

THE HUNT FOR KILLER TESTIMONIALS

Elusive and buried in your franchise system, your best validation may be hiding right in front of you...

DO YOU USE FRANCHISEE TESTIMONIALS ON YOUR WEBSITE, ON SOCIAL MEDIA AND IN LEAD NURTURING EMAILS?

YES

Great! These can be used to create engaging content across all digital channels

"Being a franchisee connects me to a powerful brand... it's so rewarding to make such an impact."

NO

We can help you collect and utilize fantastic testimonial content by following the clues below

DO YOU HAVE AN ANNUAL CONFERENCE OR REGIONAL MEETING COMING UP?

NO

Let's hunt for the next clue

"I only wish I became a franchisee sooner..."

YES

Conferences and meetings are an easy way to reconnect and grab video testimonials from engaged franchisees.

CAN YOU SHARE WITH ALL POINTS PR YOUR MOST CURRENT FRANCHISEE CONTACT LIST?

"My work-life balance has improved dramatically..."

YES

If you can't meet face to face with franchisees, but feel like you have strong franchisee validators, let All Points PR know and we'll get in touch with them to set up time to collect testimonial information.

MYSTERY SOLVED

Killer testimonials are a key piece of evidence in every franchise prospect's journey to joining your franchise system

ALL POINTS
PUBLIC RELATIONS