



THE **FRANCHISE DEVELOPMENT**
MARKETING + LEAD GENERATION
EXPERTS



INTEGRATED DIGITAL MARKETING
+
PUBLIC RELATIONS
=
FRANCHISE LEAD GENERATION

www.TopFireMedia.com

IT STARTS WITH A SPARK




TOPFIRE MEDIA'S OMNICHANNEL APPROACH TO SET YOUR RESULTS ON FIRE

TopFire Media's integrated approach enables us to be nimble and responsive to client needs and objectives. Our comprehensive suite of services, combined with our focus on client return-on-investment, makes TopFire Media truly one-of-a-kind.

We strategically pair lead-driving digital strategies with lead-influencing public relations and social media efforts, giving us the flexibility to adjust the intensity of each element to best suit the specific needs and challenges of our clients. The marketing campaigns are carefully crafted and skillfully deployed to attract, engage, motivate and convert your target audience.

At TopFire Media, we consolidate services to simplify your outsourced marketing efforts to generate high quality, promising leads, all with a single point of contact. TopFire Media aims to build long-term relationships with our clients based on trust and results. We understand the challenges of growing a business, and we know how to leverage your brand to achieve your goals.

Let us get to know you and your brand. In return, we'll provide a **free assessment** of your current marketing programs and how they're performing. Let's work together!

<h3>Our Franchise Process In 3 Steps</h3> <p>TopFire Media knows franchising. We understand how to leverage and optimize digital marketing and public relations to help franchisors launch, renew, or differentiate their concept with potential franchisees.</p>	 <h3>Design & Develop</h3> <p>No cookie cutters here. We custom design our digital solutions to meet your objectives.</p>	 <h3>Engage & Effect</h3> <p>We understand your strategies need to speak to your brand, engage targets and effect action.</p>	 <h3>Measure & Monitor</h3> <p>We quantify results and provide ongoing client communication to ensure continued ROI.</p>
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TopFire Media knows franchising. We understand how to leverage and optimize digital marketing and public relations to help experienced, as well as emerging franchisors, launch, renew, or differentiate their concept with potential franchisees.





The spark of inspiration always begins with your story.
The flame ignites when we bring your story to life.
Your brand catches fire when we tell it to the world.

Effective marketing is about differentiating your brand from the rest, in a way that is relevant, effective -- and exciting!

TopFire Media's distinct multi-channel approach is unparalleled in the franchising industry, delivered by an extraordinary team of experts, with white-glove customer service designed to exceed every client's expectations.

We believe that all brands, large or small, emerging or mature, require a strategically designed, customized, digital marketing and public relations strategy to power their growth.

Our team of experts have the experience to spark new fire for legacy brands, as well as the patience and expertise to nurture emerging brands as they further their franchising journeys. Driven by experience, innovation, and results, TopFire Media is the agency built to provide the fuel that can help your business catch fire - in the best possible way!

The insight from our collective experiences, matched with our talented marketing and public relations experts, as well as that of our affiliated industry partners, enables us to create effective, award-winning strategies for every client we serve.

Since the beginning, we have utilized an omnichannel approach to meet the marketing needs of our clientele to include a balance between their consumer and franchise development needs, for any industry or concept.

If you are looking to grow your franchise system, TopFire Media can help you by creating a customized strategy using the right mix of digital advertising channels, public relations, content marketing, and much more. TopFire Media can help you achieve your franchise growth goals.

Experienced. Strategic. Innovative. Effective.

WHY HIRE MULTIPLE AGENCIES FOR YOUR MARKETING NEEDS?

TopFire Media's integrated approach means
YOU CAN HAVE IT ALL UNDER ONE ROOF.

(708) 249-1090
info@TopFireMedia.com

FROM A SPARK TO A FLAME

TopFire Media

LIGHTS THE WAY

We are an integrated, award-winning, and nationally recognized public relations and digital marketing agency. Our diverse clients benefit from our decades of experience in digital media, media relations, content strategy, digital advertising strategy, SEO, web design and development, and more. We bring all of those elements together to drive client success.

TopFire Media is your one-stop shop for a fully integrated and sophisticated public relations and digital marketing effort. Instead of battling over marketing dollars, we skillfully utilize them to optimize awareness and lead generation for your organization.

Don't settle for a traditional franchise recruitment process that relies on outdated, ineffective and cold techniques. TopFire Media's integrated approach can light a fire under your campaign!



Google
Partner

PUBLIC RELATIONS

TopFire Media partners with clients to drive brand awareness and engage key audiences with a process that builds trust and credibility. Through both traditional and innovative digital tactics, including press releases, media outreach, thought leadership and more, our clients enjoy growing public awareness of their unique offerings. Our team draws on their journalistic roots, storytelling skills, and digital marketing talents to attract your audiences, engage their interest, motivate them to connect, and convert them into leads.

SEARCH ENGINE OPTIMIZATION

Our search engine optimization success is rooted in "findability." We leverage our understanding of your brand, your audiences, and their online search behaviors, to help you appear within the top search results related to your business. We then pair that information with the abilities of our content and search strategists to assure your brand is highly relevant, trusted, and accessible within the top search rankings.

SOCIAL MEDIA MARKETING

Social media marketing extends a brand's reach, grows customer engagement, and can help boost a website's search ranking. TopFire Media fosters the relationship between brand identity and a company's social media presence. Our team supports companies nationwide in building social media channels, identifying influencers, developing content, measuring engagement and coordinating dialogue.

DIGITAL MEDIA ADVERTISING

Digital media is a direct way to drive traffic to your website, generate leads, and find new prospects and customers. The TopFire Media team understands online search behavior and knows how to craft advertising to direct traffic to a company's website and drive conversions. More importantly, we know how to optimize campaign elements to deliver the best results.

WEBSITE DEVELOPMENT

Your website is the front door to your business, and on the web, curb appeal matters. TopFire Media builds websites that are attractive, intuitive, and that speak to a brand's values. A website built by TopFire Media uses best practices in site architecture, back-end programming, SEO, and more to convert your visitors into leads.

EMAIL MARKETING

Email marketing enhances relationships with new, existing, and previous customers or business contacts. TopFire Media's e-newsletter and lead-nurturing drip campaigns reinforce industry news and brand messages to a highly-targeted audience.

CONTENT MARKETING

TopFire Media's expertise in SEO, public relations, keyword optimization, social media, and digital marketing enables us to develop exciting, unique content for client websites and digital channels that inspire, educate, inform, entertain, and convert target audiences across multiple marketing channels.

INTERESTED IN A

FREE
website assessment?

Contact us today!

(708) 249-1090

WHAT *TopFire Media*
CLIENTS SAY





THE FRANCHISE DEVELOPMENT
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"The HoneyBaked Ham franchise development team has been impressed with the work the TopFire Media PR and digital marketing team has done on our behalf. Since partnering, we've generated additional buzz about our franchise opportunity and have been featured in several prominent target news outlets. We're excited about what the future holds."

- **Mark Demis | HoneyBaked Ham**

"After hiring a number of SEO and online marketing consultants over the past two years, I met TopFire Media at an IFE event, and within just 90 days of hiring TopFire Media, they exceeded all of their predecessors' combined results! I highly recommend TopFire Media."

- **Aaron Bakken | Franchise Marketing and Sales Director | Rockin' Jump**

"The TopFire Media team has been integral to the success of our franchise. The team has been working nonstop on our project. The amount of movement and impact that our franchise has made across the country in such a short period of time is incredible. I was talking to my business partner the other day and we both agreed that TopFire has been our best investment yet from a marketing standpoint."

- **Dave Posin | Co-Founder | SOLDIERFIT**

"TopFire's expertise and connections in the franchising world are second to none. We greatly appreciate and value the work they've done for us."

- **Albie Misci | Director of Sales | Tony Luke's**

"TopFire has taken the time to get to know what makes our business unique and has done an excellent job of communicating that to multiple media channels. Our franchise story has been picked up by Franchise Times, Candy Industry and CNBC due to the outstanding efforts of TopFire. They really get the franchise business."

- **Jennifer Strickland | River Street Sweets•Savannah's Candy Kitchen**

"TopFire Media has been the solution we've been looking for. Their website design and marketing functionality has been the perfect fit for our business model."

- **Frank P. Termini | Managing Partner | Horizon Financial Management**

"TopFire Media has proven to be a top notch organization. I have been extremely happy with the people, the process and the results! I have and will continue recommending their services to others."

- **Scott Wallace | CEO and Founder | Wallace Property Management Group**



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ASK ABOUT A

FREE

MARKETING
ASSESSMENT

Contact us today to get a **FREE** digital marketing assessment of your online footprint.

