



CASE STUDY



**DROVE
QUALITY
LEADS**



**INCREASED
AWARENESS
OF THE FOOD TRUCK
OPPORTUNITY**



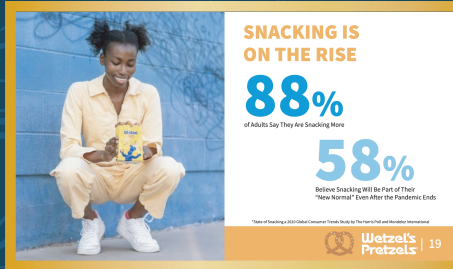
**FRANCHISES SOLD
TO SEMINAR
ATTENDEES**

OUR APPROACH

All Points PR created an eye-catching, informative sales presentation; designed a multi-layered communications strategy including email and social media to drive registrations; managed the registration process.



Wetzel's Pretzels Overview
Snack and Treats Industry
Economics
Truck Specs
Marketing Support
Benefits of Franchising
Awards and Recognitions



33.3%

AVG. EMAIL
OPEN RATE

6.5%

ENGAGEMENT RATE
ON ORGANIC SOCIAL

22.4%

AVG. CLICK
RATE

MULTIPLE

DEALS SIGNED AS A RESULT
OF THE 15+ ATTENDEES

“By creating our food truck-focused webinar, All Points was able to drive high-quality leads, which resulted in signing multiple franchise deals. We couldn't have achieved this without the strategic planning and preparatory processes All Points crafted for us.”

FRANK GONZALEZ

Director of Non-Traditional Development for Wetzel's Pretzels