

BLACC SPOT MEDIA 

The+Source

Prescribing Leading Technology for the Cannabis Industry

Learn how we helped the The+Source deploy a compliant SMS/MMS marketing solution in the Cannabis Industry.

CUSTOMER STORY

the+source
DISPENSARIES

Industry
Cannabis / Retail

Communication Channels
SMS/MMS & Chat

Integrations
Amazon Web Services (AWS)

CHALLENGE

Faced with federal regulations that limit companies in the Cannabis industry from sending marketing campaigns to customers using Short-Codes, The+Source needed an industry compliant solution that allowed them to engage customers using SMS/MMS messaging.

SOLUTION

Blacc Spot Media built an SMS/MMS marketing platform solution using Long-Codes that was compliant with the federal Telephone Consumers Protection Act (TCPA) and Cannabis industry regulations to enable The+Source to market effectively to customers.

RESULTS

The solution provided The+Source with an industry compliant SMS/MMS marketing application that contributed to a 22% increase in overall revenues. Within the first month of solution deployment, The+Source experienced a complete return on their initial investment for the solution.

Prescribing Leading Technology for the Cannabis Industry

Cannabis is one of the fastest-growing industries in the last decade with many states legalizing it both medically and recreationally. However, with federal legalization lagging behind, it creates unique challenges for companies to market to their customers using common marketing campaigns and methods.

Leveraging the latest in Cloud Communications strategies, Blacc Spot Media built a system that enabled The+Source to communicate with customers through outbound SMS/MMS marketing campaigns in an easy-to-use platform. In addition, the solution was compliant with both the Telephone Consumers Protection Act (TCPA) and Cannabis industry regulations for content distribution to customers.

Not only was The+Source able to increase revenue by 22% after the initial deployment, but they also expanded their capabilities for enhanced customer support. The+Source is now able to accept orders from customers through SMS and significantly increased brand loyalty as well as customer satisfaction. Additionally, The+Source has the ability to offer custom-tailored promotions to customers based on their profile and product purchasing patterns.

BLACC SPOT MEDIA 
Cloud Communications Delivered.



Blacc Spot Media, Inc.

Blacc Spot Media is an award-winning Cloud Communications consulting firm recognized as one of Inc. 5000's Fastest-Growing Private Companies in America.

We solve our client's toughest communications challenges by providing unparalleled services in strategy, consulting, technology, customer experience, and business operations. With expertise across all Cloud Communications channels, we deliver impactful results for our clients focused on building effective communication strategies.

Contact Us Today
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