

# Leafly vs. Weedmaps - Which is better?

Leafly and Weedmaps are the two dominating players in the cannabis space.

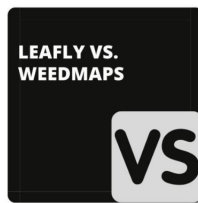
Which is better, though?

This article lays out all the details.



weedmaps®

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## Cannabis is Exploding...

More and more states are starting to legalize medical marijuana. As of 2018, there are already 10 states that have legalized the use of cannabis for adults with 33 other states allowing medical use.

According to a [Forbes article](#), the number of states that will legalize weed is expected to increase this year with several pro-legalization candidates winning as governors.

Such development is expected to give cannabis a huge boost in new states. States like Connecticut, Illinois, Minnesota, New Hampshire, and others are expected to join the list of states that have legalized cannabis and medical marijuana.

**As the number of states planning to loosen marijuana policies will continue to grow, the number of dispensaries will also expand to accommodate a growing number of marijuana users.**

The legalization of marijuana has led to a boom in recreational marijuana retailers. There are different dispensaries spread throughout the various states in the country. However, finding the right one can be hard for cannabis users (especially new users, where dispensaries can be a SCARY place).

In order to for potential customers to find their store, they need to advertise it.

**While the best cannabis marketing is with hyperlocal marketing, dispensaries can't forget about Weedmaps or Leafly.**

When it comes to dispensary marketing, two of the most popular platforms are Leafly and Weedmaps.

The question is: Which is the better platform for dispensary marketing?

Dispensary Marketing

# Dispensary marketing Ideas - WeedMaps Or Leafly?

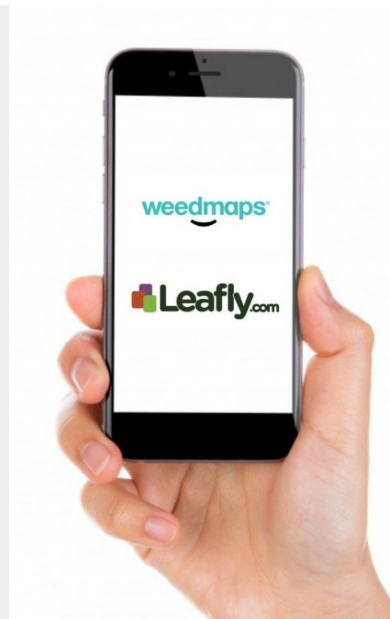
When it comes to helping consumers find cannabis and medical marijuana, the two most popular websites are Weedmaps and Leafly.

Marijuana advertising on television, radio, and social media is prohibited in most states.

Also, each state and local regulations strictly limit mass media advertising.

Because of this, Weedmaps and Leafly play an important role for users looking for medical and recreational marijuana.

As the battle between the two platform continues, consumers (and dispensaries) are left wondering which is the better choice.



While both allow the availability of dispensaries as well as strains, they are branded differently.

## Each platform has a different target market.

Weedmaps targets dispensary locations while Leafly focuses on strain availability at dispensaries.

Both sites generate traffic through Google organic search.

Data from Google Trends reveal that Weedmaps pulls traffic from searches related to retail locations while Leafly appears in searches associated with certain strains such as "kush Leafly," or "blue dream leafly."

## So, what does this mean for your dispensary?

You kinda need both... Some people are simply searching for dispensary locations near them. Others are searching for particular strains and driving to any location that has the strain they like.

But first, let's take a step back...



## What is Weedmaps?

Located in Irvine, California and Denver, Colorado, Weedmaps was founded by Doug Francis in 2008.

Since then, it has grown to become one of the fastest growing online communities for cannabis and medical marijuana users.

With Weedmaps, users can review, rate, and discuss marijuana strains and local dispensaries.

But, for the most part, as stated earlier, Weedmaps focuses more on the dispensary locations themselves.

To stay fresh and new, Weedmaps is also launching [Weedmaps Learn](#) on their site, a series of content that teaches marijuana users about weed.

## What is Leafly?

Leafly was originally a strain review website. That's how they got started.

Recently, however, it added a dispensary directory (as a form of revenue with all the dispensaries out there...).

Eventually it has grown into a website with the highest traffic marijuana community and business directory.



With its headquarters in Seattle, Washington, Leafly is a privately held company generating 40 million page views a month and still growing.



## WeedMaps Competitors - Leafly is the only one

When it comes to dispensary marketing, WeedMaps goes head to head with Leafly.

There have been other players that have tried to join the game, but none have really caught traction.

Therefore, at this point, the only real competitors in this space are Weedmaps and Leafly.

## How does WeedMaps make money?

WeedMaps, for dispensaries, requires a membership subscription.

And this subscription is **NOT cheap**...

When you apply for a request to be added to the database with Weedmaps, a customer service representative will offer three packages— Brand, Basic, and Premium.

The packages start from free to nearly \$1,000 per month per dispensary...

The higher packages give more comprehensive listings, which can often shun out the lower listings. Therefore, a lot of dispensaries feel obligated to pay the higher price.

Leafly has a similar pricing model.



## How does Leafly make money?

Leafly, on the other hand, offers a geo-specific pricing scheme ranging from \$500 - \$600 monthly just for listing your business.

Compared to Weedmaps, Leafly is much more expensive. This is something to think about when choosing which platform to list your dispensary.

## The best option? Google My Business Optimization

Although both Weedmaps and Leafly can generate substantial traffic for your cannabis dispensary, the best option for advertising it is still through Google My Business.

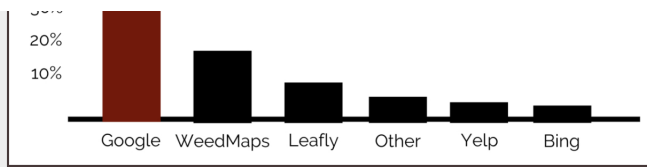
For around \$500 per month, you can get more local traffic from Google than both directories combined...

Here's why we KNOW that Google My Business drives more traffic than Weedmaps or Leafly.

We surveyed hundreds of cannabis users from around the country.

Here are the results:





If you do not have a Google My Business account yet, it is time to create one to maximize the chances of your listing being seen by customers.

If you already have one, then here are the steps you can undertake to optimize your Google My Business:

### Use hyperlocal marketing

**This is different from traditional SEO because it is much more targeted.** Aside from being cheaper, you can also get exponential results.

Unlike other marketing campaigns, dispensary marketing can be a challenge. There are a lot of marijuana-related issues you need to address such as Federal and state regulations, labeling, shipping, to name just a few.

**Hyperlocal marketing is designed to get you to the Top 3 of Google Maps results by targeting local motivated buyers.**

Make sure that your Google My Business information is correct and accurate. There is no room for inaccuracies as this will affect your visibility. If possible, add a lot of pictures to your information. All of your business information on the Internet has to be identical.

The good news is that we have the platform to help you do this.

### Build INCREDIBLE customer experiences inside your dispensary

The best way to build up your My Google Business is to ensure that your customer has the best experience.

Hyperlocal marketing can drive the traffic but customer experience can ensure loyalty. Once you have loyalty, you'll be able to massively increase positive reviews on your listing, which will continue to build its authority.

EXCELLENT customer experience means going above and beyond with every customer. Customers should feel valued as people, not as simply a transaction. Offer them promos and deals that will make them excited to visit your store.

### Maintain frequent communication and make it valuable

If you do not communicate with them, customers might forget your existence.

Forget about sending spam emails or SMS messages, you should communicate to them with value.

Know what your customers want to learn about in the cannabis space learn about, or discover when it comes to weed. Address those needs properly. Don't communicate with them for the sake of doing it but with value.

## The best option? Google My Business Optimization

In deciding which among Weedmaps or Leafly is the better platform, there are different factors that you need to consider.

### Traffic

Leafly will generate 3x more traffic for your dispensary. However, most of its traffic comes from its strain review and content. Weedmaps focuses on showcasing dispensaries so you can look forward to getting more traffic from Weedmaps.

However, you should not rely on just 1 traffic source. Again it all boils down to having high quality local marketing.

### Features

As for the features, it's a tie. Both platforms can help with increasing your online presence. They both have listing pages and product menus that can bring new customers to your doorsteps.

## Pricing

Weedmaps is the clear winner when it comes to pricing. Its \$300/month Basic plan is way cheaper than the lowest price of Leafly which is \$500/month.

## How to use weedmaps?

When you add your dispensary to Weedmaps, you get access to a wide range of features such as:

- Product Menu
- Map Pin
- Full Profile
- Deals
- Customer Messaging
- Ratings/Reviews

**These features will make finding your dispensary much easier. In order to add your shop to be added to Weedmap's database, you need to follow these steps:**

1. Request for dispensary, delivery service, or practice adding to Weedmaps.
2. Create an account. Make sure to add all the necessary information such as contact number, address, and business name. You will choose a payment plan and then sign a contract and the credit card authorization form so you can be charged monthly.
3. Upon approval of your request, you can start adding your products. Adding your products is straightforward as you can use the most common POS systems for the marijuana industry.

## How to use Leafly?

When adding your dispensary on Leafly, you get access to a ton of features such like:

- Dispensary Profiles
- Map Markers
- Profile Upgrades
- Marketing Services
- Video showcases
- Product Menu

To add your dispensary, head over to the dispensary solutions page and click the button to claim your dispensary.

Fill out a simple form indicating your name, address, business and contact information. A sales representative from Leafly will then contact you to go over the fees for your local area and what you will receive with the package.



## Are there cops on Weedmaps?

No... There are not cops on Weedmaps.

There are government agencies that regulate and monitor sites like Weedmaps and Leafly, but there are not cops snooping around the websites.

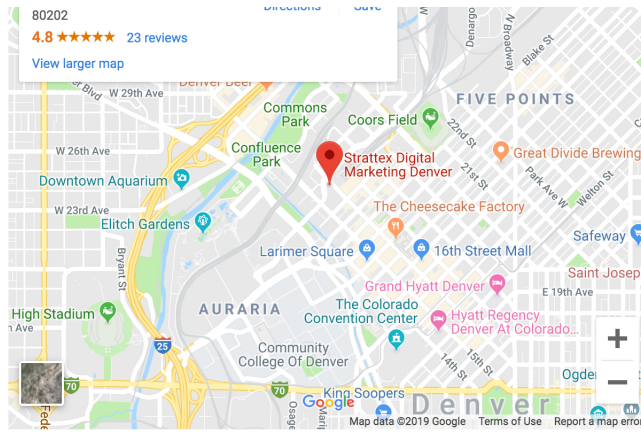
## So, which is better?

Weedmaps and Leafly offers the same features (basically). Technically speaking, one is not "better" than the other.

We recommend that you have both ON TOP OF hyperlocal marketing. The last one is a must.

If, for some reason you don't want both, then it will all boil down to your personal preference and budget.





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