






-  **Location**
Baltimore, MD
-  **No. of employees**
35
-  **Customer since**
6/27/2018
-  **Avg monthly orders**
6k
-  **Avg order value**
\$145

How one of Baltimore’s top cannabis retailers uses Leafly Deals to generate over 200 online orders every day

“ My favorite feature in Leafly Biz is definitely the deals tool. Our store offers a wide variety of discounts so we need the ability to upload online deals quickly. Especially now with the new updates, creating a deal on Leafly takes me no time at all.

- Maddie Nessel | Marketing Manager at Blair Wellness Center

Challenge

When COVID-19 first hit Maryland, Blair Wellness Center saw a big spike in online traffic. Customers that usually browsed shelves for deals were turning to their phones for safe, contactless transactions. As a dispensary known for generous discounts, Blair Wellness needed an online ordering tool with robust support for managing deals. Their store discounts change daily based on inventory and demand, so creating deals for online shoppers had to be fast, simple, and intuitive.

Blair Wellness was already a Leafly client when the pandemic began which made for a smooth transition to Leafly’s new deals builder.

“Deals are helping people stay with pickup orders. They’re able to see what’s on sale. So, I think that has built a lot of trust with patients”

Solution

With Leafly, retailers can create one-time or recurring deals with either their own custom graphics, or generic / seasonal graphics provided by Leafly. Deals can be hoisted on Leafly.com as well as an embedded menu on their website.



Blair Wellness typically runs at least six deals at once, at around 30 - 40% off per deal. Because local deals are featured heavily across Leafly.com, Blair is able to drive lots of traffic to their listing. This extra traffic has resulted in more customers ordering online than ever before. What’s more, the surge in online ordering has increased Blair’s operational efficiency as the need for in-person customer service is reduced.

Key Results

With more deals, comes more traffic, more online orders, and faster, more seamless customer experiences.

In Jan 2020 Blair Wellness processed 1,724 Leafly orders. Twelve months later in Jan 2021, this figure increased by 350% to a high of 7,772. To reach this volume, Blair Wellness boasts a web session conversion rate of nearly 20% - driven in part by the wide variety of deals that help their store listing stand out.

By combining a powerful tool like Leafly Biz with a savvy deals strategy and seamless order fulfilment process, Blair Wellness has not only solidified relationships with existing customers, but also attracted an ever-growing crowd of new patients online. In 2021, Blair Wellness continues to focus on their strengths, increasing efficiency and customer loyalty, knowing they have the tools and support they need to keep thriving with Leafly.

Ready to get started with Leafly Biz?

[book a demo](#)