

IN-MARKET EVENTS SPUR FRANCHISE DEVELOPMENT

All Points PR developed an integrated strategy designed to foster conversations with qualified franchise prospects. Focused on three key growth markets, the efforts aimed to secure in-market/in-person meetings for the Zaxbys franchise development team. A hyper-targeted email campaign, local PR strategy, and LinkedIn series combined to build the buzz required to get the meetings scheduled.



Executed targeted email campaigns in each market

49.3%
AVERAGE OPEN RATE



Booked conversations with engaged leads

21
TOTAL MEETINGS BOOKED



Created meaningful buzz in target growth markets

440M+
PRESS IMPRESSIONS



STATES TARGETED



“ The in-market events have become integral to keeping the momentum going in markets where Zaxbys is looking to grow. The All Points integrated approach is proving to be extremely effective in getting those face-to-face meetings with quality leads on the books.

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SCOTT TEMME

DIRECTOR OF FRANCHISE DEVELOPMENT

