



Cannabis



1-25

Cann gets social with Avochato messaging for its beverage seekers



Avochato provides organized inbox for Cann to respond more easily customer requests



Avochato's filtering and broadcast features helped Cann double the number of repeat purchasers



Cann put their Avochato number on their packaging and website to allow for a streamlined customer support experience

For Cann, the first cannabis-infused social tonic, interacting with their fans was part of the mission from day one. With most advertising channels out of the question due to strict cannabis regulation, Cann has had to rely on organic channels like word-of-mouth to spread the joy of Lemon Lavender or Grapefruit Rosemary, two of their most popular flavors.

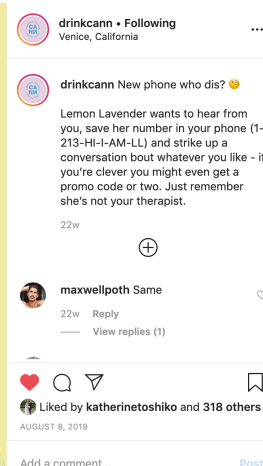
"We did a lot of promotion through our instagram," said Luke Anderson, Co-Founder of Cann. "People would slide into our DMs and tell us how much they loved Cann or ask us where they could buy more." But as Cann's follower count grew, interacting through DMs became unwieldy, and it was difficult for them to encourage their followers to become loyal Cann repurchasers. "Avochato made it so much simpler for our team to respond to inbound customer requests" Luke told us.



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Luke was then introduced to Avochato and intrigued by their mission to help businesses "Promote Dialogue" with their customers. Like Cann, Avochato was also a quickly growing startup and Luke saw the value of Avochato's messaging platform. Cann's Avochato account was set up in a matter of minutes and by the end of the day the Cann phone number could be found on their website and Instagram.



The inbound texts started coming in. The most common questions were around where people could purchase Cann, but some people just wanted to chat with Ms. Lemon Lavender herself. Having some fun with it the Cann team would respond in character answering questions in the sassy tone of the Queen of Cannabis Beverages.

As Cann grew from a single retail location to dozens, the number of messages from customers grew too. “Whereas prior to Avochato, 100% of Cann’s customers used to use DMs to find out where to buy the product, now 50% of our customers are using text message for inquiries” said Anderson. Using Avochato’s single inbox, the Cann team was able to respond promptly with the answers to their customer’s questions. They were able to use Avochato’s custom fields to store relevant customer info like favorite flavor and preferred retailer. They used Avochato’s template messages to answer frequently asked questions so that messaging is onpoint across the entire company.

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The alignment between Cann and Avochato was apparent from the start. Cann sought to bring out the social nature in humans while Avochato helped to bridge the social gap between businesses and their customers. This harmony between the two helped Cann see quick success. The engagement rates that Cann saw on the Avochato platformed were close to 50%.

These numbers were best-in-class for a company like Cann. People must enjoy speaking to a flavored beverage. This engagement has helped Cann improve other KPIs for it’s business as well. Over the past few months working with Avochato, Cann has been able to double its repurchase rates on it’s most popular platform. Much of this increase can be attributed to targeted messaging and quick response through the Avochato platform.

“We’ve used Avochato to improve our customer service in other ways as well as well. We completely redesigned our packaging so now every can has our Avochato number printed right on the label. We want to make it as easy as possible for our customers to reach us.”

“Avochato was incredibly easy to set up and exactly what we were looking for to connect with our customers. If you’re trying to get social with your customers give Avochato a try! Maybe have a Cann afterwards too!”
- Luke Anderson, Co-founder, Cann

Want to start sending text messages at your business? Text “BUD” to (415) 214-8977 or visit www.avochato.com to get set up today!

