

# Smokiez increases sales and sample requests with LeafLink



In addition to serving as a wholesale marketplace, LeafLink offers a CRM, order management tools, and advertising opportunities. Brands can leverage these solutions to drive sales and sample requests through the platform.

“Our accuracy and consistency has gone way up now that things are centralized. It has not only helped with sales but manufacturing as well. We now have all of our sales people entering all orders on to the LeafLink platform.”

Chuck Wright | Owner, Smokiez Edibles

## Company Overview

Years On LeafLink Smokiez Edibles is an edible company based in Portland Oregon with licensed manufacturing facilities in Oregon, Washington, and California. They've been in business for over 4 years and have used LeafLink for over 2 years to manage their multi-state business and level up their sales.

**Product Focus: Edibles**  
including taffy, fruit chews, chocolate, and hard candy

**2**  
Years on LeafLink

**85+**  
Active Ordering Customers

**4+**  
Years in Business

**90+**  
SKUs on LeafLink

## The Goal

Smokiez Edibles was already active on LeafLink, but was looking for a way to increase sales and grow their business

“We were working with [other advertisers] who were promising 2 million impressions, but didn't provide any other analytics to back up our investment. You guys provided much more analytics to help us understand what's going on.”

## The Strategy

Smokiez Edibles used a multi-tactic approach to increase sales by combining CRM and Manual Order use with the additional reach of LeafLink.

### Leverage LeafLink's sales enablement tools

✓ **Manual Orders**  
Smokiez Edibles sales reps enter manual orders on behalf of retailers that are not on LeafLink to track all their sales in one place. Fewer errors occur when all order data is centralized on one platform.

LeafLink reporting becomes more powerful with a full order history and lets brands see purchasing trends so they can make more informed sales and inventory decisions.

✓ **CRM and sales funnel adoption**  
Smokiez Edibles sales reps can log all their previous tasks and touch-points with customers in LeafLink's CRM, and set reminders for future tasks to help manage their sales funnel.

LeafLink's CRM also shows top products ordered by a client and the last time they placed an order, allowing sales reps to contact customers strategically to increase cart size and purchase frequency.

### Invest in LeafLink's Marketing Services

✓ **Platform Advertising**  
Smokiez Edibles ads appeared throughout the platform, providing strategic exposure to purchasing managers as they placed orders on LeafLink.

✓ **Sponsored Emails**  
Smokiez Edibles leveraged LeafLink's Sponsored Email offering to send a branded email blast promoting new products directly to purchasing managers in Oregon.

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## The Results

After on-boarding their sales team with LeafLink's CRM and Manual Orders, Smokiez Edibles experienced:

**247%** Increase in monthly orders logged on LeafLink

**98%** Increase in monthly orders placed on LeafLink

**247%** Increase in first orders

**98%** Increase in sample requests

“We can centralize things [on LeafLink]. It's a wonderful tool. We use the data and analytics for projections.”