



FRANCHISE
LEAD GENERATION
EXPERTS



INTEGRATED PUBLIC RELATIONS
+ DIGITAL MARKETING
= **DIGITAL LEAD GENERATION**




www.TopFireMedia.com

FROM A SPARK TO A FLAME

TopFire Media's Unique Approach to BUILDING YOUR BRAND

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 your specific needs and challenges. Our marketing campaigns are carefully crafted and skillfully deployed to attract, engage, motivate and convert your target audience.

<p>Our Franchise Process In 3 Steps</p> <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> <p>MORE ABOUT FRANCHISE MARKETING +</p>	 <p>Design & Develop</p> <p>No cookie cutters here. We custom design our digital solutions to meet your objectives.</p>	 <p>Engage & Effect</p> <p>We understand your strategies need to speak to your brand, engage targets and effect action.</p>	 <p>Measure & Monitor</p> <p>We quantify results and provide ongoing client communication to ensure continued ROI.</p>
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Our unique approach also provides our clients a single point of contact to manage their centralized, coordinated game plan across all channels. We consolidate services to simplify your outsourced marketing efforts to generate high quality prospects to convert into promising leads.

TopFire Media aims to build long-term relationships with our clients based on trust and results. We understand the challenge in 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. We're ready to help you shine.

Best Media Relations Campaign



Best New Website



Best SEO Campaign



Best Social Media Campaign



Best New Agency



Winner: Publicity Campaign



PRNews'
Best Facebook
Marketing Campaign
2017 Finalist



IT STARTS WITH A SPARK

TopFire Media's KINDLING

TopFire Media was ignited from the spark of an idea from franchise industry leaders who recognized that all brands, large or small, require a high-octane, coordinated public relations and digital marketing strategy to power their growth.

TopFire Media is the agency built to provide the fuel that can help your business catch fire. We celebrate our unique heritage, featuring the shared knowledge of an unparalleled assembly of franchise industry experts. And, the insight from our collective experiences matched with our talented marketing and public relations experts enables us to create award-winning strategies for our clients.

Since our beginning, we've spread beyond just franchise concepts. TopFire Media's client roster has always been balanced between brands' consumer and franchise development needs. We're able to pull from our team's wide-ranging expertise to provide sound strategies for any industry or concept.

If your business is looking to grow, you need TopFire Media to create your fully-integrated public relations and digital marketing strategy. By fine tuning the right mix of media relations, search engine optimization, website development, pay-per-click campaigns, social media management, event marketing, consumer brand marketing, crisis management and much more, TopFire Media can help you achieve your goals.

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

FUELING THE FIRE

TopFire Media's
FLAMES



Specialized in:



Working with a certified Google Premier Partner means you have access to a team that meets higher performance and spend requirements across managed accounts, and demonstrates a healthy amount of activity, delivery of solid overall ad revenue and growth, as well as maintenance and growth of its customer base.

PUBLIC RELATIONS

TopFire Media partners with clients to drive brand awareness and engage key audiences with a process that builds trust and credibility. Through traditional and 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. Our content strategists write high-quality content to address your audience's interests and needs. And, our search strategists use their expert understanding of the ever-changing and complex search algorithms defined by power players like Google and Microsoft, 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.

PAY-PER-CLICK ADVERTISING

Pay-per-click (PPC) 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. A well-designed website can mean the difference between a potential lead spending three seconds or three minutes on your site. 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 to 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 dovetail with existing strategies by reinforcing 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 new and 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

BURN BRIGHT

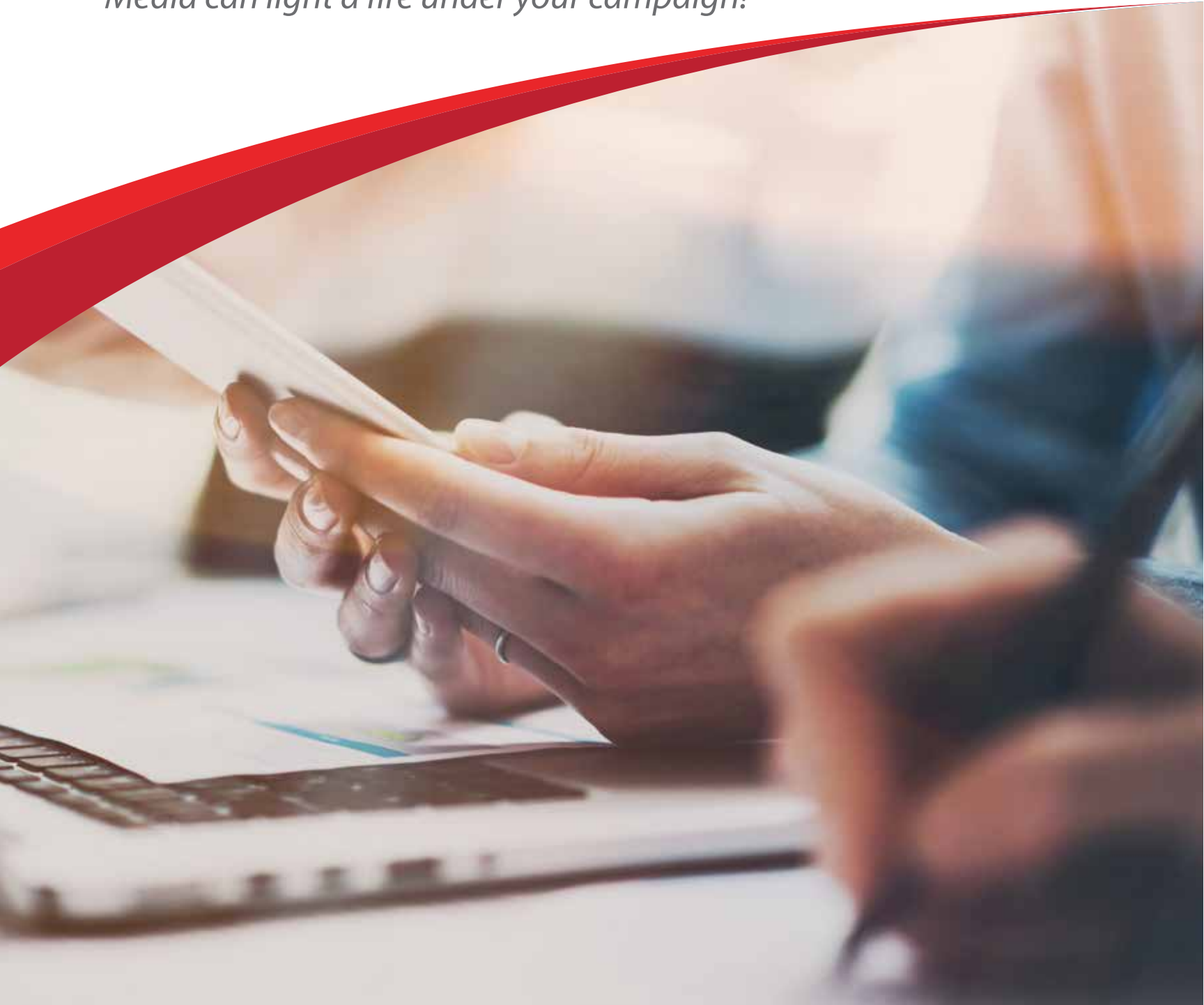
TopFire Media

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 media relations, content strategy and development, advertising, SEO, social media publishing, 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 can light a fire under your campaign!





WHAT *TopFire Media* CLIENTS SAY

FRANCHISE

"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

"While TopFire is affiliated with iFranchise Group, it is worth mentioning that we are a client as well — and we pay for those services — because we believe it adds value to our own messaging and branding efforts." - Mark Siebert | iFranchise Group

"The TopFire Media team has been integral to the success of our franchise. The team has been working non-stop 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

"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

CORPORATE

"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



TopFire Media®

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Join the conversation!

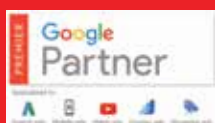


ASK ABOUT A

FREE

MARKETING ASSESSMENT

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



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