



CASE STUDY

OBJECTIVES

To generate awareness for the Jabz Franchise Showcase, drive and nurture quality leads through social media and content marketing and sign agreements for new markets.

APPROACH



TARGETED GROWTH PR



LEAD NURTURING CONTENT MARKETING

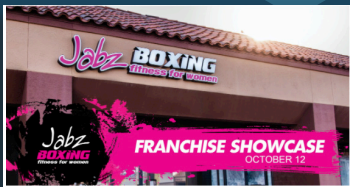


ORGANIC AND PAID SOCIAL MEDIA

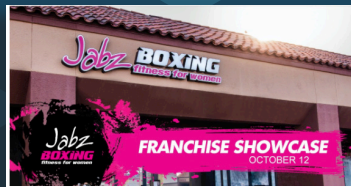


LANDING PAGE COPY AND CREATION

RESULTS



The Jabz Boxing Franchise Team is Headed to Philly – Join Us For a Franchise Showcase



Confirm RSVP – We Look Forward to Seeing You at the Jabz Boxing Franchise Showcase in Philly

45 LEADS

FROM SOCIAL MEDIA ADS

2,579

PEOPLE ON EMAIL LIST

134,620

IMPRESSIONS

15.63%

EMAIL OPEN RATE

“All Points’ integrated strategy for our Franchise Showcase last year aided in the event’s success.

Their persistence throughout the process from the beginning through the follow up afterwards helped us sign our first multi-unit franchise agreement. Without All Points, this lead may not have known about our brand.”

Danielle Scott, President

THE POINT



SIGNED BRAND'S FIRST MULT-UNIT AGREEMENT



GARNERED NEW EXCITEMENT FOR THE BRAND



INCREASED FRANCHISE LEAD QUALITY



PUSHED LEADS THROUGH SALES PROCESS