



# CASE STUDY

## DESIGN AND EXECUTE IMPACTFUL GOODWILL CAMPAIGN

**Objective:** To reinforce Allegra Marketing Print Mail as the trusted community marketing partner and raise awareness of its commitment to the local goodwill initiative. The Comeback sweepstakes helped local market nonprofit organizations by providing free Allegra services amid a challenging pandemic timeframe for fundraising.

### THE POINT



DEVELOPED AND IMPLEMENTED AN INTEGRATED GRASSROOTS PR CAMPAIGN



INCREASED LOCAL AND NATIONAL AWARENESS OF ALLEGRA BUSINESS AND SERVICES



DROVE WEBSITE TRAFFIC AND CLICKS



STRENGTHENED COMMUNITY CONNECTIONS WITH LOCAL NONPROFITS

### OUR APPROACH

All Points PR leveraged media relations, organic social media and email marketing strategies to encourage nonprofit administrators to submit an entry for the sweepstakes. Through a developed campaign website landing page, entries were recorded and winners were selected at random after a four-week period. All Points selected six nonprofit winners at random to receive \$500 in free services. Positive press coverage was secured nationally and locally, and organic social media posts raised awareness of the campaign online. Email communication was also drafted and distributed to internal groups and customer databases to drive contest submissions.

27

MARKETS REACHED

47

SWEEPSTAKES ENTRIES

400k+

PRESS IMPRESSIONS

### What They Think!

“Allegra Launches *The Comeback* to Help Local Nonprofit Organizations Bounce Back After Covid-19”



*Comeback Sweepstakes Award Winner*



***The Comeback*** assisted our franchise system in giving back to nonprofits, a group greatly affected by the pandemic, while raising awareness about our business among key audiences. With All Points' comprehensive support and strategizing, the campaign was a huge success and our franchise members loved being a part of it.

