

# CASE STUDY

## HUDDLE HOUSE

### THE PLAN INCLUDED



Paid, highly targeted LinkedIn ads



Strategic local & regional earned media



Hyperlocal market research



## OBJECTIVE

To expand Huddle House's franchise footprint with qualified leads in markets targeted for growth through an integrated earned, owned and paid public relations strategy.

## APPROACH

Huddle House has hundreds of locations in the southern United States and wanted to leverage its popularity and proven successes to grow into the northeastern United States, as well as many untapped small markets in its established territories. The brand was ready to strategically expand into these focused markets, but needed help connecting with prospective franchisees that fit the Huddle House qualifications.

## RESULT

All Points PR's targeted lead generation strategy was quickly successful, producing more than 125 qualified franchise leads out of the more than 3,000 leads generated. As a result, these leads led to 34 closed deals in markets such as Jacksonville, New Orleans and Baton Rouge, helping to lay the groundwork for what became the brand's most prolific growth phase in more than a decade.

The All Points strategic approach squarely hit the target that we defined. The mix of marketing elements created a robust blend of exposure to compel our targets to take action.

*-Christina Chambers,  
Sr. VP of Franchise Development, Huddle House*

## THE POINT

The integrated franchise development PR strategy delivered in a big way. The total qualified conversion rate was 4.18% of leads received; and the conversion rate of qualified candidates was 26.98%.

**ALL POINTS**  
PUBLIC RELATIONS

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