



**A NATIONALLY RECOGNIZED & AWARD-WINNING  
PUBLIC RELATIONS AND DIGITAL MEDIA AGENCY**

## **WHY HIRE MULTIPLE AGENCIES FOR YOUR MARKETING NEEDS?**

TopFire Media's integrated approach means you can have it all under one roof!

# **FRANCHISE LEAD GENERATION EXPERTS**

DIGITAL MARKETING  
SEARCH ENGINE OPTIMIZATION  
**PUBLIC RELATIONS**  
**WEBSITE DESIGN**  
SOCIAL MEDIA PUBLISHING  
DIGITAL ADVERTISING  
**CONTENT STRATEGY**  
SEARCH ENGINE MARKETING



ASK ABOUT A

# **FREE** MARKETING ASSESSMENT

## **Public Relations**

Our custom public relations campaigns are designed to raise brand awareness, attract targeted buyers, and validate franchise systems. TopFire Media's full-service approach brings it all together:

- Comprehensive competitor analysis
- Detailed company messaging
- Targeted press releases and media kits
- Aggressive media and influencer outreach
- Compelling storytelling to impact your audience
- Spotlight stories on successful franchisees

## **Search Engine Ranking Factors**

A large portion of a website's keyword ranking success depends on how well the site is optimized for search. SEO requires constant and consistent attention to increase online traffic and generate franchise leads.

- Compile buyer audience profiles and conduct competitor analyses to understand search behaviors
- Develop audience-focused content strategy
- Implement tracking solutions
- Enable mobile-friendly sites
- Generate strong backlinks

Contact us today:  
Phone: 708-249-1090  
info@TopFireMedia.com  
www.TopFireMedia.com



**For A Free Digital Marketing Assessment  
Please Complete the Following:**

**CONTACT INFORMATION – Please write your information CLEARLY**

Company: \_\_\_\_\_ Website/URL \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Title: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ # of locations: \_\_\_\_\_

When did you start your business: \_\_\_\_\_ When did you start your franchise: \_\_\_\_\_

2-3 of your main competitors:(1) \_\_\_\_\_

(2) \_\_\_\_\_ (3) \_\_\_\_\_

Target Markets (GEO): \_\_\_\_\_

Targeted Demographic/buyer profile: \_\_\_\_\_

Franchise Growth Goals: \_\_\_\_\_

Monthly Marketing Budget: \_\_\_\_\_

AREAS OF INTEREST:  Franchise Lead Generation  Local Franchisee/Consumer Marketing

Web Design & Development

Social Media Publishing & Management

Public Relations

Email Marketing

SEM/PPC Advertising

Digital Franchise Lead Generation

Search Engine Optimization