



Hello, ESH - Rosedale



**Elevating
Your Brand
Through
Story-Driven
Marketing**



Why It Matters

Your Audience Isn't Just Buying ... They're Belonging

Today's dispensary customers don't just want a product, they want to feel part of a vibe, a culture, a movement. Our goal is to produce content that captures that experience for **ESH**.

- Your vibe is your brand.
- Your staff and customers are your storytellers.
- Your space is your set.

We want to turn make people say...

“I've Got to Visit.”





Let's Build Awareness & Community

Developing a brand strategy is a long-term commitment. It takes a while for your audience to understand, trust and feel like they belong, but it takes seconds for them to forget.

Here's what we want to achieve:

- ✓ Create content that feels real and relatable
- ✓ Highlights your values, people, staff, culture and lifestyle
- ✓ Encourage visits to the store via Activations and event planning
- ✓ Create content that shows professionalism and authority
- ✓ Reach out to brands on your behalf
- ✓ Emphasize your prime location for South Queens/LI developments ie: RESORTS WORLD, UBS ARENA, JFK, JONES BEACH and NASSAU COUNTY RESIDENTS who don't want to travel far.



Think of us as you're in-house team!

We don't just deliver and walk away. We invest ourselves in your brand, so that we are always aligned with your vision and goals. Services we offer, but not limited to are:

- Social Media Management
- Unlimited Graphic Design Services
- Website Management and SEO
- Photo / Video Content
- Events & Activation Planning

ESH | ROSEDALE BRAND GROWTH PACKAGES

THREE PATHS. ONE GOAL: GROW ESH.



01 FOUNDATION GROWTH



INCLUDES:

- ✓ Social media management (Instagram + Facebook)
- ✓ 8 branded posts/month
- ✓ 4-6 story graphics/month
- ✓ Content scheduling + publishing
- ✓ Basic community engagement monitoring
- ✓ Monthly content planning
- ✓ Google Business Profile management
- ✓ Basic local SEO recommendations
- ✓ Monthly analytics report
- ✓ One monthly strategy call
- ✓ Light graphic design support
- ✓ Boosted post management (ad spend separate)



BEST FOR:

Building consistency, local visibility, and brand legitimacy.

02 COMMUNITY + CUSTOMER ACQUISITION



INCLUDES EVERYTHING IN FOUNDATION GROWTH, PLUS:

- ✓ 12-16 social posts/month
- ✓ Reels/content editing support
- ✓ On-site content capture (1 shoot/month – photo + short-form video)
- ✓ Email marketing campaign setup + monthly send
- ✓ SMS marketing setup support
- ✓ Meta Ads management (ad spend separate)
- ✓ Campaign landing page design
- ✓ Promotional graphics for drops/events
- ✓ Influencer/community partnership outreach
- ✓ Reputation/review management
- ✓ Enhanced analytics + campaign reporting
- ✓ Bi-weekly strategy meetings



BEST FOR:

Dispensaries looking to actively grow awareness, foot traffic, and repeat customers.

03 FULL BRAND EXPANSION



INCLUDES EVERYTHING IN PACKAGE 02, PLUS:

- ✓ 20+ content pieces/month
- ✓ Multi-platform strategy
- ✓ Advanced ad management (Meta + Google where compliant)
- ✓ Monthly campaign concepts
- ✓ Seasonal campaign rollouts
- ✓ Event marketing + activation support
- ✓ Creative direction for merchandise and in-store visuals
- ✓ Professional photo/video production days
- ✓ Website updates + promotional landing pages
- ✓ Blog/article content for SEO
- ✓ Partnership outreach with local businesses/creatives
- ✓ Customer loyalty strategy consulting
- ✓ Monthly marketing roadmap
- ✓ Priority design support
- ✓ Dedicated account management



BEST FOR:

Brands aiming to scale aggressively, build culture around the store, and dominate regional awareness.



LOCAL ROOTS.
CULTURE FIRST.



STRATEGIC MARKETING.
REAL RESULTS.



COMMUNITY DRIVEN.
BRAND FOCUSED.

GROWING ESH.
TOGETHER.

ESH

Let's Be Best Buds!

Why Choose Us

- ✓ Gain a local team for less than hiring staff
- ✓ We understand your demographic
- ✓ Reclaim your time by spending less time on marketing
- ✓ Brand awareness and growth is our priority and passion
- ✓ We study your brand and track measurable results
- ✓ Gain a team who enjoys your products!
- ✓ **A partner understands compliance and regulations around Cannabis advertising and marketing**



Meet Our Agency *Team*

Layer One is a full-service design and marketing team based in New York, specializing in helping businesses communicate through physical and digital experiences that drive performance.

Everything in life consists of layers, especially a growing business. Our goal is to help you build on those layers with our strategic creative and marketing expertise.

Let's build something extraordinary together.



Jason Smith
Founder, Creative Director



Igeoma Simon
Art/Photo Director



Jenna Hutchinson
Social Media Coordinator



Jesse Chung
Project Manager



Meet Purohit
Graphic Designer



Bonnie Marcus
Proofreader

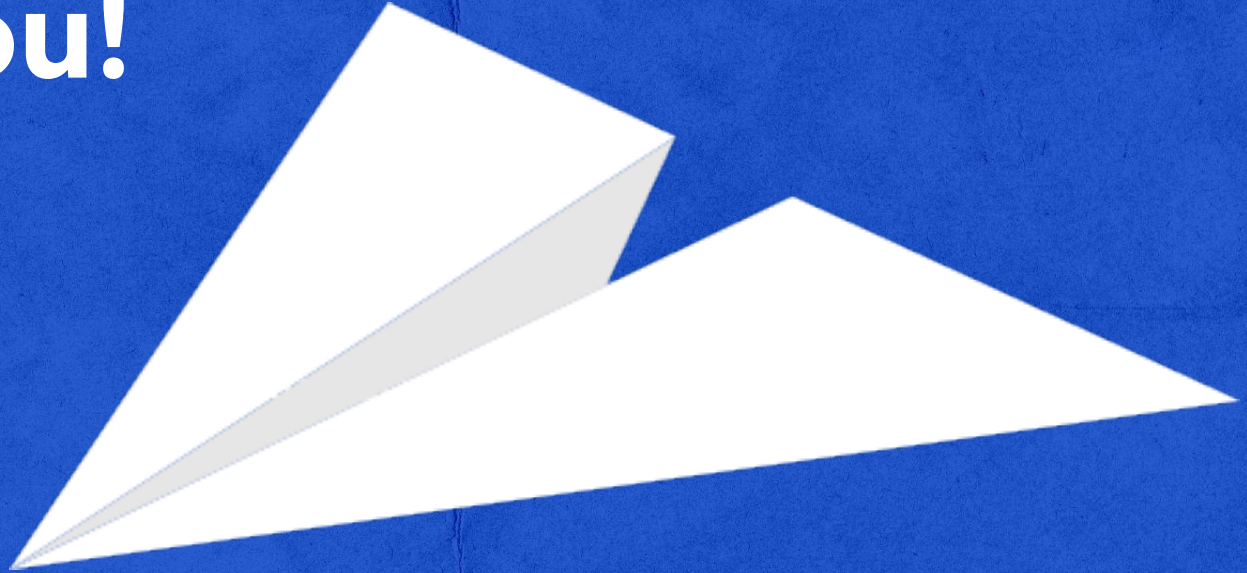
Thank You!



Jason Smith
Founder

jason@layer.one
917.940.9927

www.layer.one



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