



Founded in 1991, Chicago-based Fishman Public Relations offers best-in-class public relations, content marketing and influencer relations services for franchisors.

Client



Founded in 1976, Capriotti's Sandwich Shop is an award-winning national franchised restaurant chain that remains true to its more than 40-year tradition of slow-roasting whole, all-natural turkeys in-house every day. Capriotti's cold, grilled and vegetarian subs, cheese steaks and salads are available at more than 100 locations across the US.

Capriotti's Sandwich Shop Case Study

Objectives

To raise awareness of the Capriotti's franchise opportunity with the goal of recruiting qualified franchisees to the brand;

To build brand recognition and highlight Capriotti's diversification within the sandwich space and the fast-casual sector;

To create local and regional buzz around Capriotti's signed franchise agreements, grand openings/open houses taking place in development markets and the overall franchise opportunity.

Solutions

Fishman PR developed a public relations and content marketing strategy designed to increase brand awareness, increase organic and referral traffic and improve key lead generation KPIs, including quality and quantity of leads.

The PR strategy focused on:

- Strategic media outreach to national business and trade media (broadcast/print/online/social influencers) designed to promote the Capriotti's franchise opportunity. This included thought leadership topics and profiles of key company executives, as well as top-performing franchisees with compelling back stories.
- Proactive media relations outreach to business media in targeted growth markets designed to drive franchise leads in areas where Capriotti's was looking to grow.
- Support for new openings as assigned by Capriotti's in markets identified for franchise growth, securing business media and consumer media coverage that works in franchise development messaging in those markets.



Web Traffic

Source	Year 1	Year 2	YoY Change
Organic	7,217	16,101	+123%
Direct	3,566	9,483	+165%
Referral	1,248	4,831	+287%
Social	304	1,265	+316%

Leads by Traffic Source

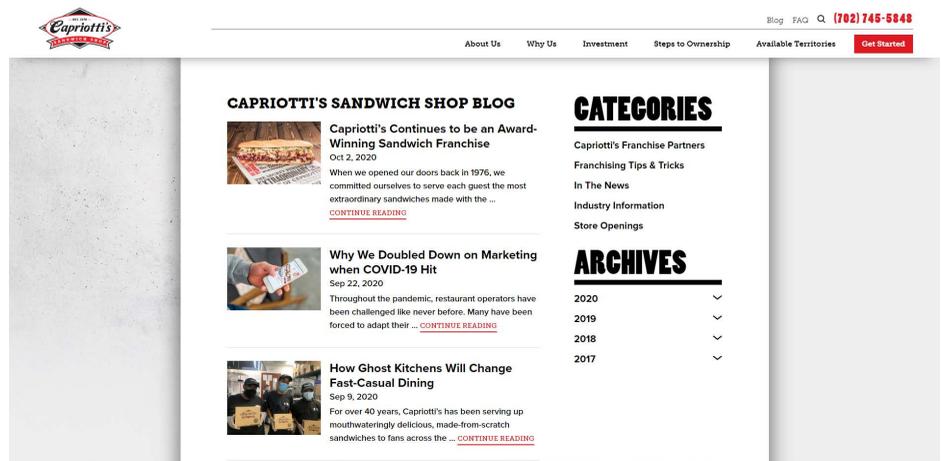
Source	Year 1	Year 2	YoY Change
Organic	139	624	+348%
Direct	59	310	+425%
Referral	16	164	+925%
Social	3	30	+900%

Share of Voice



The Content Marketing strategy focused on:

- Developing blog content that targeted branded and franchise industry-specific keywords to assist in building organic traffic to the franchise development website.
- Creating downloadable assets (eBooks, infographics, videos) to facilitate self-guided research among franchise prospects and increase engagement on the franchise development website.
- Organically publishing content on Capriotti's corporate LinkedIn page.
- Developing monthly thought leadership articles published through LinkedIn to drive traffic back to the franchise development website.



Outcomes

Since launching an integrated public relations and content marketing program with Fishman PR, Capriotti's saw year-over-year growth in all relevant website traffic channels and associate lead generation metrics.

The award-winning sandwich franchise also saw its Share of Voice, the measure of the online conversation the brand owns compared to its competitors, grow from 8.99% to 11.67% year over year.

START GROWING YOUR BUSINESS

Discover how our services can help your brand grow!



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