



CASE STUDY

OBJECTIVES

To generate awareness for the Jabz Franchise Showcase, drive and nurture quality leads through social media and content marketing and sign agreements for new markets.

APPROACH



TARGETED GROWTH PR



LEAD NURTURING CONTENT MARKETING



ORGANIC AND PAID SOCIAL MEDIA

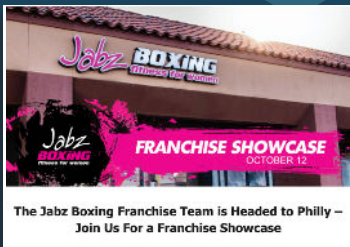


LANDING PAGE COPY AND CREATION

“All Points’ integrated strategy for our Franchise Showcase last year aided in the event’s success. Their persistence throughout the process from the beginning through the follow up afterwards helped us sign our first multi-unit franchise agreement. Without All Points, this lead may not have known about our brand.”

Danielle Scott, President

RESULTS

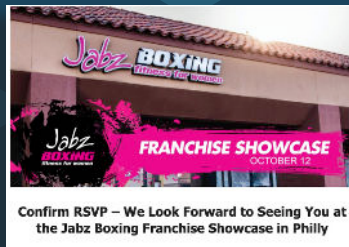


45 LEADS

FROM SOCIAL MEDIA ADS

2,579

PEOPLE ON EMAIL LIST



134,620

IMPRESSIONS

15.63%

EMAIL OPEN RATE

THE POINT



SIGNED BRAND'S FIRST MULT-UNIT AGREEMENT



GARNERED NEW EXCITEMENT FOR THE BRAND



INCREASED FRANCHISE LEAD QUALITY



PUSHED LEADS THROUGH SALES PROCESS