

BREWING LEAD ENGAGEMENT WITH SEO-DRIVEN BLOGS

To reflect the expansion momentum of PJ's Coffee, All Points PR reimaged the brand's blog strategy, turning it into a franchise development engine powered by SEO/GEO-rich storytelling and strategic social reach that compelled powerful engagement.



Nurtured interest from quality prospects



+60%
AVG. MONTHLY BLOG ENGAGEMENT



Published highest-performing blog content to date



4X
MORE TRAFFIC FROM Q1 TO Q4



Kept readers engaged with storytelling



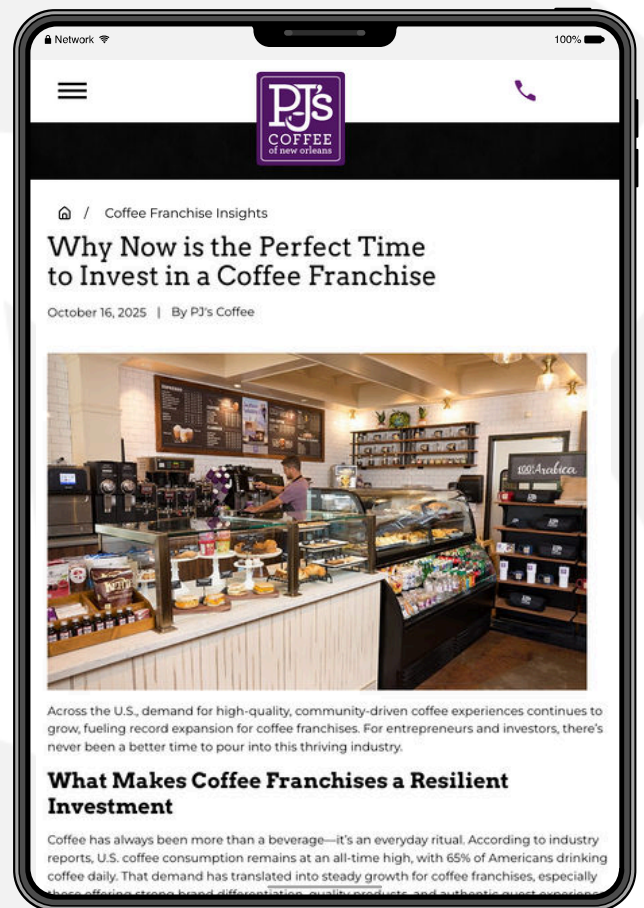
90X
HIGHER AVG. TIME SPENT ON PAGE



Repurposed for cross-channel amplification



11,916
AVG. MONTHLY LINKEDIN IMPRESSIONS



“ You have truly elevated our content strategy, identifying SEO-driven topics that not only perform well but strengthen our brand voice with franchise leads in every post. ”

TORI BERMOND
DIRECTOR OF FRANCHISE DEVELOPMENT | PJ'S COFFEE

**WE'RE
ALL IN**

