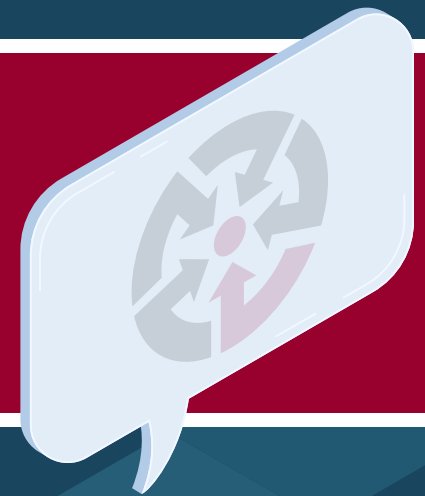


CASE STUDY



OBJECTIVE

To strategically launch Tough Mudder Bootcamp's franchise growth plans as well as to generate awareness and quality franchise leads.

APPROACH



STRATEGIC
SOCIAL MEDIA
LEAD GENERATION

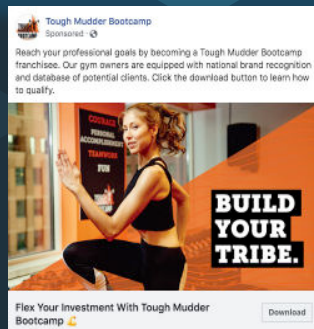
LEAD NURTURING
EMAILS CREATION
TARGET MARKET
GROWTH PR

RESULTS

5280

"TOUGH MUDDER
BOOTCAMP OPENS FIRST
DENVER LOCATION IN
CITY PARK"

21,262,195
MEDIA
IMPRESSIONS



150+
LEADS
GENERATED

"All Points' breadth of expertise has enabled us to support our franchise network with a built-in, localized go-to-market strategy and has helped us as a franchisor to craft compelling multi-channel content across the full spectrum of PR, marketing and social media to reach new qualified franchise owners."

*Dan Henry, Vice President of Sales and Operations,
Tough Mudder Bootcamp Franchising*

THE POINT



INKED FRANCHISE
AGREEMENTS IN
PRIORITY GROWTH
MARKETS



PUSHED LEADS
THROUGH SALES
PROCESS



INCREASED
AWARENESS OF
EMERGING BRAND



STRENGTHENED
QUALITY OF
FRANCHISE LEADS