



OUR GUARANTEE

We can guarantee that patients from your neighborhood will come to your dispensary on the day your Direct Marketing Postcard is delivered... the Postcard will also continue to bring new patients for the following month or so. Here's why...

- **Passive Marketing (Weedmaps and other listing services):** You place ads on Weedmaps (for example) because you know that your prospects might already be looking there. But in a crowded MMJ marketplace like yours, when a prospect searches through the many other listings on Weedmaps, that all look pretty much look the same and your "passive" listing just sits there... with you hoping that someone will find you.
- **Aggressive Marketing (Direct Marketing):** Aggressive marketing is totally the opposite. Prospects don't have to find you because you've already found them. Using a direct marketing product, like our Postcard, is an example of aggressive marketing. Regardless of the fact that your prospect didn't ask for your direct mail piece, you are still putting it directly into your customer's hand.
- **What kind of a response can you expect?** We are experts in creating appropriate and high quality MMJ Direct Marketing Campaigns. Our direct-marketing campaign has the unique ability to target a specific audience without waste for only pennies per contact. And our campaigns always work. It's basically a numbers game. And the numbers are always in your favor.
- **You only need a very small percentage of responses to make our program profitable for you.** The average rate of return on our MMJ direct mail campaigns is generally between 1 to 2 percent. Often the return is amplified due to the word of mouth between friends. Most neighborhoods average about 7,000 households; you will get about 70 patient responses (1%) to about 140 patient responses (2%).
- **Calculating Your Monetary Return:** First-time MMJ purchases generally average about \$75 to \$125 per patient. This means that the direct marketing mailer will pay for itself and still generate a profit for you. But the true value of each new patient isn't measured by their first visit's purchases. Instead the TRUE value is measured by the number of visits and purchases that patient makes throughout the year. Year after year. That is the ultimate goal of this outreach-marketing program... making first-time patients returning customers.

What our client's are saying...



"Very cool. New Patient's were waiting at the door with the postcards in their hands the very day the postcards were delivered!"

J.J.
California

"They were a pleasure to work with. They took care of everything and we had over 75 new patients in the first month."

Donna
New Jersey



"Made our opening day a smash. Totally glad I worked with them."

Joey D
Michigan

"I'm a happy man. Keeping my Bud Tenders busy."

Frank
Colorado

