



Grow your cannabusiness

The 9th Block is a team of inspired creative thinkers, skilled strategists, and strong communicators who came together to help cannabis-focused companies enhance their presence, expand their reach, and generate growth. With a combined 35+ years of communication, marketing, and sales experience – including over 10 years in the cannabis space – our team has the knowledge to help develop your brand, optimize your digital presence, refine your message, and communicate it to your customers.

What we do: Think first, shoot later.

At The 9th Block, we believe knowledge is the foundation of success. Our approach begins with research to identify and understand your customer, your competitors, your opportunities and the best way to communicate with your audience. Then we develop a plan of attack to leverage opportunities, diminish threats and grow your business. Key research tools to build your brand include:



Customer Personas

What's the true identity of your core audience? Why do they believe in your product? What motivates them to purchase? We know this market and can help you answer the important questions.



Competitive Landscape

Understanding your competition is a key to surpassing them. With years in this space and a passion for the plant, we're privy to what's new and can identify business threats from a mile high.



Positioning

We position your brand for success by identifying your product-market fit, developing key messages that focus your outreach, and identifying business opportunities that can grow your brand.

Plan the work. Work the plan.

Once we've identified your target audiences and positioning, The 9th Block really gets to work. First, we create integrated marketing and communication plans designed to produce results. By results, we mean creating excitement for your brand, securing news stories in media outlets, generating interest from consumers and, ultimately, increasing leads and sales. Our marketing and communication plans focus on the following areas:



Website Development

First impressions are kind of our thing, and what better place to make one than your website. Whether you need a new site from the ground up or modifications to an existing site, we're ready to make your brand shine.



Digital Advertising

Stop throwing dollars at the wall to see if they stick. Let's create strategic, winning digital campaigns. We will refine your message, laser-focus your target audience, retarget them and drive up your conversion rate to earn more sales. Our premier media partnerships will get you the best price and placements available online and in retail.



Public Relations

Sometimes it's okay to show off. We will direct the spotlight by putting you on stage at the next big event, capturing that industry award and building relationships with key targeted media outlets to secure news coverage. From local to national outlets, The 9th Block has you covered.



Content Strategy

Start the conversation and be a leader in your industry. You are the expert and we can build your authority through SEO-optimized blogging, bylined articles and contributed content for leading industry media outlets.



Social Media

Since everyone is a social media manager now, let's cut to the chase: We move the needle and can show you how to do it.



Business Opportunities

Now you don't have to go to all those industry events because we walked the floor for you. Years of lunch, coffee and beer meetings have armed us with the media and business relationships that can help you reach your goals. Let us make some introductions.

Let's talk about your goals, your hopes and your dreams for your business – and see how together we can make them come true.



Kaelan Donadio
Co-Founder / COO

kaelan@the9thblock.com
860-866-6868