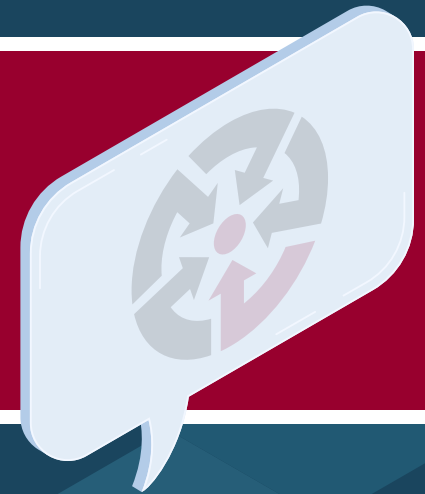


# CASE STUDY



## OBJECTIVE

To strategically launch Tough Mudder Bootcamp's franchise growth plans as well as to generate awareness and quality franchise leads.

## APPROACH



STRATEGIC  
SOCIAL MEDIA  
LEAD GENERATION

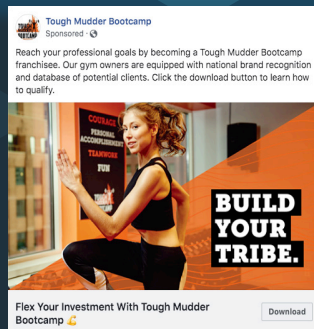
LEAD NURTURING  
EMAILS CREATION  
TARGET MARKET  
GROWTH PR

## RESULTS

# 5280

"TOUGH MUDDER  
BOOTCAMP OPENS FIRST  
DENVER LOCATION IN  
CITY PARK"

21,262,195  
MEDIA  
IMPRESSIONS



150+  
LEADS  
GENERATED

"All Points' breadth of expertise has enabled us to support our franchise network with a built-in, localized go-to-market strategy and has helped us as a franchisor to craft compelling multi-channel content across the full spectrum of PR, marketing and social media to reach new qualified franchise owners."

*Dan Henry, Vice President of Sales and Operations,  
Tough Mudder Bootcamp Franchising*

## THE POINT



INKED FRANCHISE  
AGREEMENTS IN  
PRIORITY GROWTH  
MARKETS



PUSHED LEADS  
THROUGH SALES  
PROCESS



INCREASED  
AWARENESS OF  
EMERGING BRAND



STRENGTHENED  
QUALITY OF  
FRANCHISE LEADS