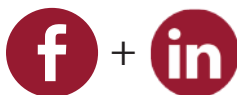


CASE STUDY

PIZZA FACTORY

THE PLAN INCLUDED



Paid, highly targeted social media



Strategic hyperlocal earned media



Growth-focused content creation



OBJECTIVE

To grow Pizza Factory's franchise footprint in multiple new markets through a highly targeted lead generation strategy spanning earned, owned and paid public relations, social media and content marketing efforts.

APPROACH

Despite its community-focused approach to the day-to-day business of running each restaurant, Pizza Factory wanted to leverage its popularity and proven successes to grow into small-market territories in the Southwest and Great Plains. The brand needed a hand connecting with prospective franchisees that shared its vision in these new markets.

RESULT

All Points PR's targeted lead generation strategy was quickly successful, producing qualified leads less than an hour after the LinkedIn and Facebook ads launched. Dozens of news stories ran in markets across Texas, New Mexico, Colorado, Wyoming, Montana and Idaho, spreading the Pizza Factory message to hundreds of thousands of people.

All Points hit our target with Pizza Factory's integrated lead generation strategy. The mix of PR elements attracted quality franchise leads.

-Mary Jane Riva, CEO, Pizza Factory

THE POINT

The integrated franchise development PR strategy was the ideal vehicle to deliver the Pizza Factory growth message to franchise prospects who quickly were vetted and are now in the development pipeline.

ALL POINTS
PUBLIC RELATIONS

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