

# YOUR CANNA BUSINESS, ARTICULATED. YOUR IMPACT, MAGNIFIED.

Meet Team Akrete: Marketing • PR • Social Media  
Bringing Massachusetts Cannabis Industry Experience to Illinois



**Strong content, created for and placed in media that matters most in the rapidly-evolving cannabis business.**

Akrete is a national marketing, PR and digital communications agency with an experienced, dedicated **cannabis practice**.

Our team of 30+ specialized senior professionals nationwide serves clients from Fortune 500 companies to small business.

**Get to know us better at [akrete.com](http://akrete.com).**



Akrete is ranked as **Chicago's #14 top PR firm** overall. Nationally, we are the **#20 top financial PR firm**, according to O'Dwyer's rankings.



Akrete is certified as a **women's business enterprise (WBE)** by the Women's Business Enterprise National Council.

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## Our Services for the Cannabis Industry



### MARKETING + STRATEGY

- 360° Campaign Planning
- Digital Marketing
- Direct Text/Email Marketing
- Advertising Strategy
- Branding Execution
- Educational Outreach
- Brochures & Marketing Collateral
- Layout & Graphic Design
- Business Development Toolkits
- Competitive Analysis
- Metrics & Analytics
- Sponsorships
- Product Launches & Promotions



### PUBLIC RELATIONS

- Speaking Engagements
- Community Relations
- Company Launches
- PR Events
- Media Relations & Outreach
- Reporter Relationships
- Influencer Outreach
- Media Monitoring & Intelligence
- Media Strategy
- Media Training
- Key Message Development
- Press Releases & Announcements
- Corporate Communications
- Investor Communications
- Crisis & Issues Management
- Political Communications & Advocacy



### CONTENT DEVELOPMENT

- Award Submissions
- Speeches & Presentations
- Blog Posts & Bylined Articles
- Case Studies
- Brochure Copy
- CEO Ghostwriting
- Research
- Annual Reports
- Digital Content
- Sponsored Online Content
- Internal Communications
- Newsletters
- Surveys
- Thought Leadership
- Video Scripts
- Website Copy
- White Papers
- Infographics Content & Design



### SOCIAL + DIGITAL MEDIA

- Blog Strategy & Management
- Community Management
- Social Media Content & Engagement Strategies
- Email Marketing
- Blogger & Influencer Partnerships
- Digital Content Campaigns
- Social Tiles & Graphics
- Website Management



### EXECUTIVE COMMUNICATIONS CONSULTING

- Executive Coaching & Media Training
- Change Management
- CEO Messaging, Ghostwriting & Blogging
- LinkedIn Profile Creation
- Employee Engagement
- Executive Positioning & Visibility
- Internal Communications Strategy
- Announcements & Issues Management
- Reputation & Brand Management
- Executive Training, Counsel, Workshops

## CANNABIS CASE STUDY:

*We earned our broad cannabis marketing, public relations, social media, political and investor communications experience in Massachusetts, and are positioned to apply that knowledge throughout North America.*



**CASE STUDY:** We represented a Massachusetts-based vertically integrated cannabis company in 2018-2019, helping them navigate the transition to serving both medical patients and adult use customers, and eventually merging with a strategic investor.

In the spirit of an “all hands on deck” philosophy that this industry requires, we have provided a broad spectrum of services including:

- Public and media relations, including political communications
- Investor communications and reports
- Direct marketing, including sales texts and email newsletters for medical and adult use
- Social media strategy, content development, community management & new channel launches
- Event planning and dispensary openings
- Advertising and sponsorships, creative development & execution
- Award submissions
- Collateral development in compliance with regulations
- Integrated marketing and communications

Throughout the course of our work in cannabis, we have emphasized a targeted media strategy that engages local, regional, national and cannabis industry publications with goals to positively impact political environments, communications channels, sales numbers and overall brand image. We also work with general business media like the Wall Street Journal, CNBC, The Boston Globe and other similar outlets to advocate for the normalizing of legal cannabis as a positive contributor to society.

We are based in Illinois and offer a national team that can apply our specialized understanding of the cannabis industry anywhere in North America. Our expert team is well versed in B2B and B2C arenas, and has hit the ground running in cannabis. We embrace a creative and collaborative approach to helping both cannabis companies and their service providers, and are expertly positioned to help clients take advantage of this unique moment in time and be a part of a young and burgeoning industry.



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