



Can You Really Monetize Public Relations and Franchise Sales?

If you are at the top of any growing franchising company, you're looking at budgets and bottom line results. That's why, when the money gets tight, PR is one of the first budgets to get cut because those at the top just do not see the bottom line significance. That's where most PR measurement systems seem to almost always fail, because we believe it can be measured.

Yes, PR measurement systems can involve lots of metrics. Most can stand alone. However, at **FranDigi**® we believe that bottom line value is only accomplished when PR is fully integrated first with sales, then digital marketing as well as social media. Sure, getting your photo and company all over Entrepreneur Magazine or Wall Street Journal provides a great boost to your "ego"! However, if it doesn't create a dramatic increase in exposure and stature in the industry that shows up in your bottom line, then you need to decide which is most important... your ego or your bottom line.

We show you how to look deeper and provide you with ways to find and measure quantifiable outcomes (results) in your PR program. And, we save you a ton of money on advertising in the process.

Franchise PR and digital is the perfect sector to prove this. Franchising companies, by their nature, produce a steady stream of industry commentary, trend reports, economic outlooks, etc. If properly prepared, distributed, followed up on and tracked, each piece of our PR lead generation puzzle becomes a powerful asset that can generate quality leads and more sales for our **FranDigi**® clients.

AND...we are the first and only firm to guarantee your results in writing!

Most people misunderstand the use of Public Relations. In Franchising, it starts at the bottom – leads and sales – and works its way up with media relations, content marketing, and gradual SEO activities to support the ultimate outcome. Only then can you *prove* your ROI.

We must limit our clients to only one client for any industry specific market. So first, give us a call to verify if your industry category is available...Then, let's discuss your expansion objectives and show you how you how we can take care of the heavy lifting for you.

That's right, if you qualify, we'll take care of all of your publicity, media tours, branding, social media, digital, marketing, and more. And, by adding our franchise sales support, we can do all of the above, while bringing a lot more new highly qualified owners to you to approve and train! Qualified buyers excited only about YOUR franchise that will not only meet but exceed your expectations.

Yes, finally you CAN have all the time you need to focus on managing an amazing fast-growing franchise business.

