



cultivera
market

Cultivera Market Vendor Guide

Congrats on becoming a Cultivera Market vendor!

We built the Cultivera Market platform to connect licensed B2B cannabis vendors with qualified retail buyers with the click of a button, effortlessly boosting visibility and increasing orders!

But how can you build the best B2B menu possible, and bring more traffic to your Cultivera Market order portal?

This document contains useful tips and suggestions for developing, optimizing, and promoting your new Cultivera Market menu portal.

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- A brief email template you can fill out and send to potential buyers, letting them know you're now live on Cultivera Market.

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- A list of best practices to consider while developing and launching your Cultivera Market B2B menu.

3. Five Ways To Promote Your Cultivera Market Portal

- A guide to five successful ways to promote your online B2B order portal, with examples from some of Washington's top Cultivera Market vendors.

4. "Find Us On Cultivera Market" Badges & Banners

- A collection of badges and banners you can use to show potential retail partners that they can find your live menu on Cultivera Market, 24/7.

Is something missing? Let us know what you'd like to learn by emailing marketing@cultivera.com!

Email Template For Vendors Launching On Cultivera Market

The Cultivera Market platform doesn't just increase visibility by helping you find new retail buyers, it also boosts efficiency by connecting with your existing retail partners!

Below we've included an Email Outreach Template and Suggested Subject Lines that you can fill out and send to the retail buyers you already work with, letting them know they can now find your live menu on the Cultivera Market, 24/7!

Feel free to utilize any of the [available "Find Us On The Market" badges and banners](#) in your emails. You can also hyperlink them to your Cultivera Market order portal with your unique menu link, so shoppers can find your inventory with the click of a button!

Suggested Subject Lines:

- [\[Your Brand/Business Name\]](#) Now Available 24/7 On Cultivera Market!
- Shop [\[Business Name\]](#) 24/7 In The Cultivera Marketplace!
- Announcement! Shop [\[Business Name\]](#) On Cultivera Market Now!
- You Can Now Find [\[Business Name\]](#) On Cultivera Market!
- Big News! Find Us Now On Cultivera Market!

Email Outreach Template:

Hello [\[Retailer Name\]](#),

We've got big news!

Our team is thrilled to announce that you can now find our products on Cultivera Market, Washington's most popular B2B marketplace for licensed cannabis businesses!

As you may know, this means you can now order [\[Business Name\]](#) products from our live menu any time in the Cultivera Marketplace!

Just look for our live menu in the Available Markets page, or click here [\[Link To Your Portal Here\]](#) to take a look now! (Must be logged in to view menu!)

Let me know if you have any questions,
[\[Your Name Here\]](#)



Cultivera Market Menu Best Practices

5 Best Practices To Enhance Your Cultivera Market B2B Menu

Congrats on becoming a Cultivera Market vendor! We built the Cultivera Market platform to connect licensed B2B cannabis vendors with qualified retail buyers with the click of a button, effortlessly boosting visibility and increasing orders!

With such high value, the Cultivera Market platform continues to grow and expand, year after year. As it does, we know more and more operators have questions about successfully utilizing this popular e-commerce system.

While this is especially true for new vendors just getting started, it also applies to those who've used the Cultivera Market for years. Because ultimately, it doesn't matter whether you're brand new or have been selling in the Marketplace since its launch. There's never a bad time to evaluate your B2B order portal for opportunities to optimize, and give it a boost!

For example, when first getting started, many vendors begin by setting things up to be everything as easy for their team, or as fast, as possible. Though this makes sense initially, it can backfire.

The workflows that seem most convenient for internal teams may not always create the most engaging, or successful, shopping experience for potential buyers. And unfortunately, when these kinds of things happen your team may not always know the reason activity is low. That's why it's so important to regularly review your menu for opportunities to improve.

To help sellers get the most success out of their Cultivera Market order portal as possible, we've compiled a list of best practices to consider when setting up or updating any Cultivera Market menu.

Check out the following five ways you can boost the success of any Cultivera Market B2B order portal.

1. Utilize Listings

In the Cultivera Marketplace, Listings allow you to separate inventory based on categories, type, brand, or however makes sense for your products.

Since Listings are the first thing retail shoppers will see on your menu, it is a good idea to utilize these categories for your products, using at least 3-5 different Listings, or as many as makes sense for your inventory.

Using too few Listings can result in multiple types of products being lumped into a single Listing, which makes it harder for Retail shoppers to find what they may be looking for.

If multiple types of product categories are housed in one Listing, they may not show up in search results. For this reason, Listing names should include the keywords retailers will most likely use when searching for products within that category.

Utilizing multiple, clearly named Listings helps the correct categories to appear when keywords are entered in the Search bar. As a result, this makes it easier for purchasers to find individual products. Altogether, properly segmenting these categories allows shoppers to quickly find what they're looking for, saving them time while increasing the chances of them placing an order.

2. Include Descriptions

We highly recommend utilizing the custom Description sections of all individual Listings and Products, to maximize your menu's appeal.

As retail purchasers are shopping the Cultivera Marketplace without assistance from your sales team, they want to know more about products than just their name, price, and percentages. That's where Descriptions come in.

Listing Descriptions appear on individual Listing pages, below the Listing Photo on the right. Listing Descriptions are a great place to describe that category of product, guide the shopper toward new and highlighted inventory, or tell your brand story. Some vendors even use this space to post updates of seasonal information, such as promotional sales, or lists of currently available strains/cultivars.

Product Descriptions are visible when any product's Information button is selected. This is the ideal place to share details about the product, or highlight what's unique about it. Think of your menu portal as a shopping catalog, and give your products descriptions that clearly demonstrate its value. Some vendors use this space to detail plant lineage, or describe package sizes or availability.

3. Upload Multiple Photos & Images

When it comes to selling products, there's a rule many retailers around the world tend to keep in mind: if shoppers can't see it, they can't buy it. This makes Product Photos critical to building interest in your products!

In the interest of time, some new Market vendors may utilize as few photos as possible, even reusing the same photos for multiple Listings, Products, and Inventory. However, this may backfire and cause less interest in individual products, saving time initially but possibly losing money in the long run.

Although related products can have the same images, we highly suggest using unique photographs for each product as often as possible.

Listing Photos act as cover images for each Listing category. Since they are the first things shoppers will see in your Main Menu, these photos are a great way to give shoppers an overall idea of the products within that Listing.

Product Photos are ideal for showing off each product at its best. While having professionally done photographs is the gold standard, the most important thing is that all images are clear, and products are fully visible.

When photographing packaging, try to make sure all text is legible. If you can't, it's a good idea to include any packaging text in the relevant Description, so shoppers get a complete understanding of the product.

Don't forget that you can attach multiple photos per product, including .gif files, so feel free to utilize multiple visuals within each product to show off your inventory!

We suggest a combination of images that show products from multiple angles, both in and out of its packaging. Having multiple photos like this allows potential purchasers to get a 360° view of the product.

This is also a great place to put product-specific branding or promotional images, like labels, product line logos, or graphics that illustrate the strain name.

Tip: Use Animations!

The Cultivera Market platform allows you to upload animated .gif files for most images. These are a fantastic way to help your brand and product visuals stand out from the crowd. Some vendors use animated gifs in their Logo, Listing Photos, or Product photos. Many even change these out seasonally, to highlight upcoming holidays or promotional sales.

4. Consider The Buyer's Experience

It's fairly common for new Cultivera Market vendors to initially try setting up their Marketplace quickly, in a way that seems the fastest, easiest, or most convenient to their team.

While completely understandable, this process often leaves out the most critical part of any e-commerce portal: the purchaser.

Remember to always browse your menu from the Buyer's side.

While browsing, click around, build a cart, and think about what your potential purchasers are experiencing at every level of the shopping process.

Consider how your Menu, Listings, Images, Descriptions, COAs, and Products appear to retailers looking at your menu, and keep the following questions in mind:

- Is your Logo clear and visible?
- Are the photos clear and packaging text legible?
- What images, information, or value points might be missing?
- Do any sections feel too small, too large, or overwhelming to the viewer?
- Are your current promotional sales, or seasonal product lists, visible?

This is a critical last step in setting up your menu.

Since the simplest workflows for your team may not create the most engaging experience for potential customers, always check to make sure they're having the shopping experience you expect.

Your Cultivera Market B2B order portal is essentially a catalog that allows Retail Purchasers to shop your products any time, without assistance. So make sure potential purchasers can easily find and read about the products you want to get out the door.

5. Start Promoting Your B2B Menu

When ready, don't forget to promote your Cultivera Market portal!

Whether it's through regular email updates to retailers, social media posts, or using "Find Us On Cultivera Market" badges on websites or email signatures, it's time to get the word out!

Take the time to promote your Cultivera Market B2B order portal by sharing it with your existing (and potential) retail partners. All you have to do is let potential purchasers know where they can find your menu!

This can be done with a unique landing page that diverts potential buyers to your current menu, email updates or newsletters, or with banners that send users to the Cultivera Market login page when clicked.

Promoting a Cultivera Market B2B order portal is even easier now that Washington vendors can utilize [direct menu links](#) to send connected retailers straight to their menu.

In the past, some vendors have directed potential purchasers to the Cultivera Market [demo](#) sign-up page. However, it's worth noting that over 95% of Washington of retailers already shop Cultivera Market!

This means that most i502 Retail purchasers may already have an account, and don't need to sign up. So, when not linking directly to your B2B menu, it's best to link to the Cultivera Market [login page](#), where existing users can easily log in and find your menu in the available markets page.

Plus, when developing creative content don't forget to reach out to our team for our easy-to-use promotional assets. We offer a selection of simple badges and banners for promoting your order portal.

You can also promote your B2B menu within the Cultivera Marketplace with our new promotional service: [Featured Brand Spots](#).

For more ideas, the next chapter of this guide offers several unique ways vendors successfully promote their Cultivera Market portal.

5 Ways To Promote Your Market Portal

The Cultivera Marketplace works so well by making it easy for brands to be found by buyers, for sales teams to streamline order inputting and fulfillment workflows, and for operators to make existing relationships stronger while expanding their sales network.

Looking for inspiration on how to promote your marketplace to increase visibility, access, and traffic to your B2B menu?

Here are five ways some of the most [successful operations](#) promote their Market portal to existing and potential buyers in order to [boost B2B traffic](#) and sales:

1. [Landing Pages](#)
2. [Email Updates](#)
3. [Word of Mouth](#)
4. [Custom QR Codes](#)
5. [Social Media Posts](#)

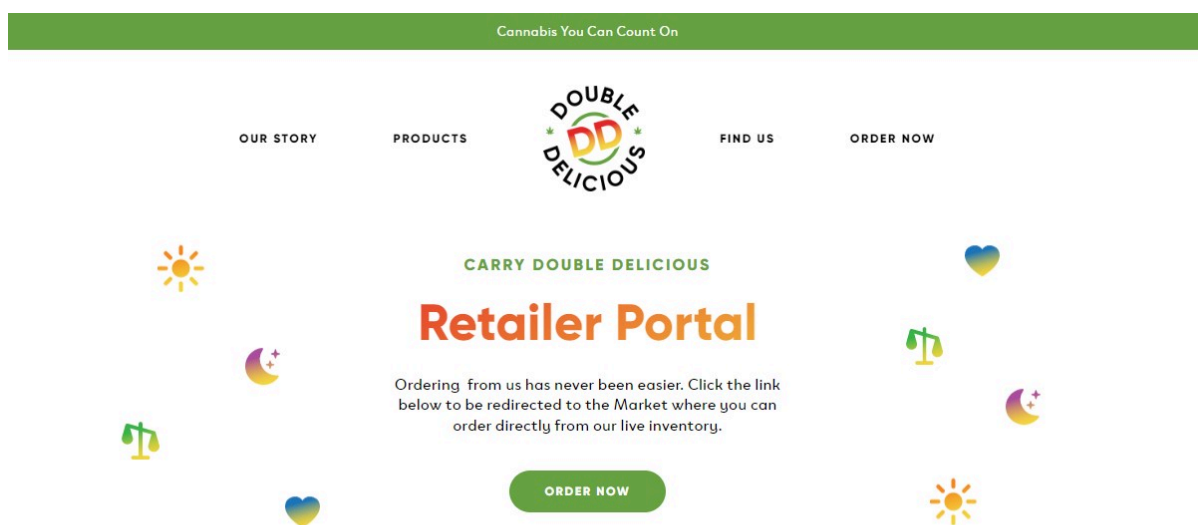
Read on for details, and examples, of each method.

1. Creative Landing Pages

One of the best ways to drive organic traffic to your [Cultivera Market](#) B2B order portal is to create unique landing pages, websites, or banners that specifically refer to your availability!

Some of the most successful B2B vendors have built individual landing pages for retail buyers to connect directly to their Cultivera Market portal. This simple, standalone page can increase the visibility of your web portal and allow potential buyers to come to you.

A great example can be seen over at [Double Delicious](#).



“Our website has a retailer portal that redirects to the Market,” says Managing Director Micaela Wakefield.

This kind of landing page allows potential partners to more easily find and access your online sales portal, with or without help from your sales team. So your potential buyers can browse your menu at their own pace, and place orders any time of day.

It’s worth noting that, with over 95% of Washington retailers already actively placing orders in the Cultivera Marketplace, when not linking directly to your B2B menu it’s best to link to the Cultivera Market login page, where existing users can easily log in and find your menu in the available markets page.





Have a sales team that works on commissions? Not a problem! Users can be attached to individual accounts and orders. This feature is perfect for navigating sales relationships and commissions, so no one’s efforts get left behind.

2. Consistent Email Updates

Some of the most successful businesses on Cultivera Market send out regular updates to their customers by email.

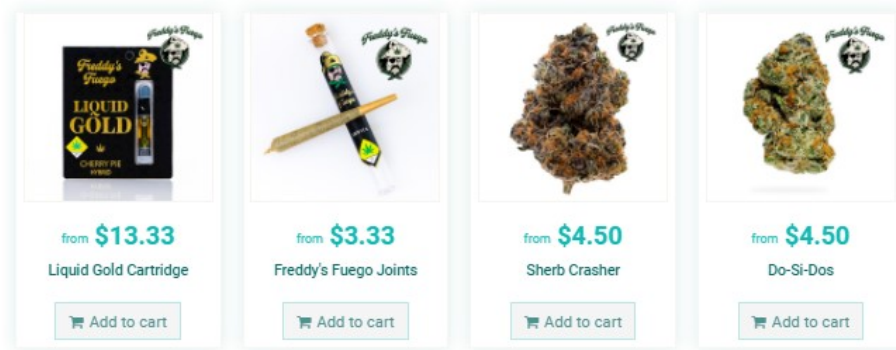
Often, these emails feature the latest inventory and menu updates, along with any news, sales, and promotions going on. This keeps their sales connections up to date on everything they have to offer, while making it easy for buyers to find products and place orders.

“We send out an email update of our menu on a weekly basis that includes buttons directly to the Market.” –Micaela, Managing Director, Double Delicious

| | | | |
|---|---|---|---|
|  Indica Cartridge |  CO2 Tanker |  CBD Isolate |  Hybrid Cartridge Sale |
| from \$6.00 | from \$10.75 | from \$8.25 | from \$11.50 |
| CO2 Cartridges - 0.5g | CO2 Tankers - 1g | CBD Isolate - 1g | Distillate Cartridges - 1g |
| Add to cart | Add to cart | Add to cart | Add to cart |

With reliable results, this method of consistent outreach allows potential buyers to easily see what's new, what's selling fast, and what's almost gone.

Some of the best we've seen include [Double Delicious](#), [Gäbriel](#), [Freddy's Fuego](#), and [Sitka](#).



"We send out two menus a week that has a link to our Marketplace on it."

– Sam, Fulfillment Manager
[Freddy's Fuego](#)

For another example, we love this creative banner set from the folks at [Sitka](#):

Sitka

Order the full line of Sitka products on Cultivera Market!!!

It's quick and easy. Here's how!



Sitka also incorporates visual snapshots of their menu into their updates. This allows potential buyers to get a peak at the available stock without even having to click into the Market portal.

Now is the perfect time to get a few menu updates out to your regular clients and subscribers. Let them know what's new, what's hot, and what's on sale for the next industry holiday.

3. Word Of Mouth

How much do you talk directly to your customers, buyers, and retail partners? We'd guess a lot. That is great! There's nothing like direct conversation to keep relationships strong.

But wouldn't it be better to streamline that process wherever you can?

Talk up your online portal! By informing shops you're already talking to that they can find you on Cultivera Market, you empower them to shop your products any time, day or night, 24/7!

The folks at Freddy's Fuego emphasized how important word of mouth has been: "Whenever I speak to a shop I let them know that the Marketplace is the best way to get our product and to see our most up to date menu," said their Fulfilment Manager, Sam.

This sentiment was echoed by a lot of folks in the Cultivera Pro family:



"A lot of our retailers find out about [our Market] by them saying, 'Hey I want to control my inventory better,' and us being like, 'Oh, we have a solution for you, here's this!'" -Andrew Kolberg, Northwest Cannabis Solutions

"I talk it up whenever the opportunity arises." -Toni Jackson, Harmony Farms

"We definitely traffic a lot of people to the portal with email blasts and also using old school dial-for-dollars." -Shawn, Sitka Gold

Don't leave your B2B web portal's visibility up to chance. Let your buyers know your available menu is available 24/7. All you have to do is tell them "We're On The Market!"

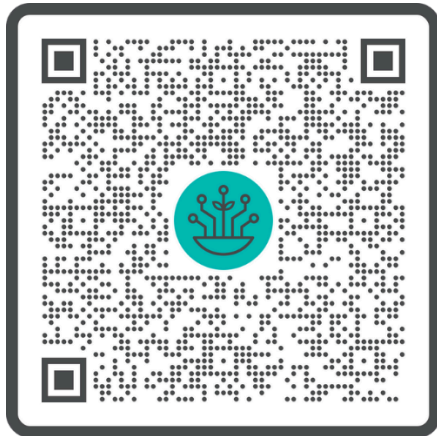
4. Use Direct Links In Custom QR Codes

The latest changes in Washington's Cultivera Marketplace included the addition of the much sought-after Search function, and, even more exciting, custom direct menu links!

This means brands now have the ability to link directly to their individual Cultivera Market menu, so connected Retailers can easily get to their live menu in a snap!

But what can you do with these custom URLs to drive traffic to your Cultivera Market portal? One of the most unique ways your team can utilize this direct menu link is by creating custom QR codes.

If you're not familiar, QR codes are encoded images that can be scanned with most smartphone cameras to exchange information.



These codes are generally easy to build, often free to create, and can be attached to just about any digital assets to refer retail purchasers to your real-time menu.

Use any custom QR code generator to build a quick and easy, scannable image that Dispensary partners can scan with their smartphone. When they do, they're be sent directly to your live Cultivera Market order portal.

For example, scanning the QR code above brings logged-in users directly to the main menu of the Cultivera Marketplace.

The great part is these images can typically be added to just about any promotional assets and materials. Add custom, menu-linked QR codes to your website, social media posts, advertisements, product packaging, business cards, flyers, event banners, merchandise, or handouts! The possibilities are practically endless.

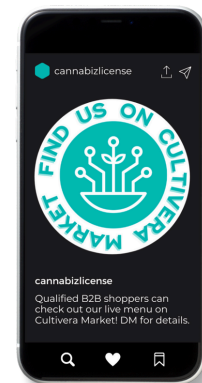
5. Creative Social Media Posts

Although social media platforms can be a bit touchy when it comes to anything cannabis-related, as you may already know, they still remain one of the best ways to casually connect with potential sales networks.

With this in mind, try to create simple, eye-catching social media content that lets Dispensaries know they can find you on Cultivera Market!

This is a creative way to inform retail purchasers of where they can find your up-to-date live menu, 24 hours a day, 7 days a week.

You can also create a short-link of your unique menu URL and put it into your profile, offering easy access to retailers.



Learn more in [How To Drive B2B Traffic To Your Cultivera Market Portal.](#)

"Find Us On Cultivera Market" Badges

Below is a small selection of simple [Cultivera Marketplace badges and banners](#) you can save and use to let shoppers and followers know they can find your live menu on the Cultivera Market!

You can post any of these to your website, include them in email outreach or as email signatures, or incorporate them into social media posts.

Where possible, such as on websites and email signatures, hyperlink any of the images with your unique Cultivera Market portal link, and retail shoppers will be able to find you with a single click!

