



CASE STUDY



DROVE HIGH QUALITY LEADS



SOLD A FRANCHISE IN METRO ATLANTA



DEVELOPED & IMPLEMENTED DIGITAL AD STRATEGY



INCREASED AWARENESS OF THE FRANCHISE OPPORTUNITY

OUR APPROACH

All Points PR designed a franchise development digital and social media advertising program that has resulted in signed deals and hundreds of qualified franchise leads.



6,724
CLICKS TO
FRANCHISE SITE

577
LEADS
GENERATED

257,649
FACEBOOK AD
IMPRESSIONS

“Our team at All Points has been outstanding. Within 90 days, APPR attracted a prospect through Facebook that signed a franchise agreement. In addition, the team has generated a pool of hundreds of qualified franchise candidates that we are having serious conversations with. All Points is an essential part of our growth strategy!”

ABID ABEDI

iCode Founder & CEO



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