

## CANNABIS, ARTICULATED YOUR IMPACT, MAGNIFIED

PR • Corporate Comms • Content • Marketing

### We articulate and amplify big ideas in the cannabis industry.

Akrete is a national PR, content and marketing agency with an experienced, dedicated **cannabis practice**. We produce **strategic content-rich communications and marketing**, designed to connect professionals and businesses with media and audiences that matter most. Founded by [CEO Margy Sweeney](#) in 2011, we've served the cannabis industry since 2018.

Get to know us better at [Akrete.com](#).



Certified as a **women's business enterprise (WBE)**, Akrete is ranked as a top national independent PR firm by O'Dwyers, including 2021 rankings as **Chicago's #14 top PR firm** and the **#5 real estate PR firm**. We are also a 2022 *PRNews Agency Elite Top100* PR firm.



### PUBLIC RELATIONS & CORPORATE COMMS

- Communications consulting
- Media relations and media strategy
- Strategy and planning
- Company and product launches
- Mediagenic messaging development
- Content strategy and editorial
- Corporate and internal communications
- Crisis planning and response
- Executive presence and counsel
- Grand openings and events
- Investor communications
- Content placement in key media
- Integrated PR/marketing campaigns
- Media list development
- Media monitoring and intelligence
- Media and presentation training
- Press release writing and distribution
- Reputation and brand communications
- Speeches and remarks
- Thought leadership promotion
- Sponsorships, events, awards and speaking opportunities



### CONTENT

- Content strategy
- Content marketing and lead gen campaigns
- Collateral and brochure development
- Ghostwriting
- Award submittals
- Research, reports and white papers
- Website copy
- Newsletters
- Internal communications
- Speeches and presentation writing, editing
- Investor reports and communications
- Case studies
- Video and podcast scripts
- Social media content, infographics
- Bylined article and OpEd article writing
- Blog posts



### MARKETING

- Industry insights and market positioning
- Sales enablement
- Brand activation
- Award submittals
- Advertising strategy, buying and creative
- Event displays and collateral
- Content marketing and lead gen content
- Direct marketing (email/text)
- Educational outreach
- Metrics and analytics
- Email newsletters
- Product launches and promotions
- Website development and management
- Video production
- Social media strategy and management
- Graphic design

*Some marketing services are delivered in collaboration with trusted partners delivering specialized expertise.*

## ARTICULATING AND AMPLIFYING BIG IDEAS IN CANNABIS

### High impact media results via rich content and proactive media relations



Contact us for a more comprehensive look at our media results and writing samples.

### Sample clients from across the cannabis industry



*"We have really enjoyed working with the Akrete team to help launch our new Midwest regional office offering accounting and advisory services in Chicago. Their team was extremely proactive in sharing new ideas and generating thought leadership coverage and opportunities that positively impacted our bottom line and our business expansion targets."*

~ Tim Wells, Director of Marketing Operations, MGO LLP, an accounting and professional services firm that works with some of the cannabis industry's top MSOs, independents and start-up firms.

### Why work with Akrete?

- Boutique, high-touch service
- Proven media results
- Excellent writing
- Senior teams
- Cannabis know-how
- Entrepreneurial approach
- WBE committed to social equity
- Buttoned-up comms honed with longstanding corporate clients
- Collaborative, easy to partner with other creative firms
- Strong client references
- Value and achievement-driven model ([read more in Forbes](#))
- 20+ person national firm, large enough to produce results, small enough for CEO involvement in all programs
- Trusted advisor to CEOs, investors, leaders