



**SLIM
CHICKENS**

CASE STUDY

OBJECTIVES

To increase the Slim Chickens franchise development pipeline with qualified, multi-unit franchise candidates through an integrated lead generation strategy.

“The work All Points has done for our franchise development has been a game changer. In just a few short months, we were attracting more qualified leads, securing credibility-building press coverage, and inking more multi-unit franchise agreements than ever before.”

Jackie Lobdell, Executive Director of Franchise Development

APPROACH



FRANCHISE
DEVELOPMENT
PR



LEAD NURTURING
CONTENT
MARKETING



FRANCHISE
DEVELOPMENT
SOCIAL MEDIA



MULTI-CHANNEL
ADVERTISING
STRATEGY

RESULTS

*Nations
Restaurant News*

“FAST-CASUAL SLIM
CHICKENS PLANS
GROWTH PUSH”

QSR

“SLIM CHICKENS
EXPECTS 30-PLUS
OPENINGS IN 2020”

20 UNITS

SIGNED FROM APPR LEADS

50+

MEDIA PLACEMENTS

1,900

NEW LINKEDIN FOLLOWERS

94.98%

WEBSITE TRAFFIC INCREASE

THE POINT



**INKED MULTI-UNIT
FRANCHISE
AGREEMENTS**



**STRENGTHENED
QUALITY OF
FRANCHISE LEADS**



**INCREASED
AWARENESS OF
BREAKTHROUGH
BRAND**



**PUSHED LEADS
THROUGH SALES
PROCESS**