



COMPANY OVERVIEW & SERVICES

(480) 626-2608
THESMSERVICES.COM

111 W Monroe St
Phoenix, AZ 85003

A MESSAGE FROM OUR CEO

Our company is not just about our Team, it's about impact to our clients and our love for the cannabis world as much as it is about our Team.

I would like to share why I invested and continue to invest in our team with my energy, work, time, and love. I come from a strong service-based background built on ethics, service, and communication while providing VALUE! Now, you think to yourself that this is what we should get when doing business with a Marketing company or any other business for that matter. What I have found in my years of experience as an entrepreneur investing and building multiple businesses in various vertical markets, is that no one makes money without marketing except for the mint. Fortunately and unfortunately, my experience dealing with every marketing agency I have worked with over the past decade and a half has been nothing but smoke and mirrors, by not doing the things they said they would do and big expectations with zero execution. What this did was teach me to become my own marketing expert if I wanted my endeavors to prosper. After I had learned all of this great information and with my knowledge of being able to build teams structured around process I thought it would be a great idea to build a team based on my fundamentals of communication and follow through with the correct expectations. I would have to say that by sharing this vision with our team and not only showing them but doing it with them, we are now blowing away my expectations! That is why I have made and continue to invest in this team that I am proud to be a part of.

To the Cannabis World, we show so much love for if you are looking for the best services, communication, experience, and VALUE give us a try, you'll like us!

-CEO, The SM Services

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THE SM SERVICES DIFFERENCE

- We provide a path and proven methodology for cannabis businesses to execute digital marketing plans
- Quick wins provide meaningful ROI in the early days of engagement
- Easily track success metrics over time through data-based services and reporting to improve goal-setting, budgets and strategy
- Peace of mind without the BS common of cannabis marketing and advertising; you can really access your account team and feel both heard and seen
- Confidence in advertising restrictions compliance from deep industry expertise across both new and established markets
- Proven reputation of seedleSs
- Reassurance in SM Services' accountability, authenticity and dedication to serving as an extension of your team
- Capitalize on the next big trend through forecasting and the strategic leveraging of ripe opportunities. The goal? To shift tired conversations in cannabis culture and anticipate tomorrow's hottest trends

To set a new standard for digital marketing services in the cannabis retail and B2C sector. To challenge the status quo with services designed expressly for cannabis and CBD clients' actual needs and pain points. To provide unparalleled transparency, communication and results rooted in both integrity and expertise. To propel cannabis culture forward and connect new audiences with today's and tomorrow's weed brands. To take a solutions-oriented, full-throttle approach to digital marketing and e-commerce, with a bold and ambitious vision that is more than a sum of its technical parts.

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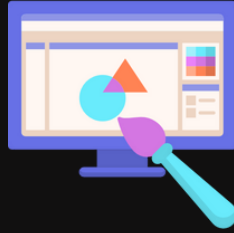
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CUSTOM SOLUTIONS FOR YOUR DISPENSARY OR CBD BRAND



MARKET RESEARCH



WEBSITE DESIGN



KEYWORD RESEARCH



SEARCH ENGINE
OPTIMIZATION



DISPLAY ADVERTISING



GEO-TARGETING



SMS MARKETING



EMAIL MARKETING



BACKLINK ACQUISITION

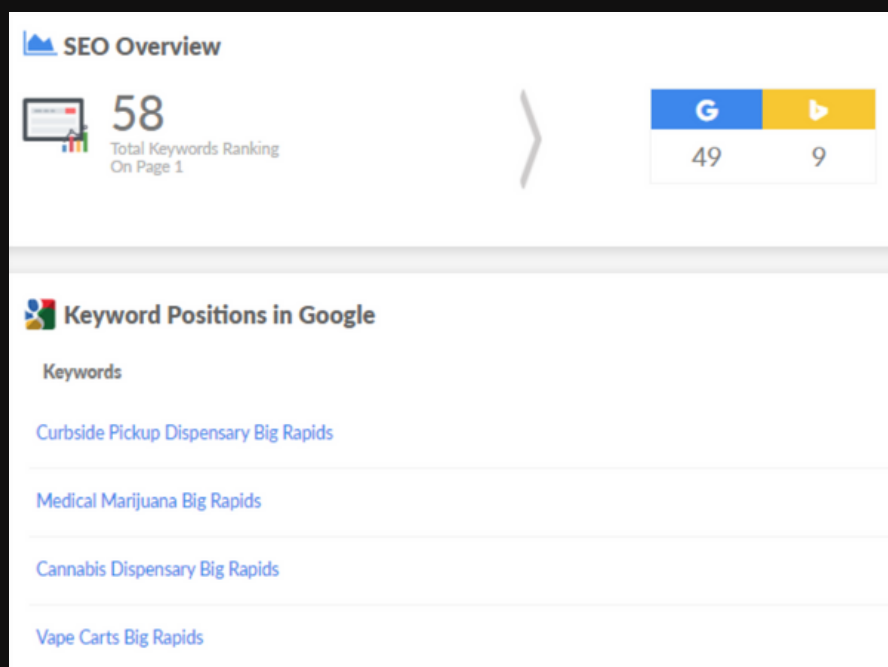
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SEO - Search Engine Optimization Getting Your Keywords on Page #1 of Google, Bing, and Yahoo!

After 3-5 months, The SM Services was able to produce **significantly higher** keyword ranking and searchability for a brick-and-mortar brand Premiere Provisions. This brand went from limited visibility on Google, Bing, and Yahoo search engines to having **58 keywords ranking on Page 1!**



This client continues to see growth and with growth comes opportunities to expand the campaign capabilities! You can always continue to add keywords as you expand your search presence with The SM Services!

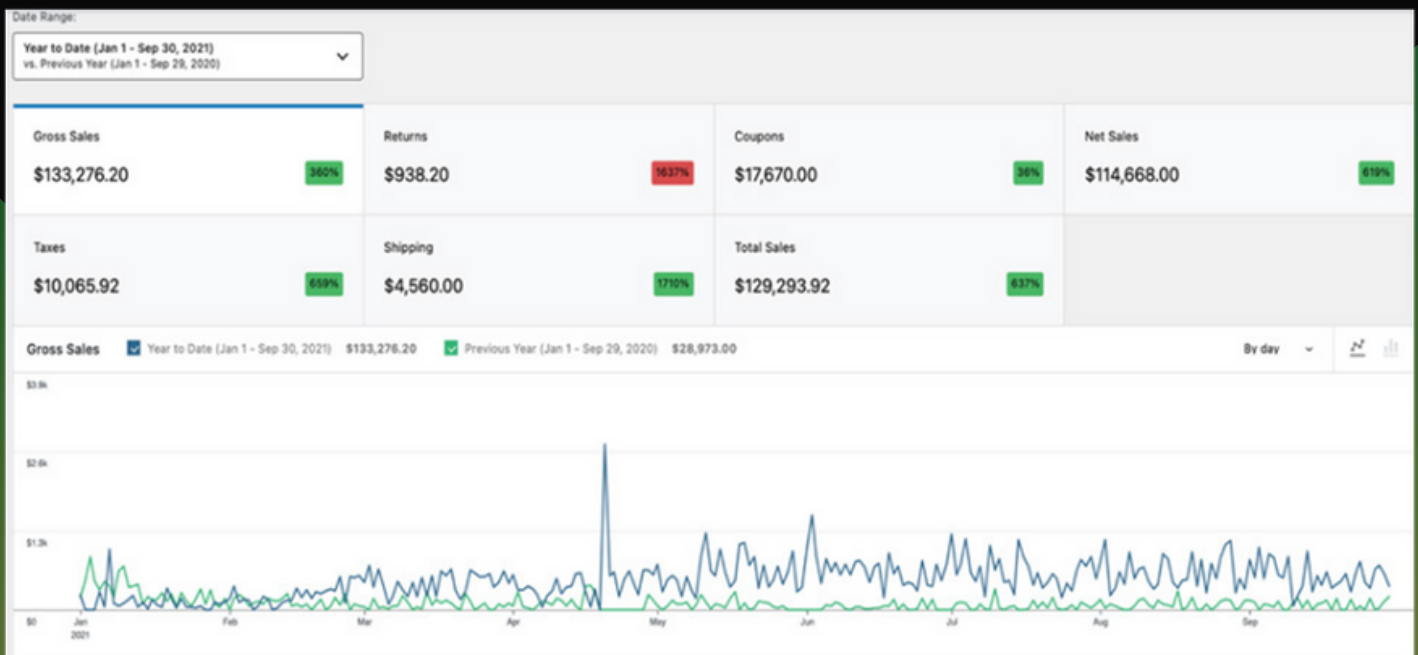
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SEO ECOMMERCE RESULTS

In one year - from Q1 2020 to Q1 2021, our SEO service **doubled** the number of **organic site users** visiting Metta Hemp.



360% INCREASE IN ONLINE SALES WITH A GROSS REVENUE OF \$133,276!

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HOW GEO-TARGETING WORKS WITH PROGRAMMATIC DISPLAY ADS

Geo-targeted display ads can help target your local competitors, as well as target specific audience segments based on your location and vertical markets. We can help you draw specific parameters around those competitors, or other locations your customers may be shopping at!



Over 3 months, This clients display campaign was able to bring in **1,614 walk-ins**.



With 1,614 walk-ins and an **average order value of \$73**. This generated an additional **\$117,822 in revenue!**

Summary	Display	Transactions	Walk Ins	
IMPRESSIONS	CLICKS	TRANSACTIONS	WALKINS	REVENUE
603,675	1,136	8,634	1,614	\$636,700.95

[Export CSV](#)

See how a 3-month campaign **drove over \$600,000 in sales!** Edgy marketing techniques, the right branding, segmenting, and promotions can go a long way! Let us teach you how to stand out from the crowd with our skilled graphic designers and knowledgeable marketing experts!

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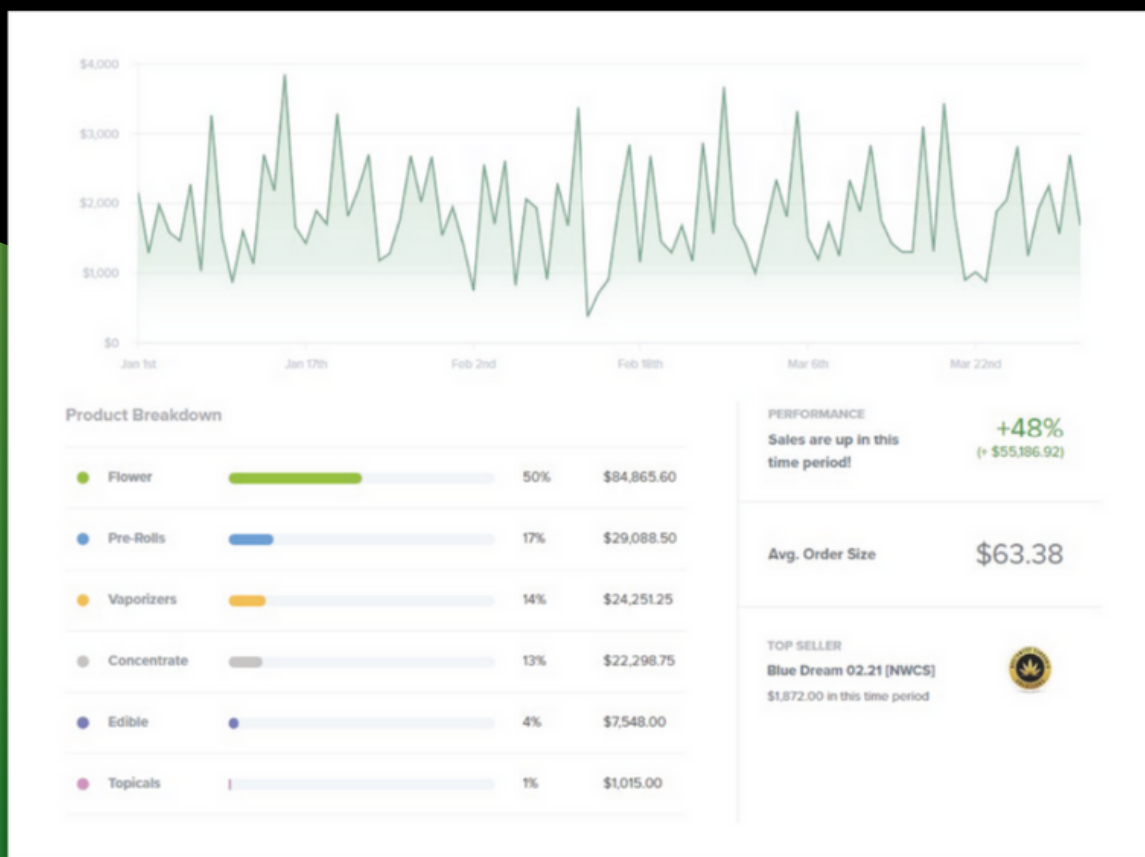
SMS MARKETING - TEXT MESSAGE MARKETING

A Proven Track Record for SMS Success

Trust The SM Services to draft and schedule eye-catching and witty messages to send to both your loyal and new customer base that will alert them about campaigns, promotions, news, updates, and more.

Since starting SMS marketing with SM Services, Rainier Cannabis has been able to **increase online revenue by 17% (\$6,940)** in the first month by sending these messages to their loyal customers!

Additionally, total revenue from online orders and in-store pickups has **increased 48% (\$55,186)** after the first three months!



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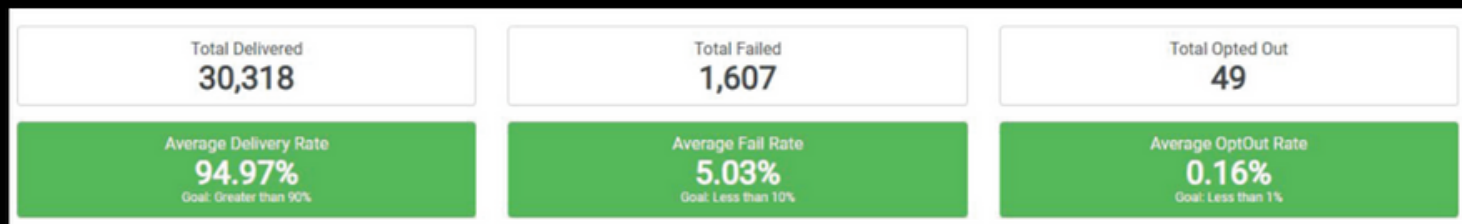


SMS MARKETING - TEXT MESSAGE MARKETING

How The SM Services Scores High Delivery Rates

The SM Services utilizes cutting-edge strategies and leverages selective language to provide successful delivery rates despite the ever-changing carrier restrictions.

Enticing offers and strategic use of local sending numbers ensures not only a great delivery rate **(95% Average Success Rate)** but also **low opt-outs**.

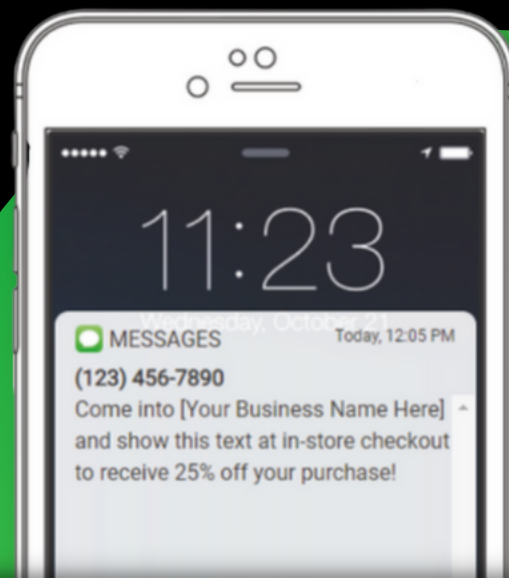


A Careful approach to your Ad Message

Today's carriers are very savvy at detecting restricted marketing terms and automatically

modern dispensaries, CBD and cannabis brands, and delivery services to overcome.

The SM Services prescreens all texts to ensure 100% approved language. For example, carriers forbid the use of the word "cannabis" but they allow the use of the alternate term "bud."



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EMAIL MARKETING

Email marketing from The SM Services is carefully designed to get your existing customer base to not only purchase from you more frequently whenever you have sales or promotions, but to also get them to spend more by incentivizing larger purchases for more discounts and rewards.



metta hemp

BLACK FRIDAY

SALE

25 NOV **BOGO** **ENTIRE STORE**

APPLIED AT CHECKOUT



SHOP NOW



BUY 2 GET 1 FREE

TINCTURES

From Full Spectrum CBD to Terpene infused tinctures to promote overall relief and general wellness

ORDER NOW

ALL LOCATIONS!



EMAIL MARKETING

With the help of our **abandoned cart flow**, this client turned **\$1.5k into \$50,783** with email marketing through The SM Services in one month!



Revenue
\$50,783



ROAS
\$24



Open Rate
16%



CTR
1.7%



Online Orders
657



List Size
4K

Abandoned Cart Example Flow



1

Customer visits your website



2

Adds an item to their cart but does not purchase



3

Receives automated abandoned cart email



4

Returns to Website

5



Finishes Purchase!



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