

Refresh.
NETWORK.
REPEAT.

VISIT THE ALL POINTS
NOURISHMENT HUB

We're looking forward to seeing many of our clients next week in Las Vegas at the International Franchise Association Convention. Visit us at our Nourishment Hub in the Registration Lounge, and be on the lookout for our team.

YOUR POINT PEOPLE AT THE IFA CONVENTION

Look out for these smiling faces in Las Vegas!



JAMIE IZAKS



BAILEY HEWITT



JOE/LAUREN WEISSHAAR



SPENCER ABBOTT



ALEX SANCHEZ



NICOLE ODZIEWA



RACHEL NEHRING



EMILY CASHEN



MADDIE DARLING



SARAH O'BEIRNE



TYSON FRUCCI



ELIZA VEGA



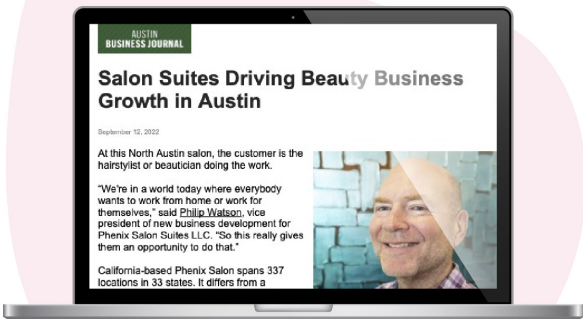
FREDDY DRZEWIECKI

A FRESH POV: HOW FRANCHISEE
TESTIMONIALS FUEL LEAD GENERATION

Franchisee testimonials are one of the most powerful instruments a brand can have in its marketing toolbox. Prospective leads want the validation of proof of concept and to hear directly from current operators.


At All Points PR, we understand franchisee testimonials are a tool for building trust and boosting lead generation. But knowing how to gather the franchisee testimonials is only the first step. Once you've identified your rockstar franchisees, our team begins to leverage their stories across our integrated public relations efforts.

Let's discuss how utilizing franchisee testimonials bring a fresh POV to your franchise development strategy:



CLICK HERE TO READ

FRONT PAGE
FEATURES



PUBLIC RELATIONS

We pitch top-performing franchisees in their local markets to boost store revenue and build positive brand awareness. Our team hosts introductory calls to learn more about the franchisees' backgrounds and position them for interview opportunities.

VALIDATION
THROUGH VIDEO



CREATIVE & DIGITAL

Our team leads testimonial video production by drafting questions, hosting interviews and editing the raw files into short, digestible clips. These videos can be filmed at brand conventions, industry conferences, or virtually on Zoom. We then leverage the completed videos across organic social and digital marketing tactics.



CLICK HERE TO WATCH



TRANSPARENT
Q&As



CONTENT MARKETING

Our content department takes these testimonials to build Q&A-style blog posts and lead nurturing emails to answer some of the top-asked questions prospective leads have about the franchise opportunity.

QUALIFYING
CONVERSATIONS



LEAD QUALIFYING

In conjunction with our lead qualifying efforts, we invite current franchisees to participate in lead calls and webinars to share their personal experiences with the brand.



ENTREPRENEUR'S TOP FRANCHISE SUPPLIERS

We would also greatly appreciate it if you could take a few minutes to complete the Entrepreneur's Top Franchise Suppliers survey. All sections of the survey are optional, but the relevant section for us is **PR Firms**. We're hoping to score the top spot this year!

Vote for All Points as Entrepreneur's Top Franchise Suppliers

ALL POINTS

PUBLIC RELATIONS