## CASE STUDY MY SALON SUITE



## **OBJECTIVE**

To create franchise sales messaging with a strong value proposition for MY SALON Suite that delivered authentic brand differentiators to franchise prospects and brokers through the integration of public relations, paid & organic social media and content marketing.

## APPROACH

With the understanding that a cohesive brand voice was needed to attract new franchise leads while nurturing existing inquiries and brokers, All Points created a three-pronged approach focused on delivering content and securing franchise development press coverage to further position MY SALON Suite as a dynamic business opportunity.

## RESULT

All Points PR's focused communication efforts resulted in the MY SALON Suite team adding more than 80 franchise locations. All Points PR works closely with our team to execute a strategic franchise development PR plan that continues to grow our brand.

Ken McAllister, CEO, MY SALON Suite

- THE POINT -The strategic integrated franchise development PR efforts resulted in hundreds of qualified candidates entering into the franchise development pipeline.



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