

ENTERING 2023 WITH A FRESH POINT OF VIEW

Your 2023 objectives are top of mind, which is why we're deep into planning and finalizing our integrated PR strategies to meet and exceed franchise development and consumer marketing goals.

Being out ahead with creative plans aims to send you and our teams sprinting into the new year.



But we don't just talk the talk... All Points also channels the same level of originality into our own planning. In 2023, we are debuting our new brand marketing campaign, *A Fresh Point of View*.

Like with our new campaign, we hope to leave no stone unturned for you. So, as you evaluate your brand's franchise development and consumer marketing objectives internally and with our team, here are a few trending tactics to consider for the year ahead.

OPTIMIZE YOUR SALES AND MARKETING MIX

One of the benefits of today's instant information age is the ability to adjust digital marketing strategies based on immediate feedback from your leads. We understand it takes a lot of time and correlation between the marketing and sales teams to adjust the quality of your leads, which is why we introduced our lead qualifying department to bring more efficiency and effectiveness to the process.



Since launching earlier this year, our lead qualifying department has supported several franchisors validate leads in their development pipeline with quick responses to inquiries, CRM data management and brief presentations so that our clients can close the deal with a well-informed candidate.

MAXIMIZE YOUR MARKETING BUDGET

As you determine a 2023 franchise marketing budget, consider reliable databases for your lead generation. All Points works with many of them on behalf of our clients and is always able to provide recommendations. Our established relationships with many franchise trade outlets complement digital marketing efforts, setting the stage to drive qualified leads.



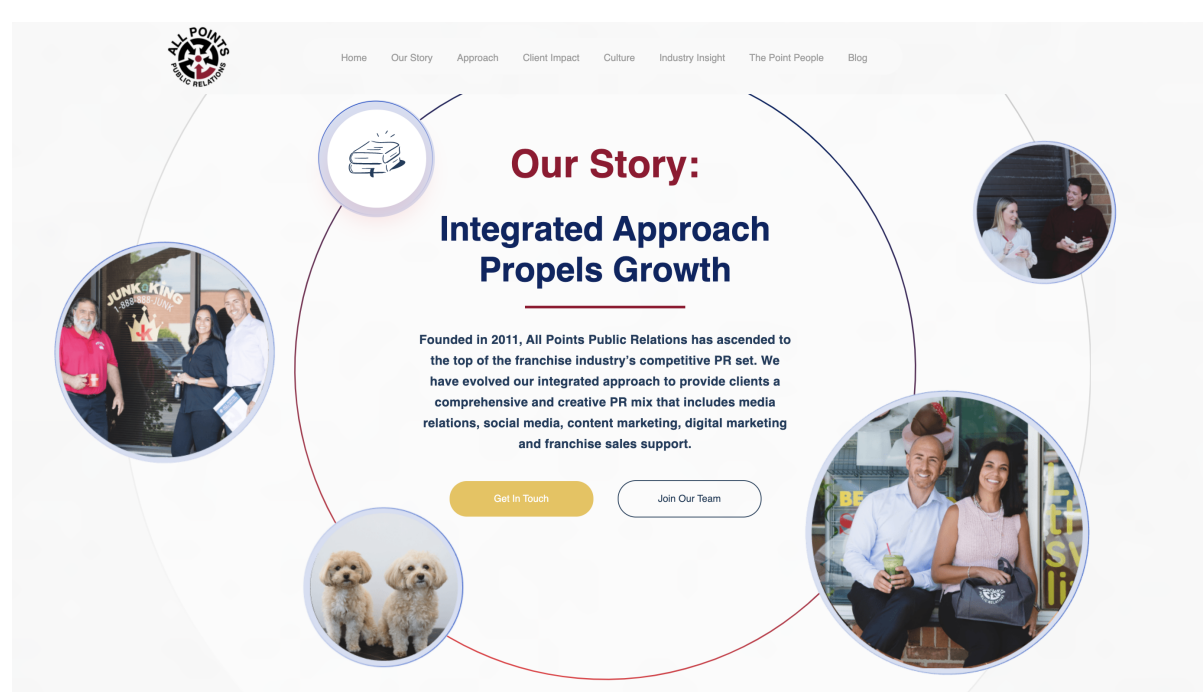
We work hand in hand with your franchise team to develop a comprehensive strategy of how to best distribute your budget.

REFRESH YOUR WEBSITE

A brand's franchising web presence sets the tone for leads when they are making thoughtful investment decisions. Is your franchise site comprehensive and user friendly? Experiencing a strong website is an integral part of a lead's journey. If you are uncertain of the viability of your franchise site, we are well equipped to perform a website audit by reviewing copy, imagery and the site's navigation. Our team will make recommendations to ensure your franchise website is an effective sales tool.

In case you missed it, check out the new All Points website. Our new website captures our expertise in detail while showcasing what sets All Points apart in the franchise industry.

EXPLORE OUR *New* WEBSITE



PRIORITIZE CORPORATE SOCIAL RESPONSIBILITY

Corporate social responsibility remains an important aspect of every business' philanthropic commitment. However, we know that many brands struggle to align with causes that match their values. As a result, we work alongside our clients closely to develop meaningful grassroots relationships, allowing corporate teams and local franchisees the opportunity to make a lasting impact on the world around them.

Our agency's desire to spark change where needed came to life recently when we opened up applications for our annual PRO Community Project, providing pro bono integrated PR services to a Chicagoland nonprofit.



We are proud to announce our 2022 partner, [March Fourth](#)! Voted on by agency team members, we are excited to support PR and content marketing efforts during the next three months. Check out @march_fourth_ on Instagram to learn more!

Thank you for your continued partnership, we look forward to a prosperous year ahead.

LET'S DISCUSS YOUR *Marketing* REFRESH