

Cannabis Dispensaries See Incredible Engagement

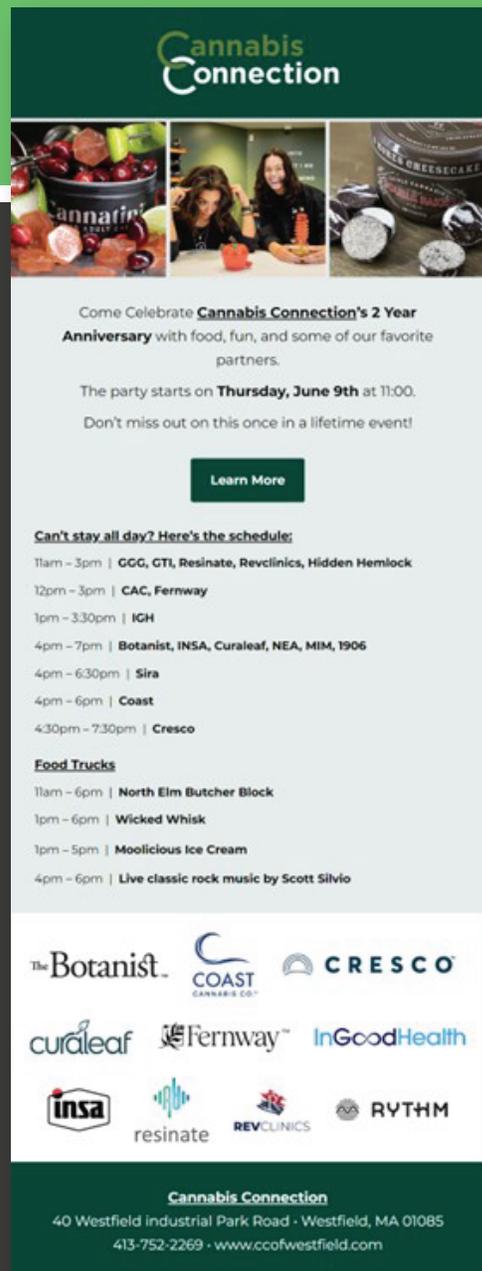
Build database of opt-in emails with eye-popping results

The Challenge

As the number of open dispensaries in some cities reached double digits, Massachusetts retail dispensaries in these highly competitive markets sought an innovative marketing solution to stand out, drive store traffic, and build their customer database.

Goals

- Gain visibility and brand recognition in an increasingly competitive market
- Successfully reach the customer in the consideration phase of their buying journey
- Build a valuable customer database for future campaigns that highlight price specials



The screenshot shows an email announcement for Cannabis Connection's 2-year anniversary. It features a header with the Cannabis Connection logo, three images (cannabis products, people at an event, and more products), and a main text block with event details. Below the main text is a 'Learn More' button. A schedule section lists various dispensaries and food trucks with their respective times. The bottom of the email features a grid of partner logos and contact information for Cannabis Connection.

Cannabis Connection

Come Celebrate **Cannabis Connection's 2 Year Anniversary** with food, fun, and some of our favorite partners.

The party starts on **Thursday, June 9th** at 11:00.

Don't miss out on this once in a lifetime event!

[Learn More](#)

Can't stay all day? Here's the schedule:

11am - 3pm | GGG, GTI, Resinate, Revclinics, Hidden Hemlock
12pm - 3pm | CAC, Fernway
1pm - 3:30pm | IGH
4pm - 7pm | Botanist, INSA, Curaleaf, NEA, MIM, 1906
4pm - 6:30pm | Sira
4pm - 6pm | Coast
4:30pm - 7:30pm | Cresco

Food Trucks

11am - 6pm | North Elm Butcher Block
1pm - 6pm | Wicked Whisk
1pm - 5pm | Moolicious Ice Cream
4pm - 6pm | Live classic rock music by Scott Silvio

Partners: The Botanist, COAST CANNABIS CO., CRESCO, curaleaf, Fernway, InGoodHealth, insa, resinate, REVCLINICS, RYTHM

Cannabis Connection
40 Westfield Industrial Park Road - Westfield, MA 01085
413-752-2269 - www.ccofwestfield.com

The Strategy

The MassLive Media division of Cannabis360 launched customized email marketing campaigns optimized for the clients' specific products and services. Email addresses were targeted based on proximity to the dispensaries and recent online consumption of cannabis content.

The Key Findings

Clients reported high ROI from event foot traffic and the more than 25,000 email addresses they were able to add to their opt-in databases for future marketing.

The Results

