Have a clear, easy **CTA (Call to Action)** like a link to your menu to order delivery or pick-up.



The Meadow Advantage:

Meadow has the most advanced targeting in cannabis marketing. Create audience segments based on customer profiles, purchase history, buying behaviors, and loyalty programs, and then send relevant messages directly to those groups. Draft, send, and track campaigns directly in Meadow Admin for marketing that fits seamlessly into your day-to-day.

TEXT MARKETING BEST PRACTICES

DO

- Send marketing messages only to customers who have explicitly opted-in to marketing.
- Give customers a way to opt out, e.g. "Reply STOP to opt out."
- Segment your audience to send relevant messages and deals.
- Identify yourself; always use your business name so customers know who the text is from.
- Have a clear call to action, like a link to your online menu.
- Personalize with customers' name or loyalty point balance.
- List your specials or provide links, phone numbers and your shop address inside a Digital Flyer to inform your customers of every little detail.
- Know & follow TCPA Guidelines.
- Consider sending variations of campaigns using email & native ads via Meadow's integration with Alpine IQ.

DON'T

- Never send SPAM (unsolicited or irrelevant messages).
- Never send messages to customers who have opted out.
- Avoid cannabis terms like "weed" or "edibles" and promotional terms and symbols, like "HUGE SALE!!!!" as they can cause your message to be filtered by carriers.



The Meadow Advantage:

Meadow's marketing platform has built-in guardrails like flagging words that are likely to get filtered, flagging send times outside normal hours, and including opt-out instructions at the end of each text.

The FACEBOOK v. DUGUID ruling is a groundbreaking new interpretation of the Telephone Consumer Protection Act (TCPA) by the Supreme Court. For dispensaries, it means the risks of sending out text marketing campaigns to customers just became significantly lower. Just make sure they are not on the DO NOT CALL list first.

CROSS PROMOTING WITH BRANDS

Create strategic campaigns with brands you carry to reach customers who love (or will love!) their products.

Identify Marketing Partners:

Reach out to the brands your customers love. Brands are eager to reach your customers and often have a marketing budget to spend.

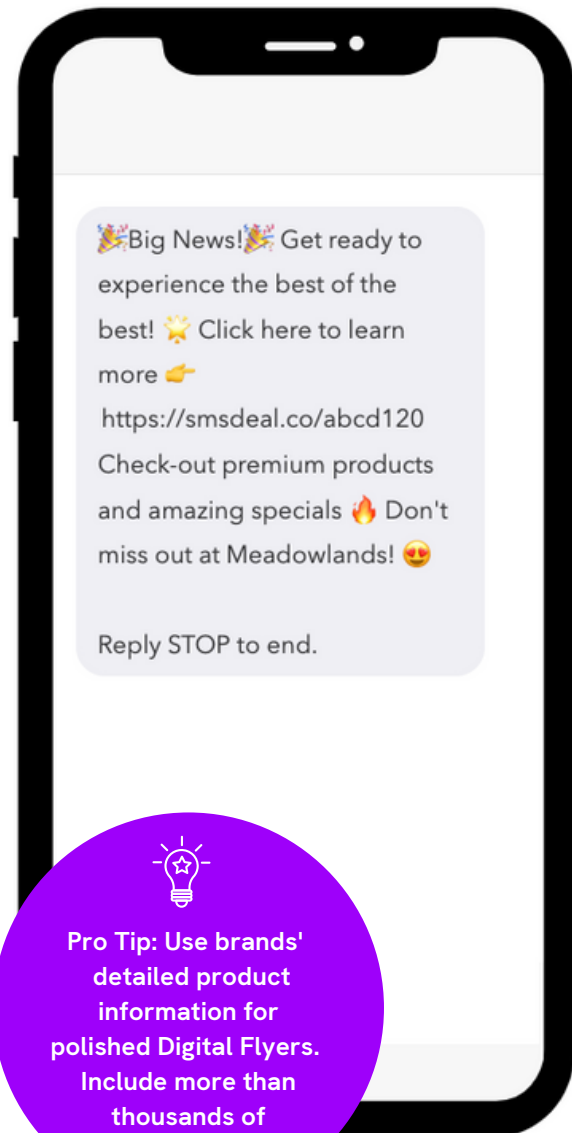
Identify the Brand's Audiences:

For example, if you want to reach customers who are likely to purchase Mellows infused marshmallows, segment your customers to discover and reach relevant, targeted audience groups:

- **Base:** Customers who buy Mellows products.
- **Re-engagement opportunities:** Customers who have bought Mellows products before but not in the last 60-90 days.
- **High conversion potential:** Customers who buy similar products in the Edibles category.

Send Messages that Convert:

Collaborate with the brand's marketing team to create messages these customers will love to receive. Tweak the messaging for each targeted audience segments for high-conversion, high ROI promotions.



Pro Tip: Use brands' detailed product information for polished Digital Flyers. Include more than thousands of characters.



The Meadow Advantage:

Using Meadow's Text Marketing tool, dispensary managers can give marketing-only permissions to brand reps to draft (but not send) text campaigns and upload their imagery into your Meadow marketing tool. After you approve the content and the message, your team can hit send to reach your shared customers with new deals and promos.

SECTION 2: THE RIGHT INVENTORY RIGHT IN TIME



420 success hinges on having the right products in the right quantities to meet demand. Too little product and you leave cash on the table while disappointing customers. Too much product takes up valuable shelf space and ties up capital in unproductive inventory. Review your historical inventory data and new sales and customer trends to ensure you have the ideal mix of products on hand.



The Meadow Advantage:

Meadow Analytics provides interactive data and charts to answer all your questions about inventory, sales, customers, products, and revenue right inside Meadow Admin. No need to download spreadsheets — everything is right in front of you in an instant and accessible from any device. Get the information you need to make fast, effective, data-driven decisions.

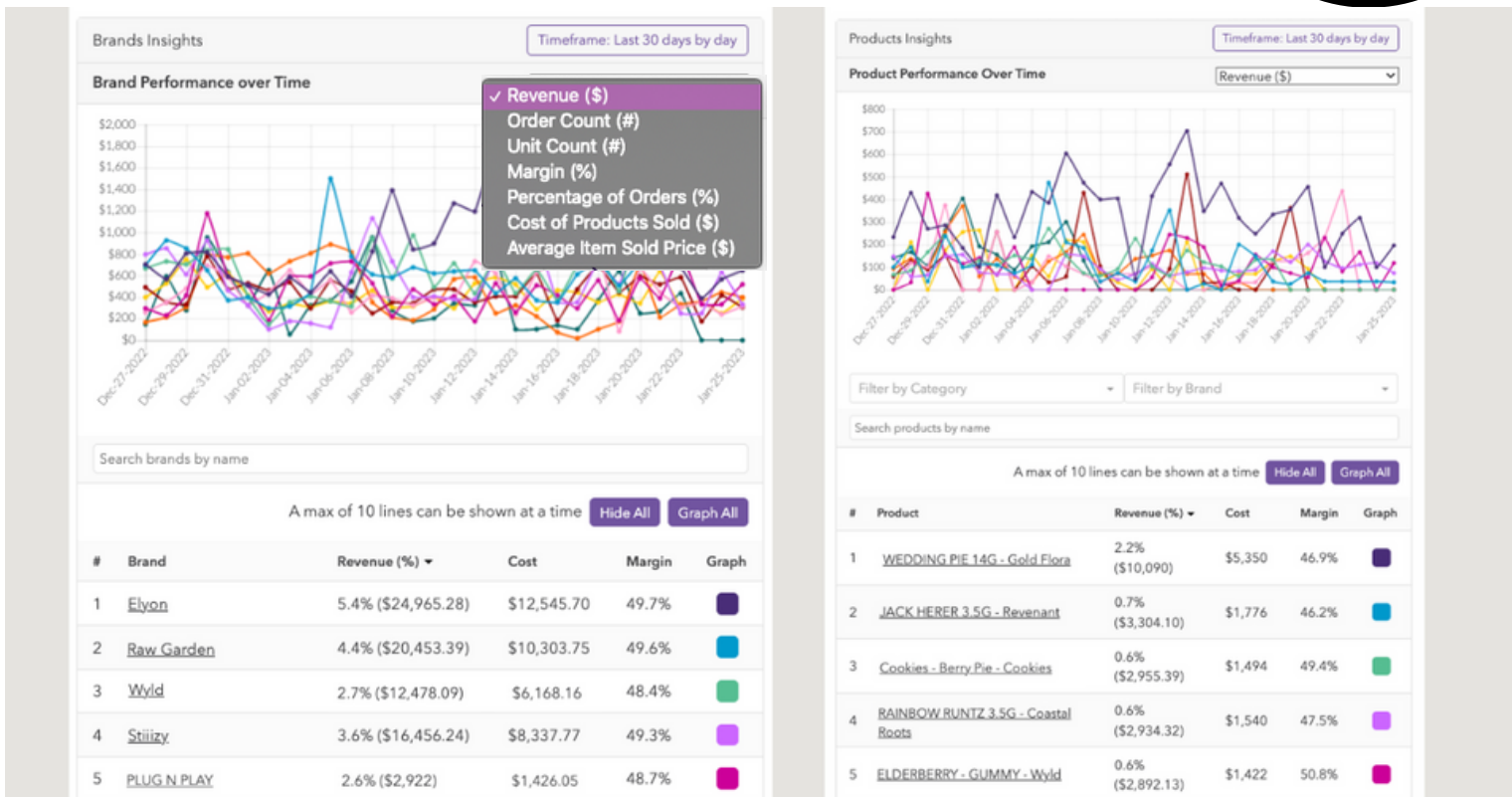
GETTING THE RIGHT INVENTORY DATA

Historical data is a great place to start when forecasting inventory. To establish a baseline, look at data points from the month of April and week of 420 last year.

- How much inventory did you sell last April? The week of 420?
- How did people order (delivery, pick-up, in-store)?
- What sold-out? What was leftover?
- What were your best and worst selling products, brands, and categories?
- Which products had the highest margins?
- Which products were the best revenue drivers?
- How were customers referred to you?

Set custom timeframes to see both the week-of and month-of 420 last year

PRODUCT & BRAND PERFORMANCE



Data From Meadow Analytics

FORECASTING INVENTORY

Trends in cannabis are always changing, so make sure you're staying up with what your customers actually want. Are they purchasing more beverages? Have cartridge sales slowed down? Are certain brands or products particularly popular? Are more customers ordering online? Use these insights to create a product mix tailored to your customers' buying behaviors.

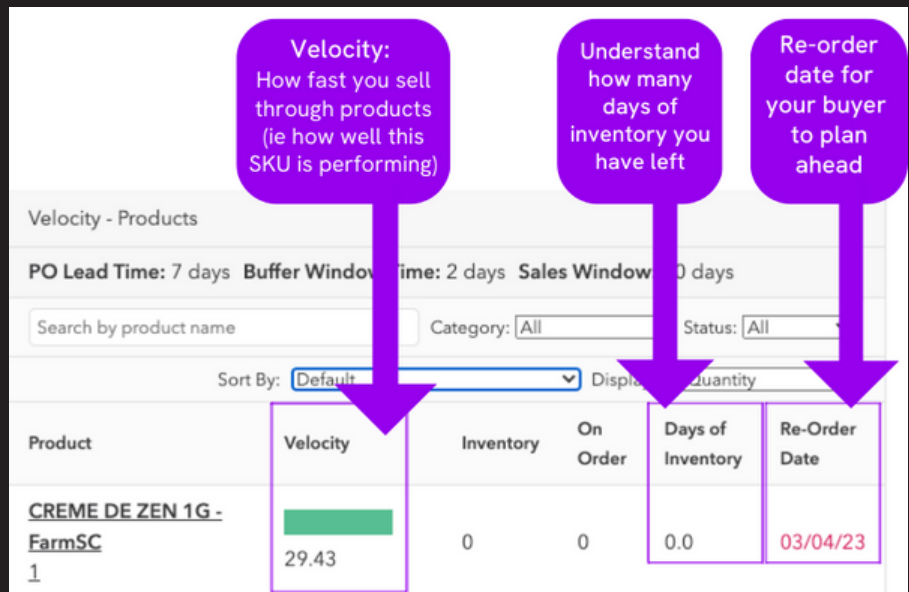
To know your best (and worst) sellers, look at product **VELOCITY**.

A product's Velocity is the number of units sold on an average day, which shows you how fast you sell through each product and how well they perform.



The Meadow Advantage:

Inventory Velocity, Meadow's inventory forecasting tool, will show you at-a-glance how fast or slow products are moving so you always know your best and worst performers, how many days of inventory you have on hand, and when to re-order.



Other data to help forecast inventory demand:

- Sales growth in the past 3 months.
- Your top categories, brands, and products in the past 3 months.
- Number of customers and orders over the past 3 months.
- Average cart size over the past 3 months.



Pro tip: Stock up on impulse items—low cost, high margin products like pre-rolls and single-serve edibles, as well as ancillary products like lighters, grinders, vape batteries, and apparel. Cross-sell these high-margin items with each purchase.

SETTING LOW INVENTORY NOTIFICATIONS

Never Run Out of Best Sellers

Set up automatic low inventory notifications to make sure the right person is always notified if an item is running low with enough time to reorder and restock.

Here's How Inventory Notifications Work:

- Decide which products you want to get low inventory notifications for.
- Set your inventory threshold. For example, I want to be notified when I have less than 30 units of Product X on hand.
- Determine who should be notified when you hit an inventory threshold -- management, buyers, inventory managers, etc.
- When your inventory quantity drops below the threshold, you'll get a "Low" flag in your product list and an email notification.



Hey Joe,
Happy Day Farms
Bubba Kush - Eighth
Inventory dropped
below the threshold
of 30.

[View product inventory](#)
[View all low stock inventory](#)

Inventory Thresholds			
Option	Threshold	Status	Notify
Option	Threshold Amount	Notify ?	
(3.5) - Eighth ▾	30	Yes ▾	<button>Add Threshold</button>



The Meadow Advantage:

You can send low inventory notifications directly to your inventory manager and buyer if you want them to know when you're running low on products for better coordination and quicker restocking.

INVENTORY BEST PRACTICES

Frequent Cycle Counts

Frequent Cycle Counts are integral to inventory management, detecting fraud or misuse, and understanding what's moving. The DCC requires that you conduct a full inventory count once every 30 days. If you find that you have large discrepancies, we suggest conducting Cycle Counts more frequently, as often as once a week. We suggest a full cycle count the week before 420 and the week after 420.



Smarter Cycle Counts

If you're still counting your shop's inventory based on a list of expected products or quantities, you're likely losing money. Conduct fully blind Cycle Counts that don't tell employees which inventory products or how many to expect—rather, they count and report what is in front of them. This greatly increases the accuracy of Cycle Counts and reduces errors, theft, confirmation bias, inventory losses, and compliance risk.

Know Your Shrinkage

You're required by law to know your monthly inventory discrepancy (aka your inventory shrinkage) and keep it under 5% (measured by comparing your physical inventory to your inventory in Metrc). Inventory shrinkage is the loss of inventory due to factors such as employee theft, shoplifting, errors on purchase orders or at the register. Know and monitor your shrinkage to stay compliant with DCC regulations, reduce missing SKUs, and keep more cash in your pocket. Meadow's Metrc integration gives retailers confidence that their Metrc and POS inventories are an accurate reflection of one another.

Stock a Diverse Shelf

In addition to stocking up on your tried and true bestselling products that you know are going to move, consider stocking new products and running campaigns to educate your consumers about the stories behind them:

- Equity brands
- Women-owned brands
- Local and craft regional brands




ORGANIZING YOUR INVENTORY TO MOVE

FIFO = First In, First Out

The oldest inventory should always be the first to be sold.

Where Inventory Lives in Different Dispensary Models:

- Counter: Behind Counter/In Display Cases
- Open Floor: Back of House/In Display Cases
- Fulfillment: Back of House



Because cannabis products have expiration dates, it's important your entire staff follows the FIFO method. Before the 4/20 rush hits, especially if you have new employees, make sure you are keeping packages organized with proper labeling and moving products so the oldest inventory always gets sold first.

When you receive products, we recommend the following:

1. Use black sharpies to label packages with the date received and the sell-by date on the outside of the cardboard box.
2. Stick the corresponding Blue Metrc UID tag outside of the box for quick identification.
3. Ensure boxes are physically organized so the newest products get stored in the back and the oldest products are in front, always the first to go out the door.



The Meadow Advantage:

Managing multiple inventory locations with Meadow is easy; you can track products across different physical locations (ie. Sales Floor, Flower Room, and The Vault). It also enables you to set up more than one sales channel so you can differentiate between inventory for orders made via your website (for Pickup and Delivery) or at POS (in store).

MOVING STAGNANT INVENTORY

If you have a surplus of products, especially products nearing their expiration, it's time to GET. THEM. MOVING. Set up a generous discount and send it out to customers who have purchased that product, similar SKUs, or within that product category before. Get revenue out of the products before it becomes a loss and clear that shelf space for something that's going to perform better.

"If you have an unproductive SKU on the floor, look at the previous 3 months worth of sales. Replace that one SKU with your average performing SKU, and see what that does. You will be mind-blown."

- Atli Cem, Senior Omni-Channel Merchandise
Planning Manager, MedMen

Low Velocity =
Low Performance

As you plan your 420 inventory, look at how many days you've had any package on hand and how fast (or slow) its selling. If you have unproductive SKUs, get rid of them with discounts now, ahead of the 420 rush, to make space for more desirable, faster moving items.

Product	Velocity	Inventory	On Order	Days of Inventory
<u>Super Amazing Weed - CRU</u> <u>1 (Gram)</u>	0.03	10	0	333.3
<u>ABX Cartridge 0.5g - Absolute Extracts</u> <u>1 (Cherry Pie)</u>	0.03	106	0	3533.3
<u>Meadow OG - Bushy Kush</u> <u>3.5</u>	0.03	32	0	1066.7



The Meadow Advantage:

With our Inventory Velocity tool you can instantly see how fast products are moving, and what's sitting still. Use this data to figure out which products need to be marked down with discounts and promos to make space for faster moving items with bigger margins and more revenue.

SECTION 3: CREATING AN OMNI-CHANNEL SALES STRATEGY



Create a personalized experience for each and every customer, whether they're shopping online, in-store, for pick up or delivery. Customers expect to be able to buy your products in every single sales channel.

"Omni-channel Sales" Defined

A multichannel approach to sales that focuses on providing seamless customer experience whether the customer is shopping online from a mobile device, a laptop, or in a brick-and-mortar store.

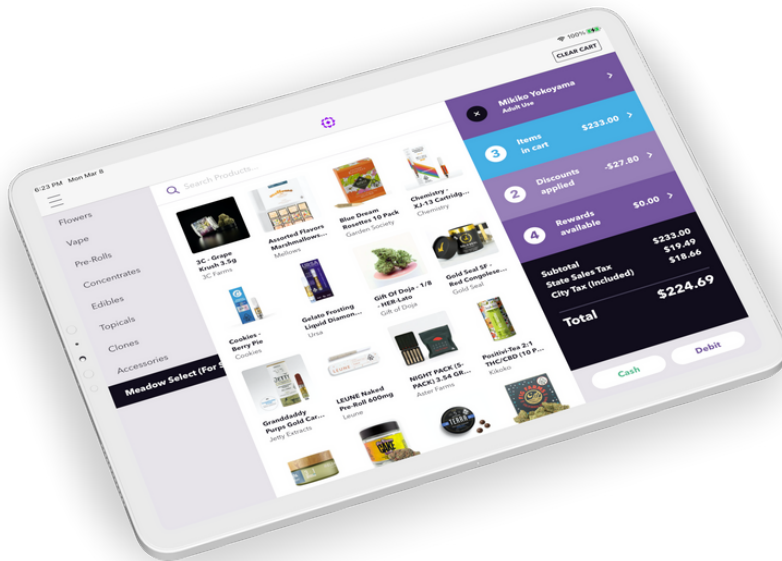


REACHING YOUR CUSTOMERS WHEREVER THEY SHOP

The most successful dispensaries offer omnichannel sales, making it easy to accept orders everywhere customers are shopping with in-store POS, online ordering, pick-up, and delivery.

Are all of your revenue streams set up and ready to accept orders?

- In-store
- Online & Mobile
- Express & Curbside Pickup
- Delivery
- Phone orders
- Leafly
- Weedmaps (be sure you've upgraded to Meadow's new orders integration to save tons of manual labor at the point of sale!)



The Meadow Advantage:

Meadow takes an omni-channel approach to cannabis retail by making it simple to track all of your sales channels in a single piece of software, with all sales pulling from a centralized inventory location, keeping your operations efficient, your data organized and all of your menus up-to-date. With Meadow, it's easy to seamlessly manage in-store, online, delivery, and pick-up sales all from a single dashboard for reliable inventory everywhere.

TRAINING BUDTENDERS TO INCREASE AVERAGE ORDERS

Ensure customer-facing staff are following sales best practices. Train your team to be friendly, ask customers questions, and recommend additional products customers will love for their 420 celebrations based on previous purchase history. Happy customers will rave about your business to their friends.

SUPERCHARGE SALES WITH THE NEW SPARKPLUG INTEGRATION!



The new Meadow x SparkPlug integration allows you to sync sales data with SparkPlug's incentive platform to reward budtenders.

Incentivize your team to sell more, improve their customer service, and drive higher customer return rates with rewards, perks, competitions, and incentives. Vendors create and pay for incentives so you can subsidize your sales team pay while they're becoming well-versed in the brands and products you carry.

How to Build a Winning Sales Team That Naturally Sells More Products:

- **Build Trust by Connecting with Each Customer:**

People can shop anywhere for anything; they will choose your place of business because of personalized interaction. More than ever right now, people crave connection. Ensure your staff offers a personalized greeting to each customer.

- **Ask Questions and Listen:**

A customer will typically reveal information about their life, reason for being in your business, their lifestyle etc. Listen to what they say are their 4/20 plans and what kind of products they usually purchase.

- **Practice Suggestive Selling:**

Your customers don't always know everything you sell. People appreciate when their needs are anticipated. Suggest products you think they'll genuinely love.

When customers feel like their favorite budtender really knows them, they trust their recommendations and keep coming back for new products.



UPSELLING BEST PRACTICES

Start with the Data

In addition to practicing suggestive selling, train your front of house staff to 1) review CRM data including notes about a customer's preferences and previous purchase history, 2) ask how they enjoyed those products, and 3) showcase new products from brands or categories they might love.

Boost Budtender's Ability to Upsell with Staff Samples

Your staff will have a hard time selling a product to customers if they don't know anything about it. You want to ensure there's ongoing education for your sales team about new products — be sure your whole team is knowledgeable about the products on your shelf so they can properly recommend.



Stocking Essentials Next to the Register for Easy Upsells

Make sure your dispensary is set up with easy-to-grab common items like lighters, rolling paper and grinders next to the register.

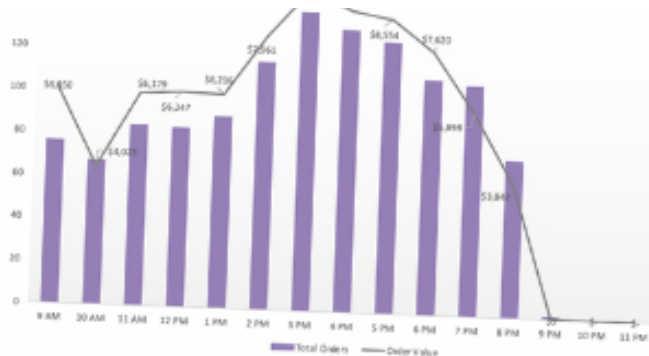
Train your team to ask at least one of these questions to every customer who comes through your doors:

- Do you need a lighter with that?
- Do you want rolling papers, filter tips, or a grinder too?
- Do you want to grab one of our single-serve edibles or penny pre-rolls? (or whatever specials you're running)

DRIVING SALES WITH FRIENDLY COMPETITION

Create systems to incentivize and reward your staff for hitting certain goals. It motivates your team, keeps them engaged, and gives you an opportunity to celebrate them (and pay them bonuses which always drives

8 AM	25	2%	\$	812	1%
9 AM	76	6%	\$	1,690	2%
10 AM	67	5%	\$	4,350	8%
11 AM	84	7%	\$	4,023	5%
12 PM	88	7%	\$	6,179	7%
1 PM	89	7%	\$	6,247	7%
2 PM	115	9%	\$	6,216	7%
3 PM	139	11%	\$	7,961	10%
4 PM	131	11%	\$	9,332	11%
5 PM	126	10%	\$	8,767	10%
6 PM	109	9%	\$	8,554	10%
7 PM	107	9%	\$	7,620	9%
8 PM	73	6%	\$	5,898	7%
9 PM	1	0%	\$	5	0%
10 PM	0	0%	\$	-	0%
11 PM	0	0%	\$	-	0%



"Reporting helps us see which of our budtenders has the highest sales, which is something to be rewarded. We work to try to raise those numbers and make sure that everybody has a broad product knowledge."

- Adrienne Airhart, Marketing Director, The Higher Path

Consider launching an employee of the month or other rewards program that incentivizes your team to go above and beyond to delight your customers:

- Staff discounts
- Cash bonuses
- A paid day off
- Their favorite products to enjoy
- Gift certificate to a local restaurant
- VIP dispensary swag (ie. hoodie with their name on it)
- Visible recognition (i.e. a framed plaque with their name on it)
- Check out the new SparkPlug x Meadow integration for more winning ideas!



GIVING BACK WITH FEEL-GOOD FUNDRAISERS

Customers love to support initiatives that give back to the community. Consider setting up a 420 campaign designed to raise funds for nonprofits that support cannabis decriminalization and the war on drugs or helps get free cannabis products to medical patients in need.



Cannabis Nonprofits to Consider Supporting:

- **Dear Cannabis:**
An open-source network of cannabis companies collaborating to create free compassion products for patients in need. Learn more at dearcannabis.org.
- **The Weldon Project:**
Funds social change and provides financial aid for those who are still serving prison time for cannabis-related offenses. Learn more at theweldonproject.org.
- **Sweetleaf Collective:**
Helps low-income patients and veterans gain access to high-quality, tested cannabis products. Learn more at sweetleafcollective.org.

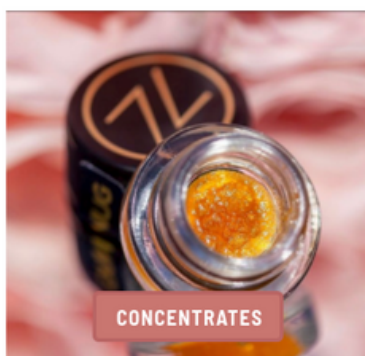
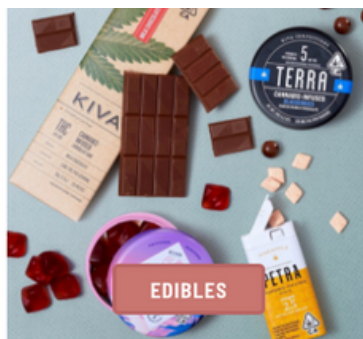


The Meadow Advantage:

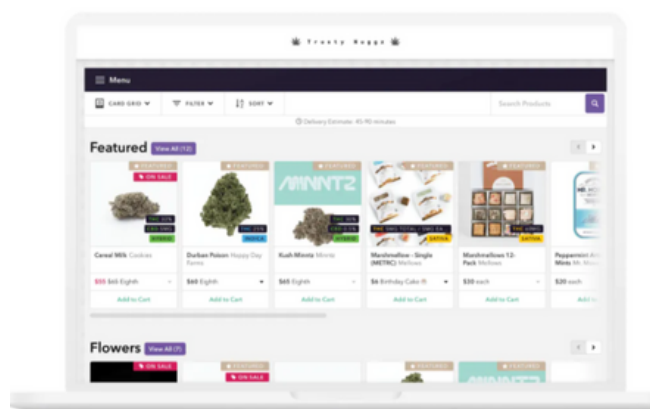
You can easily create a series of non-cannabis products in Meadow at different price points (\$.50, \$2, \$5, \$10 etc) called "Donation" and exclude those transactions from all taxes. You can then track those donations via reports and send the donations to your charity of choice.

STREAMLINING ONLINE ORDERING

Make it as easy as possible for customers to find what they're looking for online. Consider organizing your products and having hyperlinks to different categories (Flowers, Vape, Edibles, Topicals, etc.):



Ensure your menu has complete product descriptions and high quality photos to make it easy for customers to understand what they're purchasing.



The Meadow Advantage:

Make sales from your own website with Meadow's embedded menu; this mobile-friendly menu can be added to your own site with a single line of code so you can start taking orders today. This menu is fully responsive, which means it looks great on every device your customers use. With real-time inventory updates, your menu syncs automatically as orders are placed in any sales channel, with no manual labor.

EXPEDITING SALES WITH KIOSKS, CURBSIDE & EXPRESS PICK-UP

Process Sales, No Budtender Required

Turn any iPad or tablet into a standalone kiosk station that empowers customers to order delivery or pickup.



No one wants to spend the holiday waiting for hours in line. Reduce wait times and ensure customers can get what they need quickly by setting up an in-store or curbside pick up workflow. Customers can place orders online or at the in-store kiosk and then show their ID at a designated express pickup window that's often part of the reception area or in some cases, at the curb. Best practices are to text customers through the system when their order is ready for pick up.

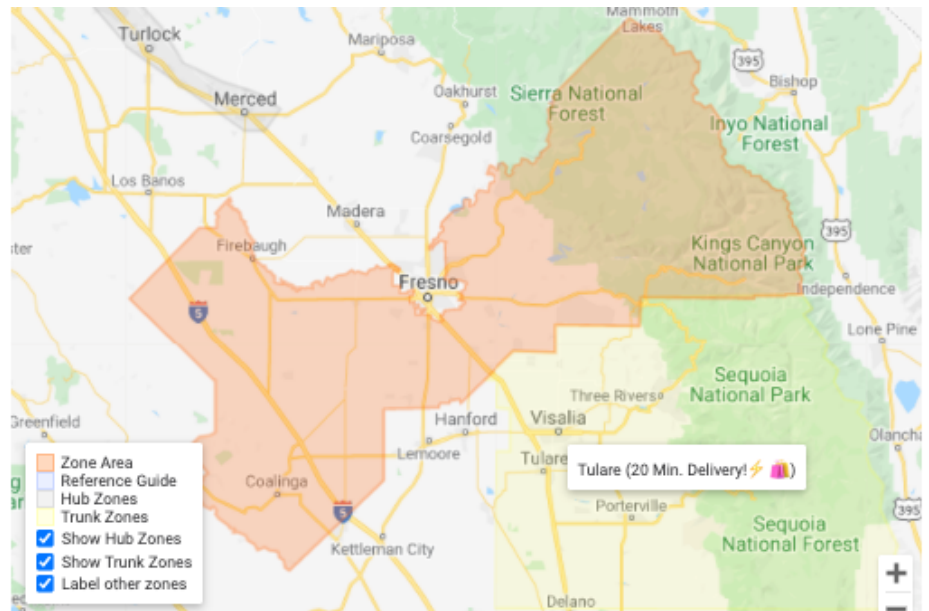
EXPAND YOUR CUSTOMER BASE WITH DYNAMIC DELIVERY

CALIFORNIA RETAILERS ONLY: While the majority of California still does not allow for legal retail, cannabis can be delivered anywhere within the state.

Several weeks before 420, run targeted ads (radio, billboards, local publications, social or TV spots) in regions that do not yet have licensed cannabis retail; promote special delivery deals for the upcoming 420 holiday and drive these potential new customers to your website to shop online and sign up for your text marketing to receive special offers.

As the holiday gets closer, send targeted offers to these customers via text and then deploy your fully stocked delivery vehicle with these products to alert the customer that the product is in their neighborhood and can be ordered online.

65% of California still does not yet have legal cannabis retail.
But Dynamic Delivery makes it easy to serve these regions.



The Meadow Advantage:

Meadow's Dynamic Delivery is a new model of cannabis delivery for California retailers that allows vehicles to operate as mobile dispensaries — roaming inventory and packaging hubs with their own product offerings, menus, service areas, marketing, and more. With Meadow's built in customer data and text marketing capabilities, it's never been easier to sell more cannabis with less work.

SET UP DELIVERY AT A LOCAL 420 EVENT

Want to collaborate with a local venue to create a private 420 event?

With Meadow's Dynamic Delivery, any location can be defined as a delivery zone, from an entire county to a single address. Designate the local venue as your single delivery address, create a customized menu to serve this audience (think grab and go products like pre-rolls, vape pens, beverages, etc.), and allow them to order from their mobile devices for delivery directly to the event.

You can either drive customers to your menu via onsite signage with a QR code, or even set-up an ordering kiosk and onsite express pick-up line to make it easy for guests to enjoy your products, no cannabis events license required.



The Meadow Advantage:

With Meadow's iPad-based POS and new kiosk-mode workflows, it's easy to conveniently make sales anywhere. Want to set up a standalone iPad or tablet for your customers to place orders? Now you can with the new kiosk mode for the menu embed. Customers can create profiles, sign in and place orders for pickup or delivery.

Thanks for reading Meadow's Ultimate 420 Dispensary Guide!

Sell More Cannabis with Less Work

Need more support at your dispensary?

We're here for you:

partners@getmeadow.com

Learn more about Meadow's retail, delivery, eCommerce,
CRM, and marketing platform—
designed to grow with you.



BOOK A CALL NOW



Meadow

getmeadow.com