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Marketing Forum

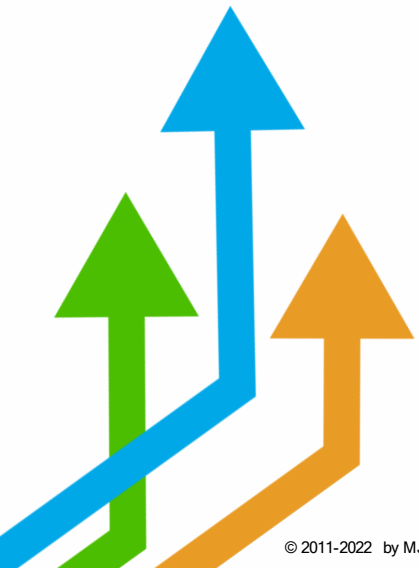


Amp Your **Brand**



MJBiz™
Marketing
Forum

Amp Your **Brand**



The Keys to Omnichannel Marketing Strategy Success



Julian Scaff

Director, Experience Design

Jushi

Most companies confuse marketing and advertising.

A billboard is *not* marketing, it's advertising.

Advertising is simply promoting a brand through paid channels.

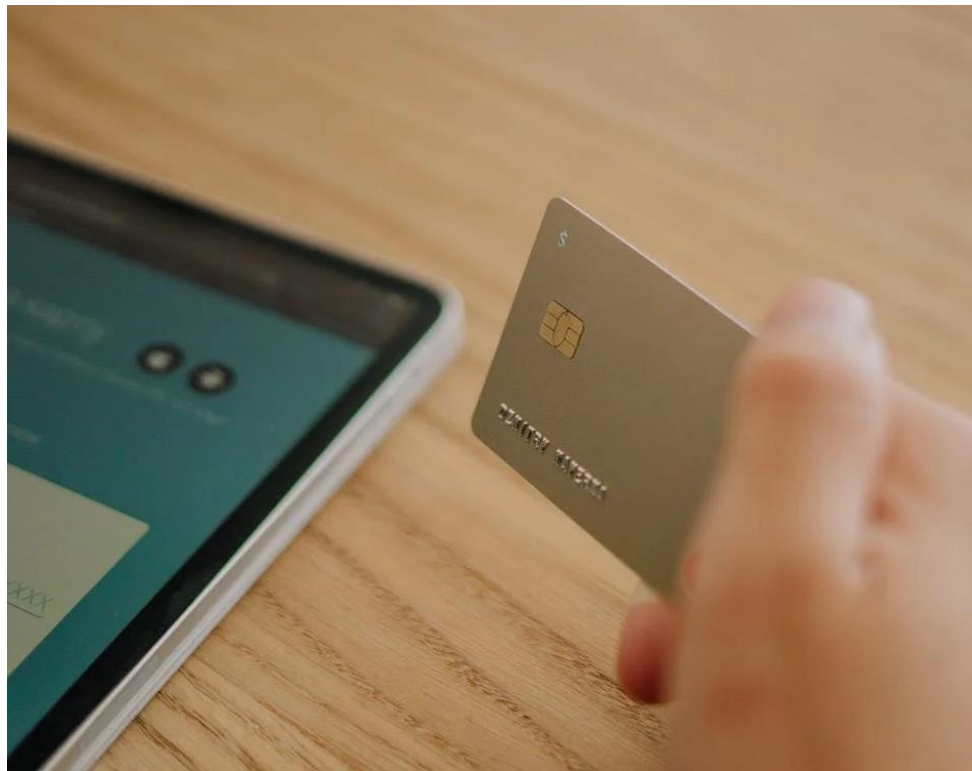


Marketing is about understanding people's attitudes and behaviors in order to bring together buyers and sellers for the benefit of both.



Omnichannel refers to a businesses (often retail or service) that integrate different methods of engagement and commerce:

- Employing technology to remove CX frictions
- Serving a greater diversity of customers
- Expanding brand engagement



Three Keys to Omnichannel Marketing Strategy Success

1. Deep UX Research
2. CX = Brand
3. Exponential Thinking

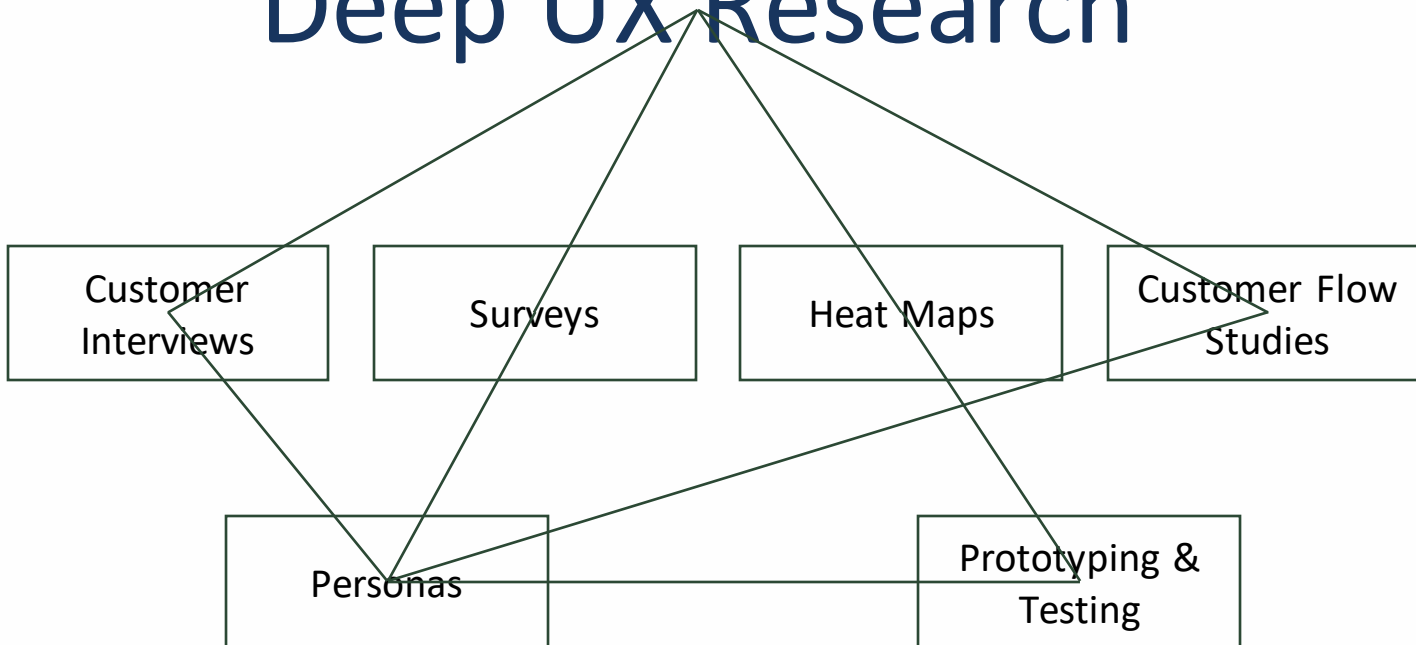


DEEP UX RESEARCH

Know your customer



Deep UX Research





What do you need to know?

- **Demographics:** age, sex/gender, household income
- **Geolocational:** where they live, work, shop
- **Wants and Needs:** relating to products and services
- **Behaviors:** typical shopping and product usage patterns
- **Pain Points:** from major frustrations to small frictions
- **Brand Affinities:** clothing, shoes, cars, personal electronics, and domain-specific
- **Information Channels:** sources of news, methods of communication, social platforms, etc.
- **Study-specific data:** anything else specifically related to your study

Interviews

Getting good interview data is more science than art:

- Avoid compound, binary, and leading questions
- Have a script and research goals
- Listen more than you talk



Interview question examples

PROBLEMATIC

Do you use flower or vapes or gummies or what?

Do you think vaping is dangerous?

How often do you smoke, and how much do you typically spend per week?

Do you use pre-rolls?

BETTER

What types of cannabis products do you use?

What do you think are the health effects of vaping?

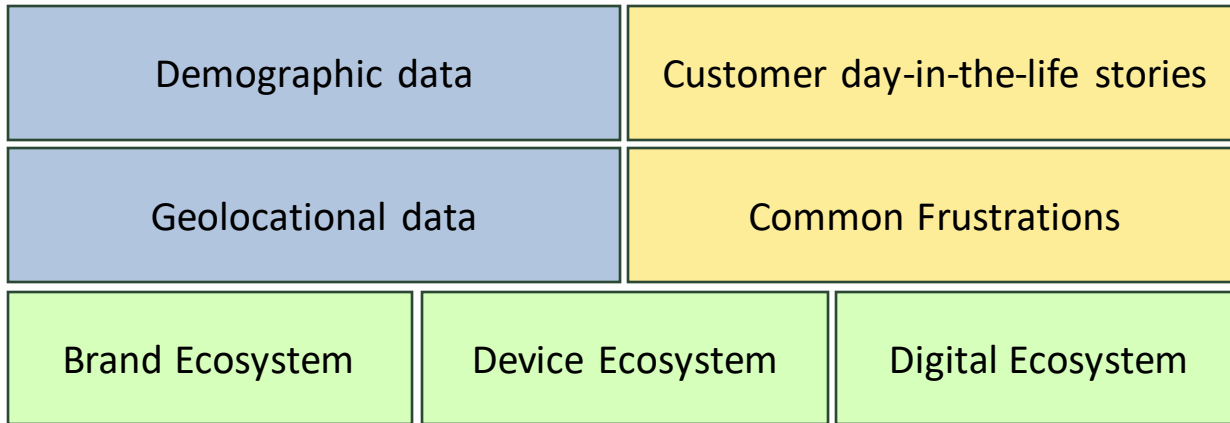
Q1: How often do you smoke in a typical week?

Q2: How much do you spend on cannabis in a typical week?

What types of cannabis products do you use?



A successful customer interview gives you:



Interview pros and cons

CONS

Time-consuming

PROS

Richest data set you can get

Necessary for developing Personas

Cultivate empathy for customers





Other great interview sources:

- Front-line retail employees have best first-hand knowledge of customers
- Customer support specialists have great insights into common pain points

Internal Surveys

Internal surveys recruit participants from your existing customers.

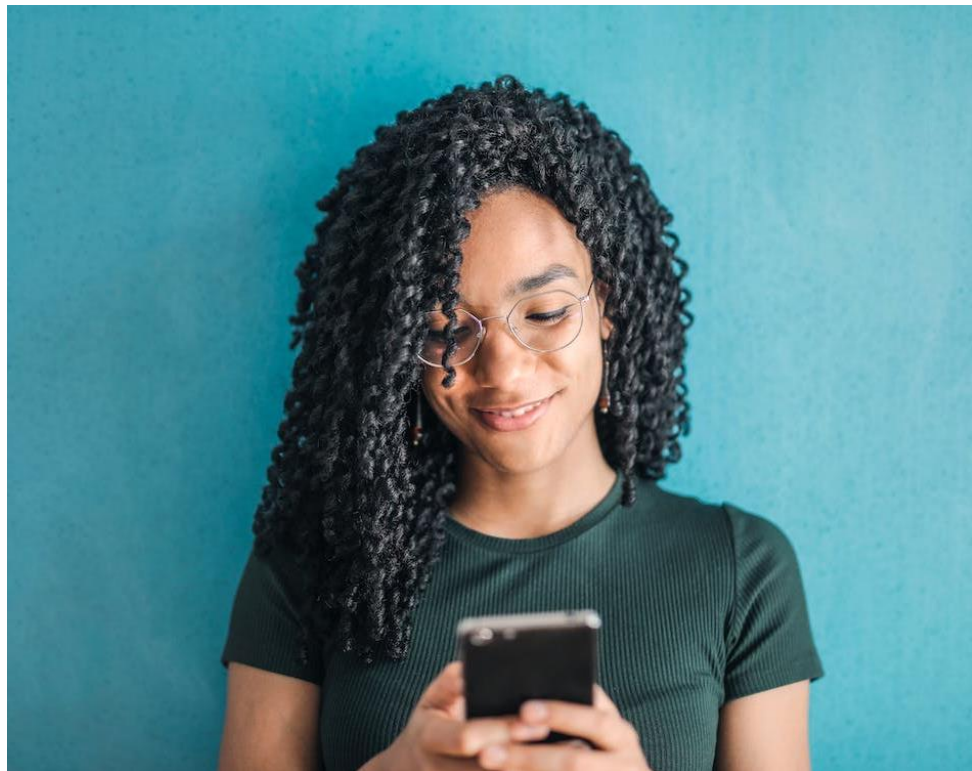
- Data specific to your customers behaviors and attitudes
- Stealth marketing opportunity
- Compensate with discount codes



External Surveys

Internal surveys use a survey provider to recruit participants from the general population.

- Data on customers behaviors and attitudes more broadly in the marketplace
- Stealth marketing opportunity
- Fast and cost-effective



Longitudinal data

Longitudinal data is collected over time to track trends and changes in the marketplace.

Critical for maintaining strategic foresight.

Conduct surveys at least monthly.



Between 2021-2022 there has been a 6% increase in cannabis users consuming *less* alcohol, a 6% increase in cannabis users *stopping* alcohol consumption altogether, and a 12% decrease in cannabis users consuming *more* alcohol.

- Jushi survey data from 11/21 and 11/22

Heat Maps

Using a tool such as HotJar, study what users click on and how they navigate your site.

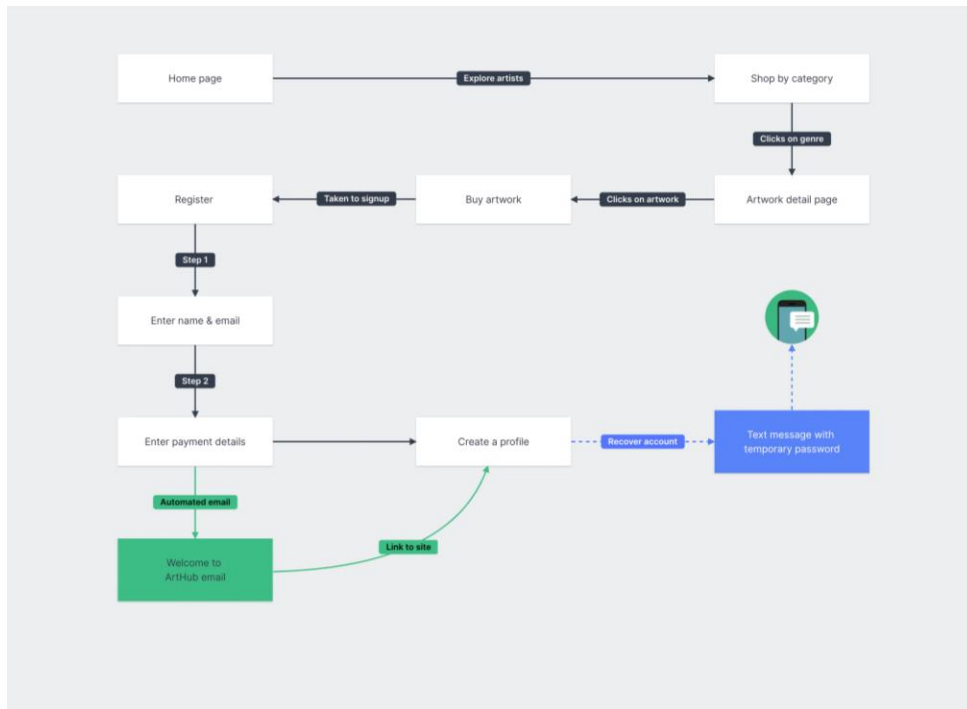
- Identify missed opportunities
- Test new campaigns
- Iterate and optimize



Customer Flow

Document the steps your customer has to take in order to get their product.

- Study all possible customer flows: retail in-person; drive-thru; online order with in-person express or curbside pickup; online order with home delivery...
- Friction points = design opportunities



Customer Flow Example

A dispensary in a medical-only state:

- Sales always seemed capped, and customers complained of long wait times
- Customer flow study found patient forms took so long, there was a cap on number of patients per day
- New digital patient forms on iPads reduce intake time by more than 80%




Personas

A synthesis of your customer interviews and survey data.

- A **Persona** is an **archetype**, representing a group of people with shared proclivities
- THE most useful tool for marketing and design
- Makes research tangible

Kathy - Problem Solving Explorer



DEMOGRAPHICS

Gender: Female
Age: 30
Ethnicity: Latinx
Occupation: Professional
Income: \$85k/year
Education: Bachelors
Relationship: Domestic Partner

NEEDS

- Stress relief
- Sleep aid
- Pain relief

PREFERENCES

- Prefer online shopping
- Skeptical of many dispensaries
- Seeks out legitimate businesses
- Orders delivery via GrassDoor and shops at Stiizy
- Prefer edibles and smoking flower with glass pipe
- Interested in subscription services and online sales

PAIN POINTS

- Don't know who to trust for information
- Dispensaries seem scary and unfriendly
- Don't know if products have been tested
- Fear of drug testing at work
- Paying too much for delivery

BRAND AFFINITIES

- Clothing: Banana Republic, J Crew, Gap, Patagonia, Ascs, Kate Spade, Michael Kors
- Cars: Jeep Wrangler, Audi A3, Tesla 3, Range Rover
- Phone: iPhone XR

BEHAVIORS

Shopping

In-Store Online

Usage

Recreational Medical

Curiosity Profile

Joyous Exploration 4.25

Deprivation Sensitivity 4.375

Social Curiosity 4.125

These users are naturally curious about the world, people, solving problems. They are most motivated by acquiring knowledge, cultivating social relationships and troubleshooting every aspect of their life. They score lowest in thrill-seeking, meaning they will not take unnecessary risks that could disrupt their forward progress.



Kathy - Problem Solving Explorer



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Online

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Recreational

Medical

Curiosity Profile

Joyous Exploration

4.25

Deprivation Sensitivity

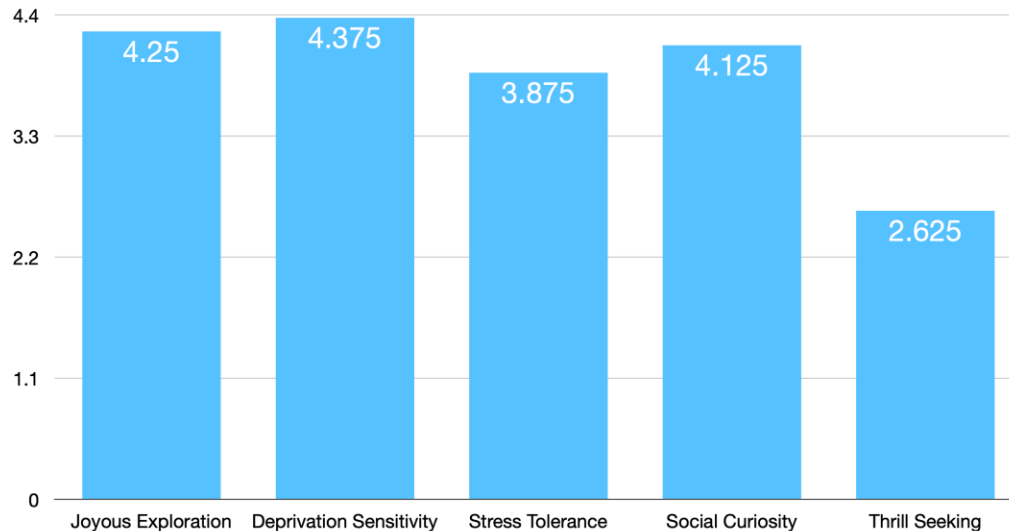
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Kathy's Curiosity Profile



Joyous Exploration - curiosity for its own sake. These users are naturally highly curious about the world in general.

Deprivation Sensitivity - a sensitivity to being deprived of challenges. These users are naturally drawn to difficult challenges.

Stress Tolerance - a willingness to tolerate stress in order to acquire new experiences. These users are naturally curious about the unknown.

Social Curiosity - an interest in what other people are thinking and feeling. These users expressed a low level of social curiosity.

Thrill Seeking - a curiosity about challenges that come with a risk of physical, social or financial failure. These users are naturally calculated risk-takers, if not professionally then with leisure activities.

Kathy's Brand Ecosystem



MICHAEL KORS



BANANA REPUBLIC



kate spade
NEW YORK



Brand affinity characteristics:

- Mid- to high-end brands
- Emphasis on experience and quality
- Aesthetics and pragmatics both matter

Brand affinity keywords:

- Friendly
- Respectful
- Fun



Quotes

“I’m attracted to the health benefits of cannabis and the fact that it’s not addictive like some prescription medications. Plus there are so many ways to take it that don’t involve smoking.”

“What I like about Stiiizy is that it just feels like a normal store.”


Creating a Persona

Survey data on >8,000 customers

14 Customer Interviews

Customer Flow Studies of 6 dispensaries

Kathy - Problem Solving Explorer



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Create enough Personas to be inclusive of all your customers

Kathy - Problem Solving Explorer



NEEDS

- Stress relief
- Sleep
- Pain relief

PREFERENCES

- Prefer to shop online
- Skeptical
- Seeks information
- Order
- Prefer to shop in-store
- Interested in new products

PAIN POINTS

- Don't have time
- Dislike waiting
- Don't like crowds
- Fear of germs
- Playful

DEMOGRAPHICS

Gender: Female
Age: 30
Ethnicity: Latina
Occupation: Professional
Income: \$55k/year
Education: Bachelors
Relationship: Domestic Partner


BRAND AFFINITIES

- Clothing: Kate Spade
- Cars: Volvo
- Phone: iPhone

BEHAVIORS

Shopping: In-store

Tamara - Fascinated Explorer



NEEDS

- Pain relief
- Sleep
- Relaxation
- Focus
- Recreation

PAIN POINTS

- Split time between work and family
- Prefer to shop online
- Will sit in traffic
- Good at multitasking
- Friend
- Prefer to shop in-store
- Interested in new products

DEMOGRAPHICS

Gender: Female
Age: 40
Ethnicity: Caucasian
Occupation: Professional
Income: \$110k/year
Education: Bachelors
Relationship: Married


BRAND AFFINITIES

- Clothing: J.Crew
- Cars: Volvo
- Phone: iPhone

BEHAVIORS

Shopping: In-store

Linda - Cautious Explorer



NEEDS

- Pain relief
- Stress reduction
- Anxiety

PREFERENCES

- Prefer to shop online
- Good at multitasking
- Prefer to shop in-store
- Prefer to shop in-store
- Midlife
- Interested in new products

DEMOGRAPHICS

Gender: Female
Age: 55
Ethnicity: Caucasian
Occupation: Professional
Income: \$120k/year
Education: Masters
Relationship: Divorced


BRAND AFFINITIES

- Clothing: Athleisure
- Cars: Volvo
- Phone: iPhone

BEHAVIORS

Shopping: In-store

Mateo - Selective Experiencer



NEEDS

- Stress/Anxiety
- Sleep aid
- Focus/Energy
- Relaxation
- Recreation

PREFERENCES

- Prefer to shop online
- Avoids crowds
- Active
- Prefer to shop in-store
- Uses vapes and edibles
- Very interested in subscription services

DEMOGRAPHICS

Gender: Male
Age: 30
Ethnicity: Latinx
Occupation: Professional
Income: \$100k/year
Education: Masters
Relationship: In a relationship


BRAND AFFINITIES

- Clothing: Patagonia
- Cars: Volvo
- Phone: iPhone

BEHAVIORS

Shopping: In-store

Anthony - Intrepid Experiencer



NEEDS

- Pain relief
- Sleep aid
- Focus/Energy
- Relaxation
- Recreation

PREFERENCES

- Seeks information online
- Prefers personalized experiences
- Would like information and purchase history stored in an app
- Used to just smoke but branching out into vapes, edibles and beverages
- Wishes there was a drive-through dispensary
- Very interested in subscription services

DEMOGRAPHICS

Gender: Male
Age: 42
Ethnicity: Black
Occupation: Small Business Owner
Income: \$150k/year
Education: Bachelors
Relationship: Married

BRAND AFFINITIES

- Clothing: Hugo Boss, Schott Leather, Nordstrom Rack, Buffalo Jeans, Scaudron, Puma
- Cars: Subaru Outback, Porsche 911, Audi Q5
- Phone: Samsung Galaxy

BEHAVIORS

Shopping: In-store

Usage: Recreational

Curiosity Profile: Joyous Exploration 4.376, Stress Tolerance 4.0

These users are naturally curious about learning new things and acquiring new experiences. Motivated by self-fulfillment, they are less interested in social rewards or problem-solving and will take calculated risks only when necessary.

Prototyping & Testing

Use surveys to prototype and audience test:

- Brand or product names
- Logos and packaging design
- Websites and apps
- Marketing messaging
- Advertising and marketing collateral



Deep UX Cadence

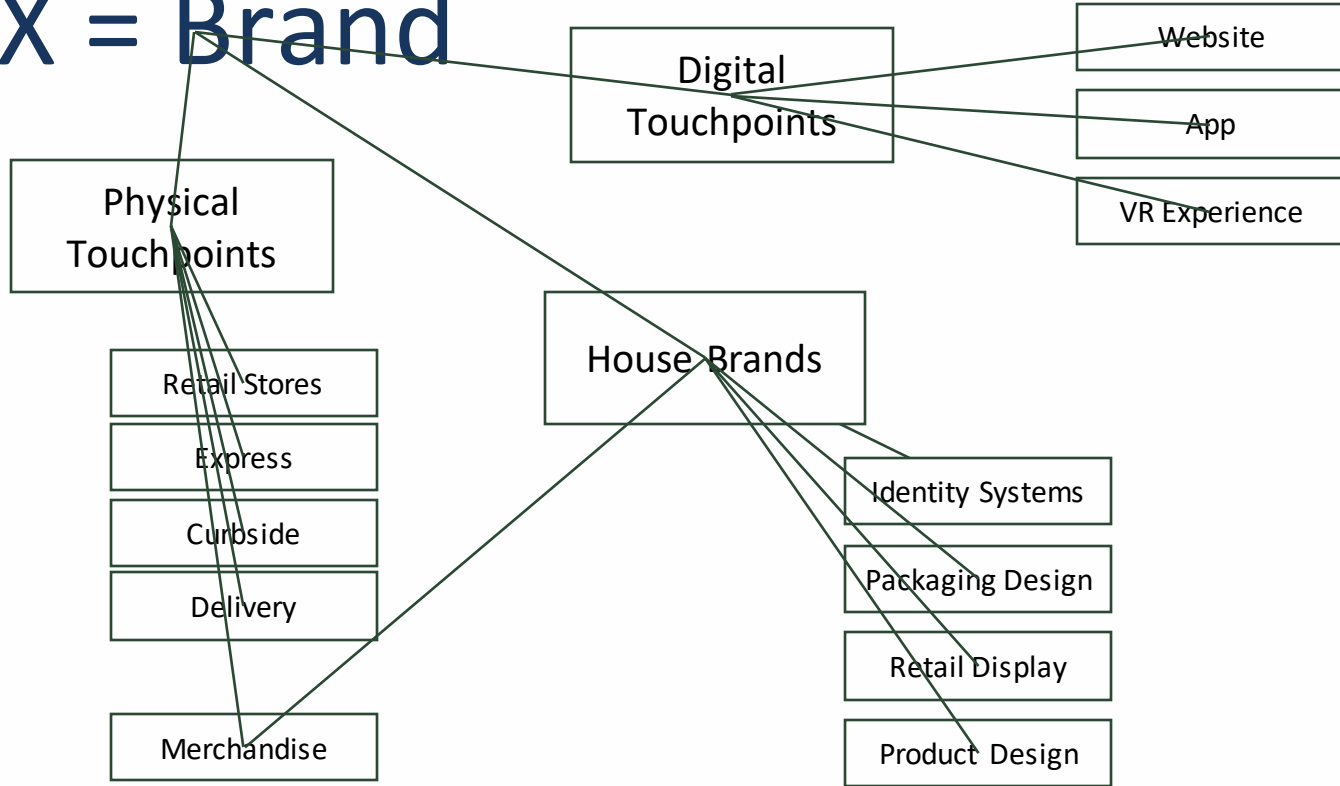
Customer Interviews	10-20 interviews 1x per year	Customer Flow Studies	Each customer experience 1x per year
Surveys	Internal & External 1x-2x per month	Personas	Update with new data annually Create new personas when data dictates
Heat Maps	As-needed 2x per year	Prototyping & Testing	Use strategically for validation and due diligence

CX = Brand

It's all about human experience



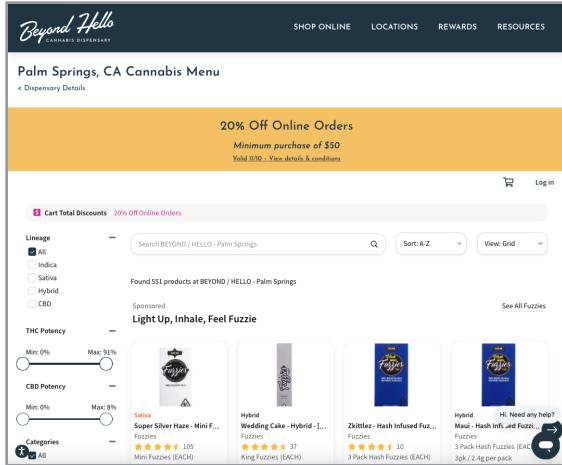
CX = Brand



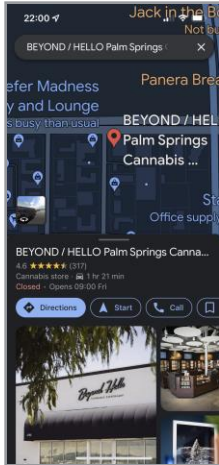


A logo is NOT a brand!

The customer experience IS your brand



Website



Google Maps



Store Exterior



Store Interior

Express & Curbside

Provide dedicated pickup experiences for online orders:

- Express and curbside pickup options alleviate traffic in store
- Give pre-order customers a premium express experience



Home Delivery

Home delivery offers a premium concierge experience:

- Respect customer privacy with unmarked vehicles and packaging
- Incentivize larger basket sizes to reduce return trips



Website

Your website is your biggest storefront:

- A majority of sales will run through e-commerce
- Leverage opportunities to upsell at check-out and drive return engagement

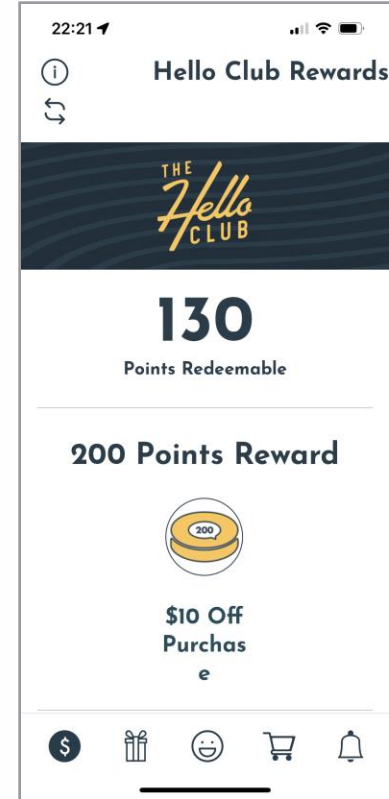
The screenshot displays the website for Beyond Hello Cannabis Dispensary. At the top, there is a navigation bar with links for SHOP ONLINE, LOCATIONS, REWARDS, and RESOURCES. The main heading is "Palm Springs, CA Cannabis Menu" with a sub-link for "< Dispensary Details". A prominent yellow banner announces a "20% Off Online Orders" promotion, with a "Minimum purchase of \$50" and a validity period of "Valid 11/10 - View details & conditions". Below the banner, there is a shopping cart icon and a "Log in" link. A "Cart Total Discounts" section shows "20% Off Online Orders". The left sidebar contains filters for Lineage (All, Indica, Sativa, Hybrid, CBD), THC Potency (0% to 91%), CBD Potency (0% to 8%), and Categories (All). The main content area shows a search bar for "BEYOND / HELLO - Palm Springs" and a "Sort: A-Z" dropdown. It states "Found 551 products at BEYOND / HELLO - Palm Springs" and features a "Sponsored" section for "Light Up, Inhale, Feel Fuzzie". Below this, four product cards are displayed: "Super Silver Haze - Mini Fuzzies" (Sativa, 105 reviews), "Wedding Cake - Hybrid - King Fuzzies" (Hybrid, 37 reviews), "Zkittlez - Hash Infused Fuzzies" (3 Pack Hash Fuzzies, 10 reviews), and "Maui - Hash Infused Fuzzies" (3 Pack Hash Fuzzies, 2.4g per pack). A "Hi. Need any help?" chat bubble is visible in the bottom right corner.

Phone App

Apps are risky:

- Expensive to design and build well
- Users are oversaturated with apps
- Most apps deleted within first week

IF you pursue an app, determine customer needs first and start simple.



VR/AR Experience

Be aware of these cutting edge technologies:

- Virtual Reality (VR)
- Augmented Reality (AR)
- Web3 Commerce



House Brands

House brands should leverage research on specific customer demographics in the design of every detail:

- Branding Identity Systems
- Packaging Design
- Retail Display Design
- Product Design



Case Study

The research that went into the design of these products:

- Customer Personas most likely to use edibles
- Food industry research on flavor trends
- Customer's needs with gummies
- Color psychology
- Audience testing of logo, artwork, color palette, naming conventions, and informational display



Factoid

When the color psychology of the packaging is mismatched with the perceived effects, customers are half as likely to purchase the product.

For example, customers were put off by the red color of this packaging for “Mellow Mint”.

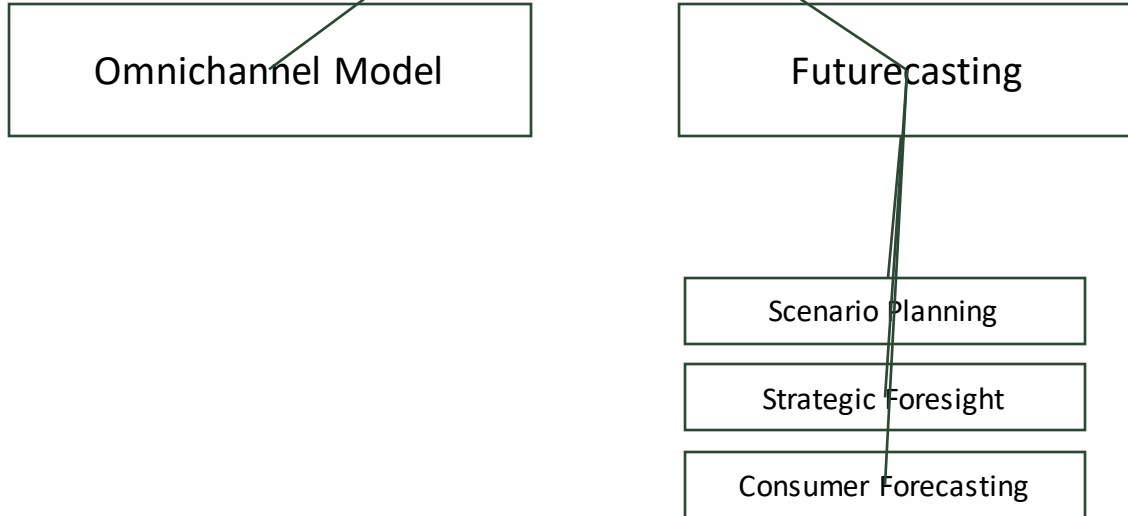


Exponential Thinking

The future is coming faster than you think



Exponential Thinking



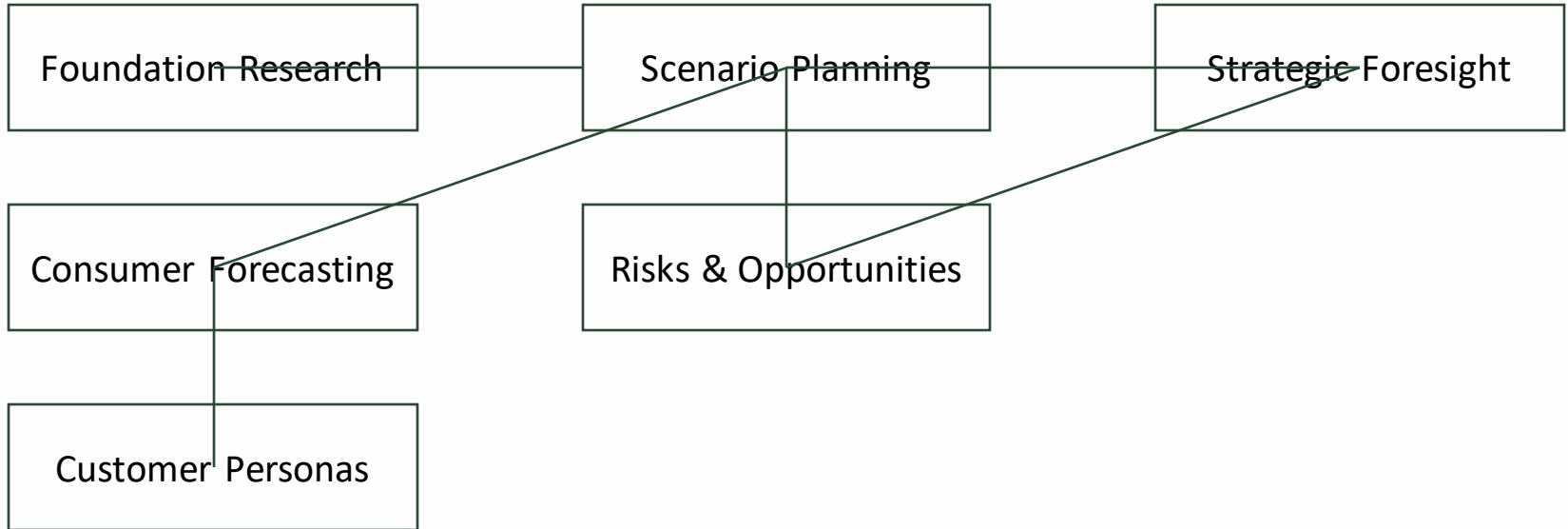
Futurecasting

Stop thinking in quarters, and instead think in 1-year, 3-year, and 5-year increments.

- Forecasts of industry experts (McKinsey, PwC)
- Internal longitudinal studies
- Tracking macro market trends



Doing Futurecasting



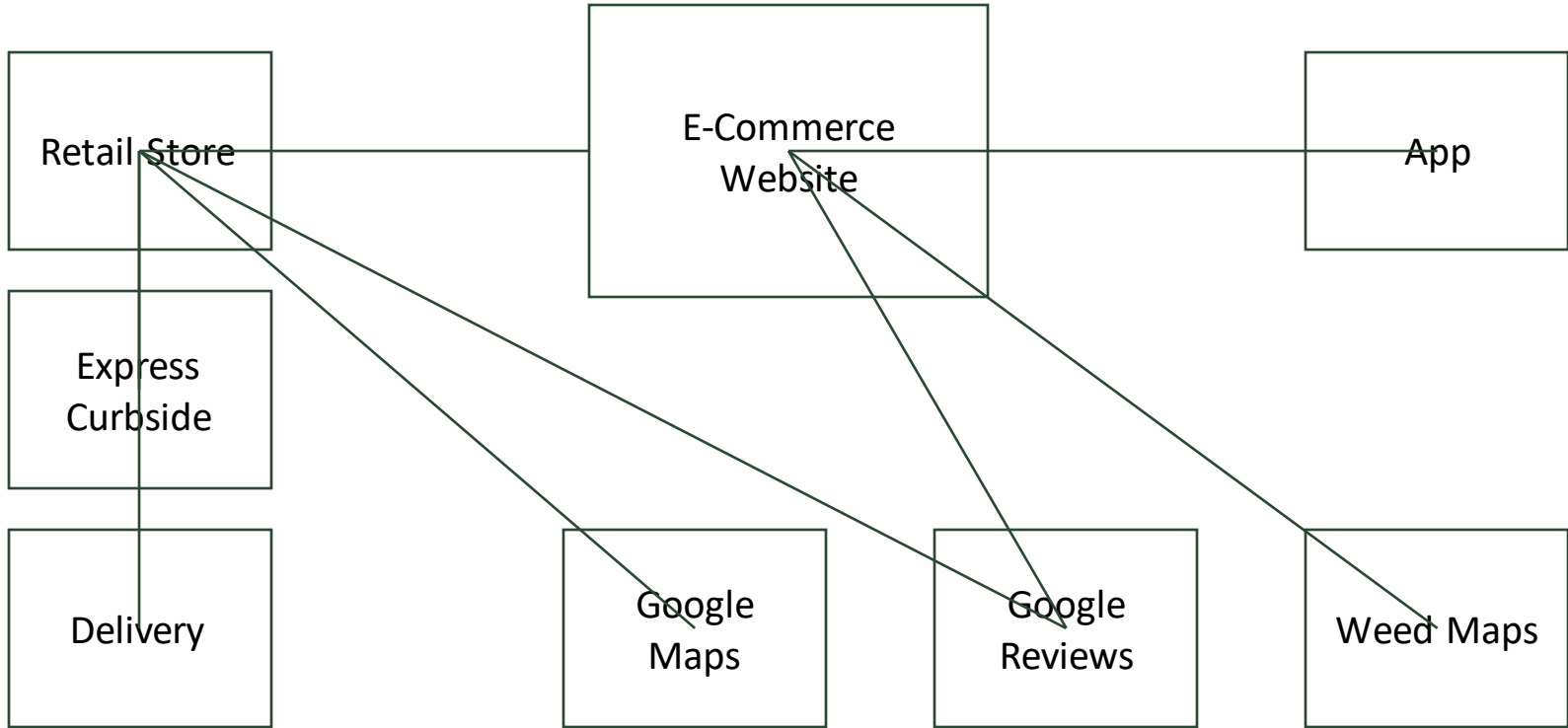
Example

AI and Machine Learning are driving risks and opportunities now and in the future:

- Realtime customer research data
- AI-optimized social media campaigns
- Predictive modeling to anticipate future customer behaviors
- Hyper-personalization



The Omnichannel Model thrives on feedback loops



Three Keys to Omnichannel Marketing Strategy Success

1. Continuously learn your customers
2. Customer experience is the ultimate branding and marketing
3. Always be looking ahead for future risks and opportunities



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Q&A

