

710 MARKETING GUIDE: BOOST SALES WITH INDICAONLINE

With 7/10 right around the corner, now’s the time to activate high-performing strategies that drive results. IndicaOnline’s powerful tools helped boost average order volume by 6.2% during 420 — and now it’s your turn to elevate 710 with smarter promotions, seamless experiences, and data-driven decisions.



🔥 Smart Promotions Drive Real Results

Key stats from 420:

- +6.2% increase in average order value
- +18.5% sales boost with stackable discounts
- Card users spent 34.7% more than cash buyers
- Auto-applied promos = 25–40% faster checkouts

🧠 Educate to Convert: Build Buyer Confidence

Ways to educate and empower shoppers:

- Train staff on concentrate types, benefits, and tools
- Create a 710 “Starter Kit” for concentrate newbies
- Add in-store signage and QR codes linking to product explainers

Knowledge builds trust. Trust builds loyalty.

🚀 Build the Buzz Before They Walk In

Pre-710 momentum tactics:

- Add countdown timers to social and website
- Send early-access SMS to loyalty members
- Launch teaser campaigns with sneak peeks
- Partner with influencers for authentic reach

📅 Double Up on July 3rd: An Overlooked Goldmine

What to do:

- Boost inventory of wax, live resin, carts, and rigs
- Launch promotions from July 1–3
- Focus messaging on party-ready and portable concentrates

🎁 Promotions That Work

High-performing deal structures to drive conversions:

- **Tiered Discounts:** Spend \$50, get 5% off. Spend \$100, get 10%
- **BOGO Offers:** specially effective for concentrates or dabbing accessories
- **Flash Sales:** One-day-only deals create urgency
- **Auto-Applied Discounts:** Eliminate checkout friction

📱 Power Up Digital Marketing

Top tactics:

- **Email & SMS blasts** (automate and segment with IndicaOnline)
- Daily social media countdowns and behind-the-scenes posts
- Influencer shoutouts to build hype
- A dedicated **710 landing page** with deals, FAQs, and event info

🏠 Elevate the In-Store Experience

Set the vibe:

- Decorate with themed visuals and 710 signage
- Outfit staff in branded apparel
- Run live product demos for dabbing tools
- Offer **double loyalty points** on 7/10 purchases

🎪 Events That Drive Engagement

Ideas to activate:

- Host a 710 event with live music, exclusive drops, and vendors
- Offer educational workshops on dabbing techniques and safety
- Collaborate with local businesses: “Buy from us, get 10% off at [partner store]”

IndicaOnline = Your Command Center

Our tools to leverage:

- Automated promotions to schedule deals in advance
- Inventory management to prevent out-of-stock hiccups
- Customer segmentation for targeted marketing
- Post-event [analytics](#) to learn what worked and scale it

FINAL PREP CHECKLIST

- ☒ Stock up on wax, resin, carts, and rigs
- ☒ Activate tiered and BOGO promos
- ☒ Launch teaser and countdown campaigns
- ☒ Train staff and prep product demos
- ☒ Go live across all digital channels
- ☒ Schedule everything in IndicaOnline

LET'S MAKE THIS 710 UNFORGETTABLE

With smart planning, fast checkouts, and high-impact campaigns, 710 can be one of your biggest days of the year. IndicaOnline gives you the tech, tools, and insights to make it happen — profitably and powerfully. Let's celebrate smart. Let's sell smarter.

Want to Learn More? Click here to [book a call](#).

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