

Business Proposal:

Delivery Touchpoint Crossover Marketing *(21+ only)

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1. Executive Summary

This proposal outlines a low-cost, high-engagement marketing strategy that leverages the client's side gig as an Uber Eats driver to organically promote their 21+ over ecommerce brand.

By introducing **branded note cards** as a friendly add-on to food deliveries, we create an authentic, grassroots touchpoint that connects directly with potential customers who are already in a relaxed, indulgent mindset — the same emotional space associated with cannabis consumption. This concept turns every food delivery into a micro-marketing moment, blending hospitality, brand storytelling, and local outreach.

2. Objectives

- **Increase brand awareness** among local audiences with minimal advertising spend.
- **Drive qualified traffic** to the ecommerce site through QR codes and discount incentives.
- **Build a personal, human connection** between the brand and community through organic interaction.
- **Establish a replicable model** that can be scaled to other gig drivers, local cafés, or partner businesses in the future.

3. Strategy Overview

A. Delivery Marketing Concept

Each Uber Eats delivery includes a **small, branded note card** with light, friendly messaging that thanks the customer for their order and gently invites them to visit the cannabis company's website.

Example messaging:

“Enjoy the meal! 🍽️🌿 When you’re ready for dessert of a different kind, check us out — Liriano21+.com”

Each card includes:

- Brand logo
- Short tagline or call-to-action
- QR code linking directly to the site or social page
- Optional coupon code to track conversions (e.g., *TRYME*)
- Age restriction notice (21+ only)

B. 📄 Messaging Ideas

The key is to make it lighthearted, non-pushy, and consistent with cannabis marketing regulations (no direct claims, just intrigue and vibe). A few concepts:

1. Friendly & Playful

“Enjoy the meal!
When you’re ready for dessert of a different kind — check us out 🌿 Liriano21+.com”

2. Lifestyle & Chill

“Good food. Good vibes.
Discover your next favorite treat at Liriano21+.com 🌿”

3. Clean & Minimalist

“Feeding the body today? Feed the soul next — Liriano21+.com”

4. Coupon hook

“Thanks for ordering! Here’s 10% off your first order: [code: TRYME]”

Back of Card

Discreet tagline Option:

“Responsibly grown, artfully infused.” --- “Grown locally. Shared with love.”

21+ only | @Liriano21+ | QR code

C. Design & Production

- **Format:** 3x5" matte note card or small business-card insert
 - **Front:** Message + logo + QR code
 - **Back:** Disclaimer + handle + coupon code
 - **Cost estimate:**
 - Printing: ~\$0.10–\$0.25 per card (depending on finish & volume)
 - Initial print run: 1,000–2,000 cards (~\$250–\$400 total)
 - **Design time:** 2–3 custom versions + final approval
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D. Distribution Workflow

1. Driver completes food deliveries as usual.
2. After handing over food, adds a quick, friendly line:

“Hey, by the way, check this out — local brand I’m involved with.”
3. Hands the card separately (not inside Uber Eats packaging).
4. Customer scans QR code or visits the site later out of curiosity.

This creates a **memorable personal interaction** without violating Uber Eats policies or feeling like an advertisement.

4. Compliance & Legal Considerations

Because cannabis marketing is regulated by state:

- Messaging will avoid direct claims of effects (no references to “getting high” or medical benefits).
 - Each card includes **21+ disclaimer** and brand license number (if required).
 - Distribution limited to deliveries within the same legal sales region.
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5. Performance Metrics

To measure ROI and refine over time:

KPI	Tracking Method
Website Visits	Unique QR code URL for delivery cards
Discount Redemptions	Coupon code usage analytics
Conversion Rate	Orders per 100 scans
Engagement	New followers, email signups
Cost per Acquisition (CPA)	Total campaign cost ÷ number of new customers

Example Goal (Pilot Phase):

- 1,000 cards distributed over 1 month
- 5% QR scan rate → 50 site visits
- 10% conversion rate → 5 new customers
- If average order value = \$60, total \$300 in revenue on <\$400 spend = proof of concept success

6. Expansion Opportunities

Once validated, this program can scale by:

- Recruiting **additional delivery partners** (Uber, DoorDash, Instacart)
- Offering **affiliate commission** for each order driven by a referral card
- Partnering with **local cafés or lounges** to display the cards at checkout
- Creating **seasonal card drops** (e.g., 4/20 edition, “Munchie Monday,” etc.)

7. Implementation Timeline

Phase	Duration	Activities
Phase 1: Concept & Design	1 week	Finalize copy, design cards, approve print proof
Phase 2: Production & Setup	1 week	Print cards, set up QR tracking + coupon codes
Phase 3: Pilot Launch	4 weeks	Distribute during Uber Eats deliveries, collect data
Phase 4: Review & Scale	1 week	Analyze results, refine messaging, expand scope

8. Estimated Budget

Item	Description	Cost Estimate
Design	3 creative versions, revisions, print setup	\$250
Printing	2,000 matte cards	\$350
QR & Code Setup	Tracking, analytics dashboard	\$100
Pilot Incentive Fund	Coupons, small freebies	\$100
Total (Pilot Budget)		~\$800

9. Conclusion

This strategy delivers a **personal, local, and scalable** marketing solution that fits naturally within the client's existing workflow. It humanizes the brand, sparks curiosity, and captures warm leads — all while staying within compliance and cost-effective parameters.

By aligning brand exposure with an everyday activity like food delivery, the client transforms a side hustle into a powerful marketing channel — one card, one connection, one delivery at a time.
