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DISPENSARY RANKED CASE STUDY



3388
Prospects



274
Conversations



27
Appointments

- **Client**
Aiden Spaulding
- **Niche**
CBD Owners
- **Year**
2021
- **Website**
www.dispensaryranked.com

Customer Story

Dispensary Ranked stands as a leading online platform dedicated to providing comprehensive resources and insights for dispensaries, cannabis products, and emerging industry trends. As the #1 dispensary marketing agency, Dispensary Ranked leverages proven strategies to help businesses grow and scale their operations without relying on bots or making false promises. Their reputation extends globally, having supported businesses across more than 135 countries.

The company sought to expand its outreach within the cannabis industry by targeting professionals who could manage increased customer demand effectively. With an ambition to create meaningful connections and drive growth, Dispensary Ranked turned to Exotto for a streamlined and impactful lead-generation strategy.

The Solution

Exotto developed a tailored lead-generation strategy that combined email marketing and LinkedIn outreach to raise brand awareness and engage the target audience effectively. The approach included:

1. **Targeted Campaigns:** A prospecting campaign specifically designed for CBD business owners in the United States to ensure precision targeting.
2. **Multi-Channel Outreach:** Leveraging both email marketing and LinkedIn to connect with prospects from diverse demographics within the cannabis industry.
3. **Consistent Engagement:** Building rapport and trust through personalized communication and tailored messaging, ensuring higher engagement rates.

Exotto's strategy not only helped Dispensary Ranked reach a larger audience but also ensured that the leads generated were of high quality and aligned with their business goals.

Challenge

Dispensary Ranked faced a specific set of challenges:

- **Targeting Industry Professionals:** Engaging with professionals from the cannabis industry capable of accommodating a larger customer base.
- **Building Connections:** Reaching CBD business owners who could benefit from Dispensary Ranked's services and expertise.
- **Creating Brand Awareness:** Establishing stronger recognition within the cannabis sector, particularly in the United States, to attract the right audience.

The Results

- 27 Appointments
- 274 Conversations
- Outreached 3388 Prospectss

“*Experience the groundbreaking success of Dispensary Ranked as they leverage Exotto's solutions to conquer challenges, achieve exceptional results, and emerge as a leader.*”