



# CASE STUDY

## HUGE PR PUSH FOR MULTI-UNIT AGREEMENTS IN 2021

**Objective:** To use the consistent flow of multi-unit franchise agreements as major PR pushes geared towards attracting additional qualified restaurant franchise investors.

### THE POINT

 SPARKED IMMENSE ORGANIC SOCIAL MEDIA IMPRESSIONS FOR BRAND'S LINKEDIN

 DROVE QUALITY LEADS NURTURED THEM THROUGH THE SALES PROCESS

 GENERATED ADDITIONAL ORGANIC SOCIAL IMPRESSIONS FOR BRAND'S LINKEDIN

128  
PRESS  
PLACEMENTS

56M+  
PRESS  
IMPRESSIONS

87k+  
ORGANIC SOCIAL  
IMPRESSIONS

600+  
FRANCHISE UNITS  
SIGNED SINCE '19

### OUR APPROACH

All Points PR utilized franchise development public relations to generate widespread national press exposure, tapped into LinkedIn to expand awareness and sent emails to the franchise candidate database to nurture leads and push them through the sales pipeline.

## The News & Observer

“Dave’s Hot Chicken Will Spice Up NC’s Chicken Sandwich Appetite With 10 New Sites”

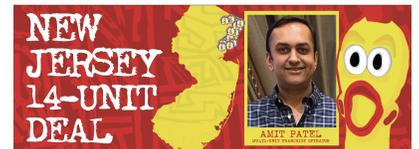


Hot chicken. Hotter investment.

Hi Sarah,

Dave's Hot Chicken is heading to the Garden State! We recently signed a 14-unit deal in northern New Jersey, further expanding our hot chicken concept along the east coast.

Seasoned multi-unit operator Amit Patel is leading the charge, whose previous experience includes multi-unit ownership of several Buffalo Wild Wings and Blaze Pizza franchises throughout New Jersey.



NEW JERSEY 14-UNIT DEAL



All Points has been a great partner for us in **boosting awareness** about the Dave’s Hot Chicken franchise opportunity through earned media. Because of the press generated and the other tactics we have in place, we have been able to sign on **over 40 franchise groups** committed for **over 600 locations**.

**SHANNON SWENSON**

VP of Franchise Development at Dave’s Hot Chicken

