

Case Study: Great American Deals

Integrated PR Ignites Emerging Franchise



The Point!

By leveraging an integrated PR strategy to expose the franchise opportunity to a captive audience, emerging franchisors can achieve their early-stage growth goals.

Objective: To create awareness that drives franchise leads nationwide for emerging franchisor Great American Deals.

Approach: Great American Deals was ready to enter the franchising sector but needed help getting the word out to prospective franchisees.

All Points PR hit the ground running when it began working with Great American Deals by blending:

- ▶ Targeted media relations
- ▶ Strategic social media
- ▶ Creative graphic design

The integrated efforts instantly enhanced the brand's visibility nationwide, in turn driving high quality franchisee leads in the markets targeted for growth.

Results: The most qualified franchisee leads Great American Deals received in its first few years of franchising came from All Points PR's integrated approach. The persistent local and national media outreach, combined with social media reinforcement, conveyed the concept's compelling franchising story, which includes television star Pat Sajak as a brand ambassador. All Points secured interviews for Sajak that resulted in press coverage with key publications in growth markets such as Dallas, Northern California and Phoenix.