



# AMPLIFY YOUR BRAND WITH 1851



## CANDIDATE-TARGETED CONTENT MARKETING

Our franchise development professionals conceive, create, and execute a custom content marketing strategy to bring the right franchisee leads to your brand.



### CREATE

Our team of writers creates custom content in article format to drive informed traffic to your development website.

- Experienced journalists and marketers tell your story in a way that resonates with readers
- Aggregated news and content crafted specifically to appeal to your target candidates
- SEO-tailored content makes your stories stand out online



### PUBLISH

Telling your story on your own website isn't enough. Investors are looking for third-party content and franchisee testimonials. That's where 1851franchise.com comes in.

- Digital news room & dedicated brand page on 1851franchise.com customized with only your content
- Admin dashboard for editing and measuring performance & results
- Simple publishing tool for brands to write & publish their own content on their brand page



### PROMOTE

Our proprietary AMPD technology analyzes troves of data to put your stories in front of readers based on the demographics and markets you select.

- Share on social media, then use AMPD to reach beyond your network
- Target income, lifestyle, location, and more
- Boost exposure with a few clicks

CONTACT US FOR A DEMO TODAY

[info@1851franchise.com](mailto:info@1851franchise.com)

312.526.3996



# CREATE

# PUBLISH

# PROMOTE

STRATEGIZE

INTERVIEW

WRITE



# 1851

## PUBLISH AND SHARE ON YOUR BRAND'S DIGITAL NEWSROOM

### With More than 70 Locations Nationwide, Buffalo Wings & Rings Sets Sights on Huge Texas Expansion



The elevated sports restaurant concept looks to build off of Lone Star State success with growth throughout Eastern Texas.



SPONSORED BY

"I, uh" Harvey McIben is still somewhat surprised by just how much support the locals in Texas have shown for Buffalo Wings & Rings' restaurant, with many regulars still coming in to his location since a week.

"After nine years, people still come in since a week," said McIben. "They come in because we are their family—a customer just told me the last night."

It is that family-oriented support in Texas that has led to the place and Buffalo Wings & Rings seeing incredible success, especially in a Southern triangle linking Brownsville, Corpus Christi, and Laredo where the brand has an established presence.

With 13 locations already in the state, including a recent opening in the Dallas Fort Worth market, the national brand is certainly starting to make a name for itself in Texas. And yet, McIben says there is still a lot of value in being with a smaller franchise like Buffalo Wings & Rings.

"What makes Buffalo Wings & Rings successful is that we are family-owned and operated. Many people do not realize that we are a national brand, so they support us and treat us like family," said McIben. "Owing growth of restaurants in Texas could be a bad thing, but being with a smaller brand is a lot of potential."

That potential includes development of the Brownsville-Corpus Christi-Laredo triangle, along with growth towards some of the state's bigger cities.

"McAllen and Brownsville are completely sold out, but we are looking to grow still with another location in Corpus Christi and one more in Laredo," said Chief Development Officer Philip Soltman. "We can also add multiple units in Eagle Pass, San Antonio, Austin, and Houston."

Raul Marquez Jr., a franchisee and area developer for the brand, already owns the rights to three additional south Texas locations, but says that right now there is enough to keep them busy building a strong foundation at his Edinburg and North McAllen restaurants. However, Marquez is confident that Buffalo Wings & Rings will continue to see incredible growth in a state that is sports-oriented and hungry for more elevated and family-friendly options.

"With those NBA teams, two NFL teams, one NHL team and two MLB teams, Texas is huge on sports," said Marquez. "Buffalo Wings & Rings provides the perfect atmosphere to serve hot wings and cold beer to fans that Texas just loves having game time."

Like McIben, Marquez also sees the family-values of Texas as a strong driver of success for the brand throughout the state.

"The brand awareness as a family environment has grown immensely. Usually, when people think of places that serve beers and wings, they associate with more of a sports bar environment. Our embrace is more family-oriented but still the place to have great times with co-workers or friends. We are going to be a staple brand in the wing industry," Marquez said.

The brand is coming off of a huge year in 2014 with 17 openings, and already this year is on pace to open up a new restaurant every month in Texas, that growth will be continuing with focus on some of the smaller cities overlooking the big Texas markets of San Antonio, Austin, Houston, and Dallas.

"We do better in smaller cities where we are the big name in town," said Soltman. "We like to get them familiar with our name before we try to make it in the big city."

Texas is a big state, ripe with opportunities for the right franchise operator, and those opportunities are as diverse as the people that make up the Lone Star State.

"Texas is diverse in itself," said Marquez. "We have had our fair share of huge growth, and each of those flags left its imprint as far as custom people and, most importantly, cuisine."

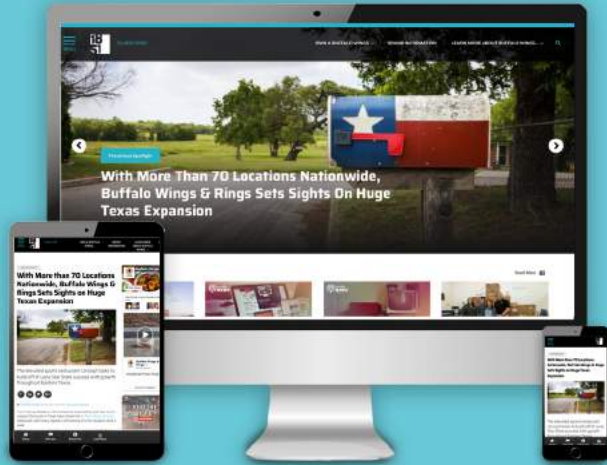
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COLLEGE GRAD



HOUSTON



HHI 150K+



AGE



## YOUR SELECTED TARGET AUDIENCE

CONTACT US FOR A DEMO TODAY

info@1851franchise.com

312.526.3996

# 1851

## VISIBILITY

\$1,000/MONTH

- Branded Digital News Page
- Digital Account Manager
- AMPD Article Boosting
- 1 Story / Month
- 1 Strategy & Support Call
- 1851 Dashboard Access

## VISIBILITY+

\$2,000/MONTH

- Branded Digital News Page
- Digital Account Manager
- AMPD Article Boosting
- 1 Story / Month
- 1 Strategy & Support Call
- 1851 Dashboard Access
- AMPD Reporting & Site Analytics

### PLUS ONE ADD ON:

- 1 Additional Story or 2 Aggregated Stories
- AMPD Management (DAM Manages Monthly AMPD Campaigns)
- Adwords PPC Campaign Management (Off Your FD Website)
- Branded Monthly Newsletter (Latest News Posted On Your 1851 Page)

## VISIBILITY HYBRID

\$3,000/MONTH

- Branded Digital News Page
- Digital Account Manager
- AMPD Article Boosting
- 2 Stories / Month
- 1 Strategy & Support Call
- 1851 Dashboard Access
- AMPD Reporting & Site Analytics

### PLUS ONE ADD ON:

- 4 Aggregated Stories Posted
- AMPD Management (DAM Manages Monthly AMPD Campaigns)
- Adwords PPC Campaign Management (Off Your FD Website)
- Branded Monthly Newsletter (Latest News Posted On Your 1851 Page)
- Pitch 1 Story to Media in 1 Market / Month

## FREQUENCY

\$4,000/MONTH

- Branded Digital News Page
- Digital Account Manager
- AMPD Article Boosting
- 3 Stories + 1 Agg Story
- 2 Strategy & Support Calls
- 1851 Dashboard Access
- AMPD Reporting & Site Analytics
- AMPD Management (DAM Manages Monthly AMPD Campaigns)
- Branded Monthly Newsletter (Latest News Posted On Your 1851 Page)

## ENTERPRISE

\$7,500+/MONTH

CUSTOM

## TESTIMONIALS



“1851 increased our web traffic significantly and our leads by a 10x multiple.

As the pilot brand for 1851 in 2014, we were able to sell 5 times the franchises that we sold in 2013.”

### PHILIP SCHRAM

Chief Development Officer  
Buffalo Wings & Rings



“Candidates are researching online and the best place that we found to house & promote content is through the 1851 platform. It works, plain & simple.”

### PETE LINDSEY

CEO of Franchise Drivers Inc.,  
Former VP of Franchising Sport Clips