

Case Study: Potbelly Sandwich Shop

Propelling Franchise Leads in Priority Markets



The Point!

The All Points integrated franchise development PR campaign consistently delivers high quality leads and deals that close for Potbelly.

Objective: To grow the Potbelly Sandwich Shop franchise footprint with qualified leads through an integrated earned, owned and paid media strategy.

Approach: Potbelly is ubiquitous in the Chicago area and other parts of the Midwest, but the sandwich brand wanted to expand its business into markets with no franchise or corporate presence. However, the company lacked direction creating and executing a marketing plan for its development strategy targeting areas with no brand recognition.

All Points PR's integrated plan included:

- ▶ Strategic local, regional and national earned media, comprised of in-depth press coverage
- ▶ Storytelling e-mail drip campaign to nurture leads already in the development funnel
- ▶ Paid email blasts, display ads and retargeting focused geographically and demographically

The integrated efforts aimed to give prospects in new markets a visceral idea of Potbelly's personality, brand history and growth goals. Objectives for the campaign were to generate the awareness needed to attract qualified leads.

Results: All Points' targeted pitching, earned, paid and owned media efforts were quickly successful – generating franchise prospects that resulted in closing development agreements in markets such as Charlotte, Orange County, California, Upstate New York and Virginia.