



KUSA COLLECTIVE

## **Public Relations**

Crafting Presence, Building Community, Growing Brands



# What We Do

We're a ***full-spectrum*** PR agency helping brands build identity, visibility, and lasting connection through creative storytelling, strategic content, and unforgettable experiences.

## **Our services include:**

- Social Media Management
- Custom Content Creation
- Brand Strategy
- Sales Support
- Event Planning & Hosting
- Photography & Videography
- Website Development



# Social Media Management

**We don't just manage your socials — we live them.**

We take a *method acting* approach, getting deep into the life behind your brand so we can create content that truly *feels* like you.

- Strategy, scheduling & content calendar management
- On-site photography & videography
- Storytelling-driven visuals & captions
- Account growth through thoughtful engagement
- Content repurposing: give us your old photos & videos, and we'll turn them into fresh, on-brand posts



# Event Planning & Venue

With over five years of hands-on event experience—doing multiple events per week—we know how to create moments that matter. We've successfully planned events in all types of venues, including unique locations like cannabis farms.

\* This is always a great time to invite dispensaries, budtenders and other industry professionals for an experience they'll never forget.

- 4500 sq ft vintage venue amenities:

- Elegant wood crafted bar
- Wood burning fireplace
- Surround sound, microphones
- Ample seating & antique decor

- Full-service event planning

- Content creation during your event for PR & social media use

- Footage from your event is included in your PR package

# Website Development

**Launch-ready. Easy to use. Built for you.**

Whether you need a sleek portfolio site or a robust ecommerce platform, we build websites that are mobile-optimized, user-friendly, and designed to scale with your brand.

- Full-service design & build
- One-time site launches or ongoing maintenance packages
- Training sessions so you can confidently manage your own site
- Seamless mobile experience

# About The Collective

## Welcome to The Kusa Collective.

Since before legalization, we've been immersed in the New York cannabis scene. Through years of authentic community-building and event organizing, we've cultivated a strong and trusted network.

- Over 2,000 real members on our email list
- 4,500 genuine social media followers with high mutual engagement
- Deep roots in the New York cannabis market
- Exclusive access to our trusted network and industry relationships

Being a part of The Kusa Collective adds value and reputation to your brand

— **because you're connected to something *real*.**

# Our Process

We collaborate, we create, we deliver.

1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
<b>Discovery</b>  We learn your goals, your brand voice, and your ideal audience.	<b>Strategy</b>  We craft a tailored roadmap based on your needs.	<b>Execution</b>  We shoot, build, post, and plan.	<b>Handoff or Maintenance</b>  We train you or manage everything for you.

# Brands We've Worked With



BLACK MARKET  
[www.DRINKBLACKMARKET.com](http://www.DRINKBLACKMARKET.com)



HAPPY DAYS  
DISPENSARY



& more



**Ready to grow your presence? Let's build something real.**

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