

Entrepreneur

What Franchises Should Know Before Hiring a PR Firm

1. Ask *All* Your Questions

From Jamie Izaks, president and cofounder, [All Points Public Relations](#)



When vetting a PR firm, whether you're a franchisor or a franchisee, you want to find the best value. Where's the intersection of quality and cost? To do that, you need to ask a lot of questions. *What types of brands do you serve? Who are your longest-term clients? How do you keep them moving forward?* Get specific. If you're a franchisee, ask for franchisee case

studies that show how the PR firm helped drive business. If you're a franchisor, request an example that outlines how much one company paid and what it received in business growth, media impressions, ad equivalency, site visitors, or social media engagement. It's also important to understand a firm's role in the industry.

Ask: What's your connection to franchising outside your firm? How intimately are you involved? Ideally, executives will be ingrained in the industry, sitting on boards or attending relevant events. Another thing to consider: transparency. Assess how straightforward the company is and the clarity of its plan. How's the team's response time, and what sense do you get of overall work ethic? PR isn't straightforward; it can take months to get the right result. You need to know an agency is alongside you for the long fight.