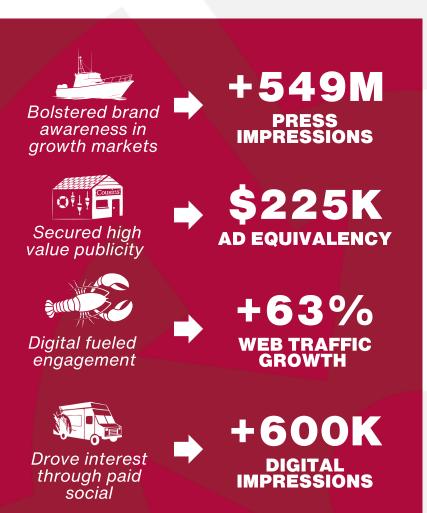




FRANCHISE SALES & MARKETING ROAD SHOW

All Points PR collaborated with Cousins Maine Lobster on an in-market franchise sales and marketing strategy across key growth territories. Through targeted PR outreach, paid social media and digital marketing, we boosted awareness and attendance, generated candidate meetings and positioned the events as both recruitment and brand-building opportunities.



THE "MAINE" POINT:

We maximized brand awareness and optimized engagement in untapped markets, which led to strong interest. Notably, a St. Louis signed franchise agreement came directly from a META lead generated through our work for this initiative.

