

CASE STUDY

MY SALON SUITE

THE PLAN INCLUDED



OBJECTIVE

To create franchise sales messaging with a strong value proposition for MY SALON Suite that delivered authentic brand differentiators to franchise prospects and brokers through the integration of public relations, paid & organic social media and content marketing.

APPROACH

With the understanding that a cohesive brand voice was needed to attract new franchise leads while nurturing existing inquiries and brokers, All Points created a three-pronged approach focused on delivering content and securing franchise development press coverage to further position MY SALON Suite as a dynamic business opportunity.

RESULT

All Points PR's focused communication efforts resulted in the MY SALON Suite team adding more than 80 franchise locations.

All Points PR works closely with our team to execute a strategic franchise development PR plan that continues to grow our brand.

Ken McAllister, CEO, MY SALON Suite

THE POINT

The strategic integrated franchise development PR efforts resulted in hundreds of qualified candidates entering into the franchise development pipeline.



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