

SWIPE FILE

# TOPTHCABRANDS

## 7 Proven Dispensary SMS/Text Campaigns

Launch-ready templates to spark repeat orders, fill slow hours, and activate VIPs. Copy, paste, and personalize the bracketed placeholders before you hit send.

PREPARED FOR DISPENSARY OPERATORS BY  
TOPTHCABRANDS

### Compliance + Best Practices

- **No medical claims.** Stick to mood/effect descriptors.
- Always finish with "**Reply STOP to opt out.**"
- Respect quiet hours (commonly 9 AM–8 PM local).
- Use short links with UTM tags; segment lists (lapsed, VIP, birthday).
- Keep to 160 chars when possible to avoid multi-part splits.

### Campaign Templates

**1**

## Win-Back (30/60/90-day lapsed)

[Store]: We miss you! Come back this week for [10% off any order]—code: [WELCOME10]. Ends [Sun]. Order ahead: [shortlink] (Reply STOP to opt out)

**2**

## Smart Reorder (product lifecycle)

[Store]: Running low on [Top Product]? Reorder in 10s and skip the line. Tap: [shortlink]. Use code [REUP5] today only. (Reply STOP to opt out)

**3**

## New Drop Alert

[Store]: Fresh drop: [Strain/Category]. Limited. Early access today via the app. Reserve now: [shortlink] (Reply STOP to opt out)

**4**

## VIP Early Access

[Store VIP]: You're on the list—2-hour early access to [Limited Product] + [free pickup] today. Link: [shortlink] (Reply STOP to opt out)

**5**

### Birthday Reward

Happy Birthday from [Store]! Enjoy [free pre-roll/10% off] this week. Show this text or order ahead: [shortlink]. (Reply STOP to opt out)

**6**

### Slow-Hour Flash

[Store]: Flash 2–5 PM: [BOGO/10% off carts]. Order ahead & pick up today. While supplies last: [shortlink] (Reply STOP to opt out)

**7**

### Post-Purchase Reactivation (7–10 days)

Thanks for your last order! Most customers reorder around now. Tap to repeat in seconds: [shortlink] (Reply STOP to opt out)

## Timing Hints

- **Win-Back:** test 30/60/90-day inactivity windows.
- **Reorder:** trigger at average depletion (gummies ~20–25 days).
- **New Drop:** hit high-intent segments first (past buyers of same category).
- **VIP:** cap to 1–2 sends per month to preserve status.
- **Flash:** schedule during historic slow hours to fill the dip.
- **Post-Purchase:** fire at day 7–10, send one reminder +3 days.

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PLAYBOOKS FOR DISPENSARIES