

COMBINING YOUR TWITTER, LOYALTY AND TEXT MARKETING



Looking for an easy way to capitalize on Twitter Advertising as a resource for promoting your cannabis retail business?

We've got a quick 5 step plan to help you create more engagement in your loyalty and marketing program by connecting your Twitter advertising to generate sign-ups



STEP 1 CREATE YOUR CUSTOM TWITTER AUDIENCE WITH SPRINGBIG

To create a campaign with a unique offer for new members who sign up for your program through your advertising on Twitter, first use the Springbig platform to easily create a new [custom group](#), and name it **'Twitter'** to keep it simple.



STEP 2 CREATE AN AFTER JOIN AUTOCONNECT WITH 2 AUDIENCES

For your first priority audience, select the **'Twitter'** segmentation in your [custom groups](#) filter, then configure the message with any unique offer you want to give people who join via Twitter!

For your second audience, you can create the message you would want everyone who did not enroll via Twitter to receive, thanking them for joining. This audience will not need any filters. **Note:** You can always create several audiences with unique filters if you like, and create different offers for each type of enrollment!



STEP 3 GENERATE YOUR TRACKABLE TWITTER JOIN LINK

From the Springbig platform, go to [settings](#) > [account](#) > [sharing links](#) and select **'Twitter'** from the dropdown to generate a Twitter Join Link (with optional QR code).



STEP 4 RUN YOUR TWITTER CAMPAIGN WITH YOUR SIGN-UP LINK

Promote your loyalty rewards program with your Twitter advertising, letting people know they can get a special offer when they sign up through Twitter!



STEP 5 REWARD NEW MEMBERS WHO JOIN YOUR PROGRAM VIA TWITTER

Members who use this Join Link to sign up will automatically receive the unique [After Join message](#) and special offer you created. They will also be added to your custom **'Twitter'** group, so you can target them with even more unique campaigns later.

**WE'VE GOT
YOUR BACK!**

Interested in learning more about best practices and effective strategies for your cannabis retail loyalty program? [Springbig](#) is here to help!