

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.


Bolstered brand awareness in growth markets

+549M
PRESS IMPRESSIONS


Secured high value publicity

\$225K
AD EQUIVALENCY


Digital fueled engagement

+63%
WEB TRAFFIC GROWTH


Drove interest through paid social

+600K
DIGITAL IMPRESSIONS

AS SEEN IN

yahoo!
news

The Wichita Eagle
IndyStar.



LINCOLN
JOURNAL STAR

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.

WE'RE
ALL IN

