




CASE STUDY


HUGE PR PUSH FOR MULTI-UNIT AGREEMENTS IN 2021

Objective: To use the consistent flow of multi-unit franchise agreements as major PR pushes geared towards attracting additional qualified restaurant franchise investors.

THE POINT

 SPARKED IMMENSE ORGANIC SOCIAL MEDIA IMPRESSIONS FOR BRAND'S LINKEDIN

 DROVE QUALITY LEADS NURTURED THEM THROUGH THE SALES PROCESS

 GENERATED ADDITIONAL ORGANIC SOCIAL IMPRESSIONS FOR BRAND'S LINKEDIN

128
PRESS PLACEMENTS

56M+
PRESS IMPRESSIONS

87k+
ORGANIC SOCIAL IMPRESSIONS

600+
FRANCHISE UNITS SIGNED SINCE '19

OUR APPROACH

All Points PR utilized franchise development public relations to generate widespread national press exposure, tapped into LinkedIn to expand awareness and sent emails to the franchise candidate database to nurture leads and push them through the sales pipeline.

The News & Observer

“Dave’s Hot Chicken Will Spice Up NC’s Chicken Sandwich Appetite With 10 New Sites”



By Sarah,

Dave's Hot Chicken is heading to the Garden State. We recently signed a 14-unit deal in northern New Jersey, further expanding our hot chicken concept along the east coast.

Seasoned multi-unit operator Arni Patel is leading the charge, with previous experience includes multi-unit ownership of several Buffalo Wild Wings and Blaze Pizza franchises throughout New Jersey.



All Points has been a great partner for us in **boosting awareness** about the Dave’s Hot Chicken franchise opportunity through earned media. Because of the press generated and the other tactics we have in place, we have been able to sign on **over 40 franchise groups** committed for **over 600 locations**.

SHANNON SWENSON

VP of Franchise Development at Dave’s Hot Chicken

