



**CANNABIS. ELEVATED.**

**HELLO@THEHLPDSK.COM**  
**WWW.THEHLPDSK.COM**

# WE ELEVATE THE CANNABIS ECOSYSTEM.

We build brands, grow audiences, and create partnerships that **move the cannabis ecosystem forward**. Our work spans from branding, marketing, sales support, white-labeling, and strategic alliances, designed to drive both B2C engagement and B2B **expansion across stores, brands, venues, and culture**.

THE HLP DSK

# THE VISION

Specializing in all cannabis audiences, we bring a fresh, inclusive voice to the forefront of the industry.

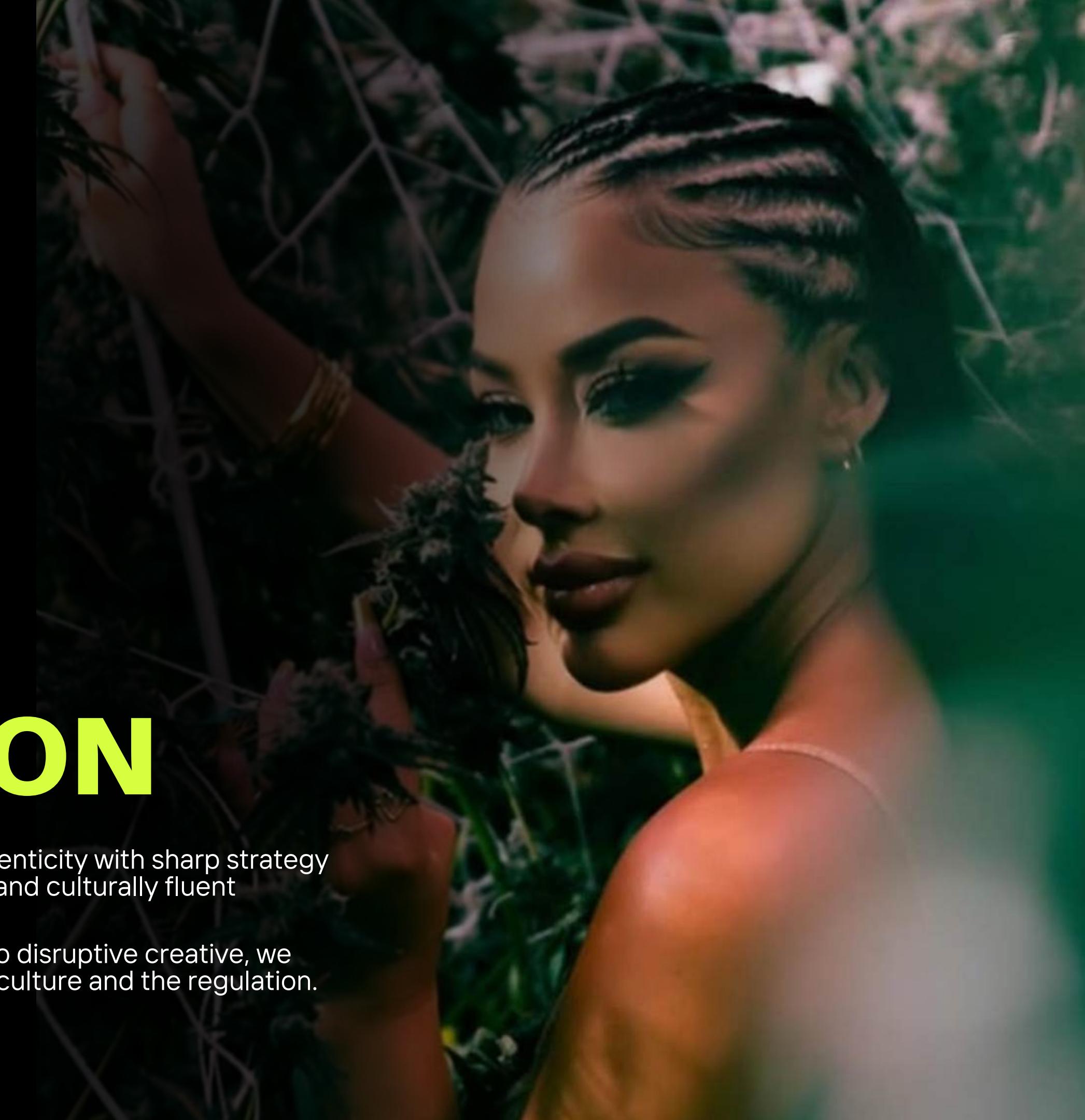
Our hybrid approach blends education, entertainment, and experiential impact.

With an authentic influencer network and a deep understanding of the communities we serve, we move the cannabis culture forward.

# OUR MISSION

We bridge grassroots authenticity with sharp strategy to deliver bold, compliant, and culturally fluent cannabis experiences.

From hands-on influence to disruptive creative, we speak the language of the culture and the regulation.



DIGITAL MARKETING

# CULTURE ENGAGEMENT

WHITE LABEL BRAND DEVELOPMENT

LOCAL SEO OPTIMIZATION

ACTIVATIONS

LICENSING & PARTNERSHIP DEALS

PROMO CAMPAIGNS

SALES & DISTRIBUTION

EVENT MARKETING

PRODUCT LAUNCHES

EMAIL CAMPAIGNS

SEO

INFLUENCER MARKETING

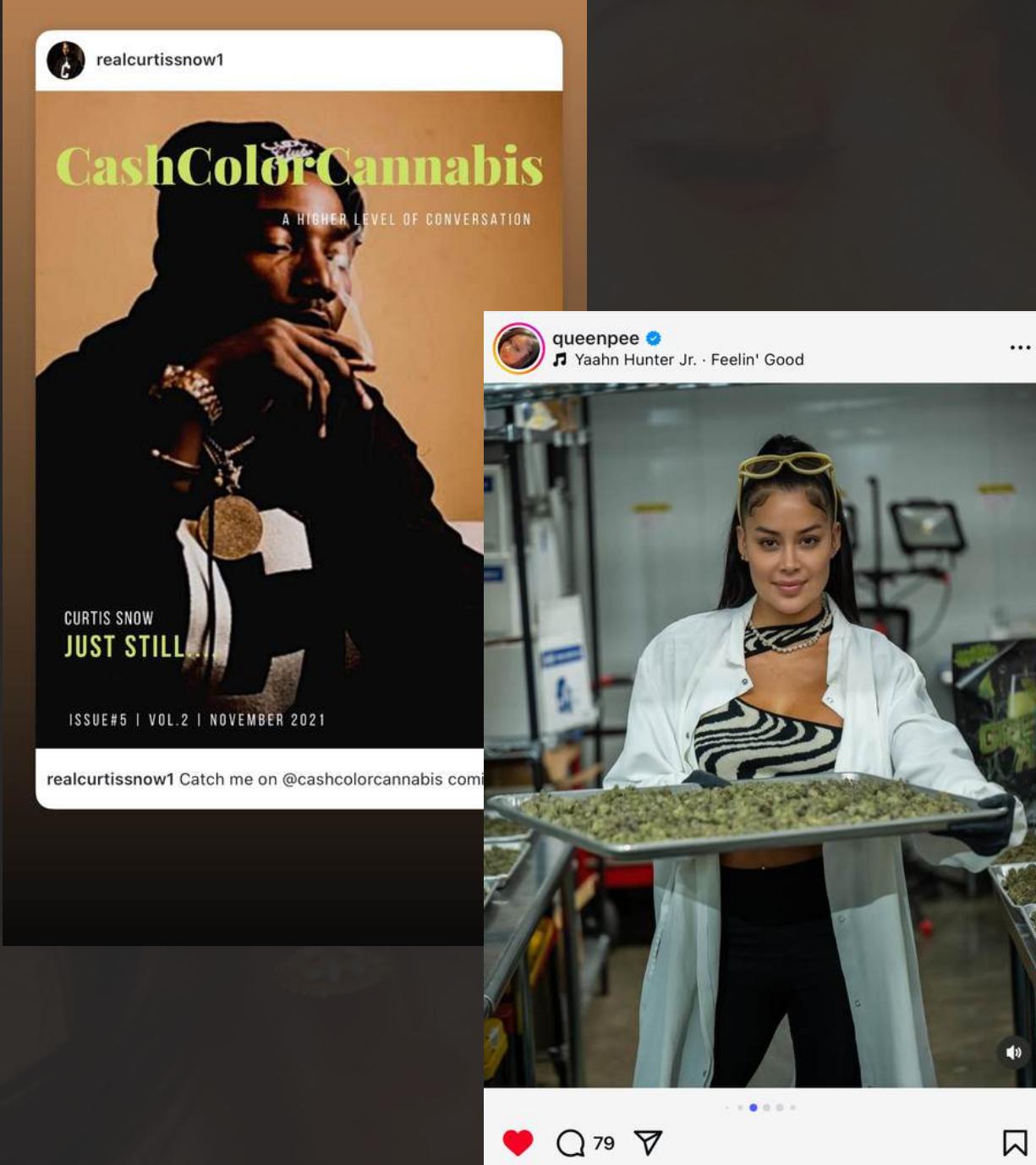
GUERRILLA MARKETING

CONTENT CREATION

SALES SUPPORT

SOFTWARE AUTOMATION & OPTIMIZATION

# DIGITAL MARKETING



## SEO & SEM OPTIMIZATION.

We enhance your online presence across Google Profiles, Google Ads, Weedmaps, Meta, and your website, optimizing each channel for local searches like "dispensary near me." This increases visibility, drives compliant foot traffic advertising, and ensures your brand reaches the right audience.

## SOCIAL MEDIA MANAGEMENT.

We manage your social media presence across multiple platforms (Instagram, TikTok, Facebook, etc) with engaging, compliant content that builds your brand and connects with your community.

## EMAIL CAMPAIGNS.

We create targeted email campaigns including monthly newsletters, promotional blasts, and automated onboarding sequences to keep customers engaged and drive repeat purchases.

## CONTENT CREATION.

We produce high-quality educational content including product videos, blog posts, infographics, podcasts, website and social media content, along with professional photography and video that informs customers and showcases your brand.

## SOFTWARE AUTOMATION & OPTIMIZATION.

We manage your dispensary listings, run targeted advertising campaigns, and optimize your menu and reviews on the platforms where cannabis customers search and buy using software include Leafly and Weedmaps.

SEO Optimization

Social Media Management

Email Campaigns

Content Creation

Software Automation & Optimization

# DIGITAL PRESENCE BUILT ON REAL INFLUENCE. DIGITAL MARKETING THAT DRIVES REAL ORDERS.

LOWER SPEND. DOUBLE ONLINE & DELIVERY ORDERS. MAXIMIZE ROI.



GOOD GRADES

Boosted WeedMaps **orders** **53%** and revived Leafly page from zero. Secured exclusive inventory deals, event sponsorships, and branded Instagram content.

B R O W N   B U D D A

NEW YORK

Curated premium menu selections, **manage comprehensive marketing strategy**, and produce community events for The Hamptons' first legal cannabis dispensary location.



Co-curated Backpack Boyz East launch with **Leafly campaigns** and NYC/NJ events. Produced pre and post event marketing assets for **multiple BPB dispensary grand openings**.

# QURIST: 3,000%+ ORGANIC GROWTH

14-MONTH SEO CASE STUDY • ZERO PAID ADS • 100% ORGANIC TRAFFIC



## THE CHALLENGE

Low-authority CBD/medical cannabis site in competitive YMYL niche with only 1.2K monthly visitors and minimal search presence

## RESULTS (MAR 2024 → JUN 2025)



## OUR STRATEGY

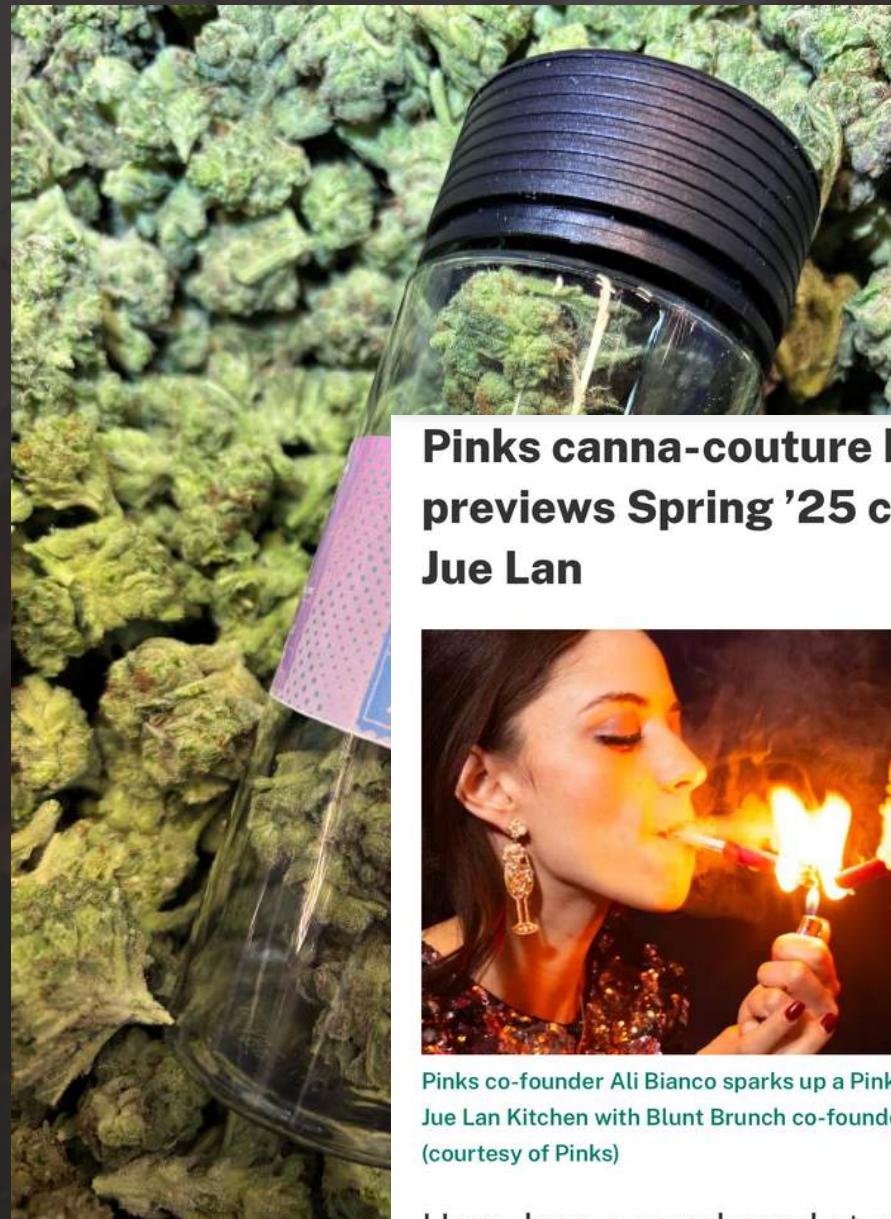
- 20 aged domains as authority satellites
- 5,000+ long-tail keywords targeted
- 600+ optimized articles published
- Zero paid ads – organic compound growth

## TOP PERFORMING KEYWORDS

does cbd show up on a drug test	12.1K vol • #14
indica vs sativa for pain relief	6.6K vol • #10
how long does cbd stay in system	5.4K vol • #13

**Key Differentiator:** Scalable authority network that bypasses sandbox delays and captures traffic across entire conversion funnel—no PPC dependency, infinite ROI potential.

# SALES & DISTRIBUTION



How does a new brand stand out among thousands of new dispensary offerings? Pinks is aiming high, with rose-petal pre-roll joints, hand-crafted and presented in collectible pink matchboxes.

## B2B SALES SUPPORT.

We connect cannabis brands with New York's network of dispensary buyers to streamline your retail rollout and build lasting partnerships.

## BRAND PLACEMENT IN DISPENSARIES.

We get your products on shelves by leveraging our established relationships with 600+ dispensaries across New York's legal market.

## MENU CURATION MANAGEMENT.

We curate optimal menus that highlight your best products, increase sales velocity, and maximize revenue flow.

## LICENSING & PARTNERSHIP DEALS.

We broker deals between legacy brands and licensed operators, structuring revenue-sharing partnerships that benefit everyone.

## WHITE LABEL BRAND DEVELOPMENT.

We create and launch proprietary in-house brands through licensed processors, building long-term revenue streams you control.

B2B Sales Support

Brand Placement

Re-order Management

Licensing & Partnerships Deals

White Label Branding

# 600+ DOORS. UNLIMITED OPPORTUNITY. WE GET YOU ON SHELVES AND KEEP YOU THERE.

CONNECT. STOCK. REORDER. REPEAT. YOUR DIRECT LINE TO NY'S BEST RETAILERS.



Coordinated B2B event for **40+ dispensary buyers** to debut boutique brand. **Closed 20 new purchase orders** in 6 weeks and drove sell-through with event support.



Coordinated B2B launch event with **15+ dispensary owners and buyers** for boutique brand debut. **Closed 10 new purchase orders** for retail stores within 6 weeks.



Coordinated **B2B events, B2C activations, and 1-on-1 buyer meetings** to deliver samples to marquee stores. Managed collections for late-paying accounts and cash flow.

# EVENTS & ACTIVATIONS

## B2B NETWORKING EVENTS.

We produce industry networking events that connect dispensaries, brands, and key players to generate qualified leads and strategic partnerships.

## PRODUCT LAUNCHES.

We orchestrate complete product launch experiences from pre-buzz campaigns to post-launch momentum, ensuring your new products make an impact.

## COMMUNITY ENGAGEMENT EVENTS.

We facilitate authentic community gatherings that blend local culture with cannabis education, building genuine connections between your brand and its audience.

## B2C CONSUMER EVENTS.

We create experiential consumer events that bring your brand directly to customers, driving product trial, sales, and community loyalty.

## POP-UP ACTIVATIONS.

We design and execute temporary brand experiences in high-traffic locations that create memorable moments and immediate sales opportunities.

## BRUNCH & LIFESTYLE EVENTS.

We curate elevated cannabis lifestyle experiences like brunch parties that merge social dining, brand activation, and product sampling in sophisticated settings.



B2B Networking

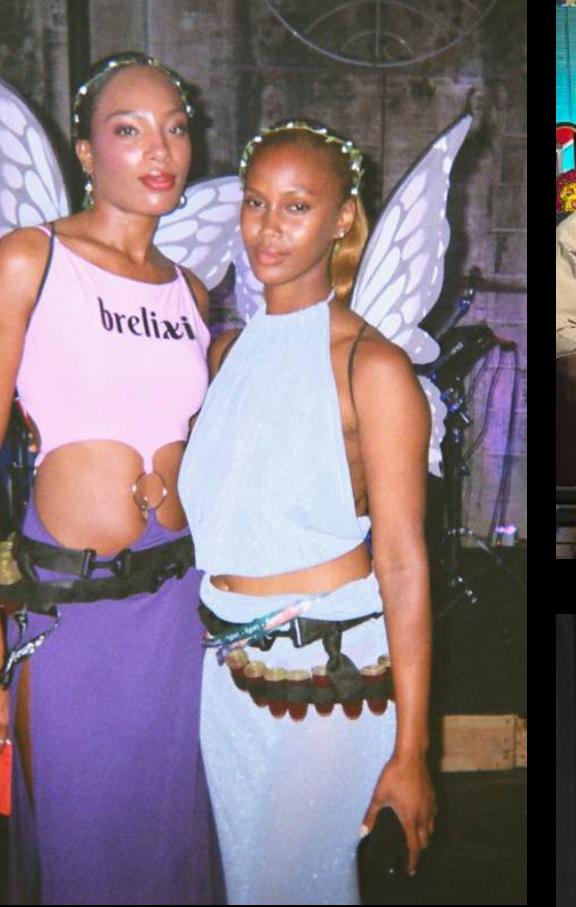
Consumer Events

Product Launches

Pop-Up Activations

Community Events

Lifestyle Events



# LIVE EVENTS, ACTIVATIONS, AND MERCH THAT TURN CROWDS INTO COMMUNITY.

CONNECT. STOCK. REORDER. REPEAT. YOUR DIRECT LINE TO NY'S BEST RETAILERS.



Produced **30+ events and activations** at one of NY's first legal lounges, generating **\$20k/month in ticket and merch sales** while increasing dispensary revenue.



Managed Nuna Harvest's **summer event series at Rucker Park**, growing monthly orders through community activations



**Supported staffing** and participated in Terp Bros' paintball **team-building activation** connecting dispensary teams, facilitating relationship building across NY retailers.

# INFLUENCER & EXPERIENTIAL

## INFLUENCER MARKETING

We partner with authentic local cannabis advocates, lifestyle influencers, celebrities, and micro-influencers to amplify your brand through trusted voices in the community.

## PROMO CAMPAIGNS

We design limited-time promotional campaigns including flash sales, seasonal offers, and special deals that create urgency and drive immediate revenue spikes.

## GUERRILLA MARKETING

We deploy unconventional, high-impact street-level tactics that generate buzz, cultural relevance, and organic word-of-mouth in ways traditional advertising can't.

## STAFFING SOLUTIONS

### BRAND AMBASSADORS, BUDTENDERS, EVENT STAFF

We provide trained, knowledgeable staff through 420 Staffing including brand ambassadors, budtenders, and event personnel who represent your brand with authenticity and professionalism.



Influencer Marketing

Promo Campaigns

Guerrilla Marketing

Staffing Solutions

Budtenders

Brand Ambassadors

# WE ELEVATE THE CANNABIS ECOSYSTEM.

WE CONNECT YOU WITH PARTNERSHIPS THAT  
**MATCH YOUR VISION** AND FOCUS YOUR ENERGY ON  
**HIGH-IMPACT OPPORTUNITIES**. WITH STRATEGIC  
ALIGNMENT AND THE RIGHT PARTNERS, YOU **BUILD**  
**SUSTAINABLE GROWTH** IN NEW YORK'S LEGAL  
MARKET.



# WE SUPPORT

**TAILORED BY VERTICAL, CONNECTED BY CULTURE** We curate your vision by orchestrating connections and delivering solutions that matter and scale.



## BRANDS.

Strategic positioning, retail placement, consumer marketing, and partnership brokering that gets your products moving.



## DISPENSARIES & STORES.

Menu curation, customer acquisition, digital optimization, and events that drive foot traffic and repeat orders.



## ARTISTS & INFLUENCERS.

Brand partnerships, content monetization, event opportunities, and authentic collaborations that align with your audience.



## VENUES

Cannabis-friendly event programming, brand activation partnerships, and community building that fills your space with the right crowd.



## ACCESSORIES & LIFESTYLE BRANDS.

Strategic entry into cannabis culture, compliant co-marketing, and distribution to dispensaries looking for premium adjacent products.

## INVESTORS & LEGACY OPERATORS.

Licensing deal brokerage, market positioning, regulatory navigation, and connections to the licensed operators who can scale your vision legally.

# OUR PROCESS

---

/1

## DISCOVERY & CONSULTATION

- Initial consultation call to understand your goals, challenges, and vision
- Market positioning assessment
- Competitive landscape analysis
- Identify key opportunities and growth areas
- Define success metrics and KPIs

/2

## STRATEGY DEVELOPMENT

- Curated marketing strategy
- Service package recommendations
- Timeline and milestone planning
- Budget allocation and ROI projections

/3

## ONBOARDING & SETUP

- Kickoff meeting with dedicated account team
- Audit
- Access setups
- Calendar development
- Campaign asset creation begins

/4

## EXECUTION & ACTIVATION

- Launch & Activate Initiatives
- Outreach
- Execute events and activations
- Deploy Partnerships
- Ongoing creation and distribution

/5

## OPTIMIZATION & SCALING

- Strategy tailored to your vertical
- Service package recommendations
- Timeline and milestone planning
- Budget allocation and ROI projections
- Partnership and collaboration opportunities

/6

## REPORTING & GROWTH

- Monthly reporting with key metrics
- ROI analysis and insights
- New opportunity identification
- Strategic recommendations for next phase
- Continuous iteration and improvement

# OUR COMMUNITY.

WE CRAFT STANDOUT BRANDS, BUILD COMMUNITIES, AND FORGE STRATEGIC PARTNERSHIPS THAT **ACCELERATE CANNABIS BUSINESS GROWTH**. OUR CAPABILITIES INCLUDE BRANDING, MARKETING, SALES SUPPORT, AND PARTNERSHIP STRATEGY—DRIVING B2C ENGAGEMENT AND B2B EXPANSION ACROSS RETAILERS, BRANDS, VENUES, AND CULTURAL PLATFORMS.

## PARTNERSHIPS.

Leafly.

weedmaps®

## BRAND PARTNERS.



BROWN BUDDA  
NEW YORK



Jive



# OUR TEAM

---

## **Joe**

Since 2012, Joe has specialized in bringing legacy cannabis brands into emerging legal markets by producing content, events, and merchandise that educate users, destigmatize the plant, and generate legitimate income for artists and entrepreneurs rooted in the cannabis community. Joe has experience as writer, editor, producer and sales & marketing specialist with 17-years creating premium user experiences for brands like HBO, XXL, BET, Complex, Yahoo, and AOL.

## **Krista**

Krista Lisenco is a multi-brand builder and statewide growth strategist shaping New York's cannabis landscape. With expertise from Red Bull & Microsoft in retail expansion, consumer experience, and cultural storytelling, she develops brand programs that resonate from neighborhood dispensaries to flagship stores. Krista oversees Growth & Retail Strategy, bringing a high-touch, results-driven approach to activations, partnerships, and market development.

## **Lingo**

Lingo excels in delivering bold, compliant, and culturally fluent cannabis marketing, making a significant impact in the scene. With decades of experience in artist development and digital marketing. Known for his grassroots approach and authentic relationships, he combines his extensive music industry connections with innovative digital strategies.

## **Shauna**

Shauna Graham is a brand strategist, digital marketer, and project manager who has worked with 300+ brands, including BlackRock and Refinery29. She builds scalable brand, digital marketing, and customer-experience systems, helping companies strengthen client success, partnerships, and growth across cannabis, culture, and retail markets.



# LET'S WORK TOGETHER

## CONTACT US

Let's build something that matters.

**PHONE:**

212-945-8027

**EMAIL:**

hello@thehlpdsk.com

**ADDRESS:**

NY, NJ, PA - Metro Area

**WEBSITE:**

[www.thehlpdsk.com](http://www.thehlpdsk.com)

