

BREWING LEAD ENGAGEMENT WITH SEO-DRIVEN BLOGS

To reflect the expansion momentum of PJ's Coffee, All Points PR reimaged the brand's blog strategy, turning it into a franchise development engine powered by SEO/GEO-rich storytelling and strategic social reach that compelled powerful engagement.



Nurtured interest
from quality
prospects



+60%
**AVG. MONTHLY
BLOG ENGAGEMENT**



Published highest-
performing blog
content to date



4X
**MORE TRAFFIC
FROM Q1 TO Q4**



Kept readers
engaged with
storytelling



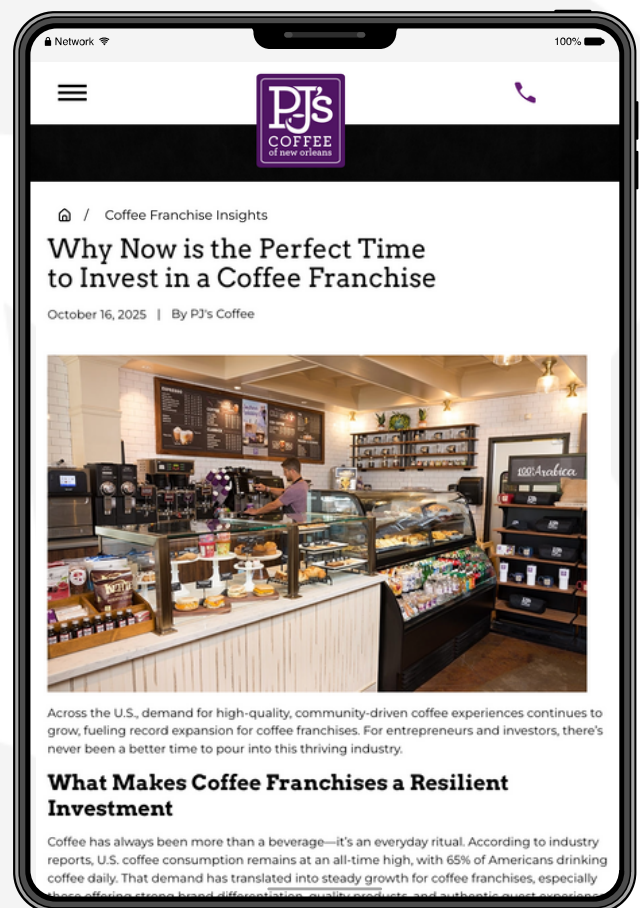
90X
**HIGHER AVG. TIME
SPENT ON PAGE**



Repurposed for
cross-channel
amplification



11,916
**AVG. MONTHLY
LINKEDIN
IMPRESSIONS**



“ You have truly elevated our content strategy, identifying SEO-driven topics that not only perform well but strengthen our brand voice with franchise leads in every post. ”

TORI BERMOND
DIRECTOR OF FRANCHISE DEVELOPMENT | PJ'S COFFEE

**WE'RE
ALL IN**