



# CASE STUDY



**CREATED A SPARK WITH LEADS TO MOVE AHEAD IN SALES PROCESS**



**INFUSED FRESH LIFE INTO PREVIOUSLY INACTIVE LEADS**



**PRESENTED MODERNIZED BRAND LOOK & MESSAGING TO LEADS**

# OUR APPROACH

All Points PR developed and executed a multi-channel lead nurturing strategy that included a newsletter campaign, rewriting and designing the franchise lead automated drip campaign, an organic LinkedIn calendar aimed at engaging and educating leads and updating the company's franchise sales presentations.

OCTOBER 2020 – JANUARY 2021



Hi Maddy,  
For 10 straight years, Wetzel's Pretzels has deliciously achieved positive year-over-year same-store sales.  
Incredibly, despite the many challenges of 2020, Wetzel's is still winning. The brand has shown remarkable resiliency through the pandemic with revenues that consistently outperform others in the snack segment. Our fans simply can't get enough and our sales figures show it. We're thrilled to have driven comparable store sales increases of 8% at open locations in September.



Learn why Wetzel's Pretzels Franchising brings smiles to both our franchisees and fans.  
It's time for you to bite into franchising with Wetzel's. Pretzel-loving peeps coast to coast have shown that there's nothing that can stand between them and hand-held happiness. Despite 2020 being 2020, we've put a twist on the pandemic and sales have surged.  
The Wetzel's Pretzel snack attack is in full force. In 2021, we're projecting approximately 30 new locations. Lock in yours today.  
To learn more about franchising opportunities with Wetzel's Pretzels, click either link below to email us directly. We look forward to a phone call with you.  
Warm regards,  
Adam and Frank  
Wetzel's Pretzels Franchising Team

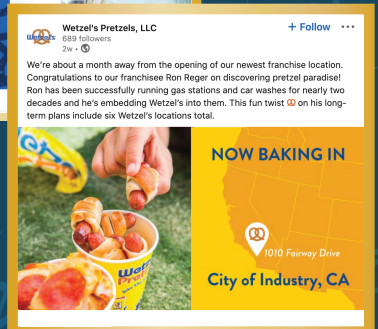


**20%+**  
EMAIL OPEN RATE

**31**  
INQUIRIES FROM FIRST EMAIL

**400+**  
NEW LINKEDIN FOLLOWERS

**14K+**  
LINKEDIN IMPRESSIONS



"The lead nurturing campaigns developed by All Points have exceeded my expectations. My response rates have been very strong, and I'm currently in the final stages of a Las Vegas mall deal that was initiated from the email campaign 'A Decade of Dough Dominance.'"

**ADAM LUERAS**

Franchise Development Director for Wetzel's Pretzels