

## IDEAS

### Special Events for Fun & Profit

*Offering customers a memorable experience will keep them coming back*

Here are some good guidelines to follow when you're thinking about holding a promotion at your site:

- Identify what sets you apart from your competitors and use that product or service as part of your promotion.
- Your promotional message should be clear and timely.
- Make sure your carwash is spotless and you can handle increased business generated by the promotion.
- Your employees need to be willing participants in the promotion. If they're not excited about the promotion, customers will quickly see it and respond accordingly.
- Attitude and community spirit is important to any promotion.
- Try promotions with service descriptions but no prices. It will help your customers focus on your exceptional products and services, not just cost or savings.
- Always promote your business, even during the tough times.

### How to "Make it an Event"

Special events and promotions throughout the year are a fun and rewarding way to introduce your carwash services to new customers. Offer them a memorable experience and thank them for their visit. It will do wonders for your business. Here are a few tips:

- Use large banners, cold-air inflatables, balloons, and streamers.
- Invite a local TV or radio station personality to stop by.
- If your promotion has a theme, carry it through by dressing the part. For example, have everyone dress in costumes on Halloween.
- If you are going to hand out free stuff during a promotion, make sure it's something fun and unusual. No one likes the same old boring stuff. Give your new customers something to talk about.
- Here are some event ideas: Organize a family day with a local DARE officer and give away balloons, free tee shirts, hamburgers, hotdogs, and soda. "Haunted Carwashes" are always a hit at Halloween. Customer Appreciation days go over big. Offer the use of the bays, vacuums, and accessories free until noon or even all day. Mingle with your customers and ask them what they think of the carwash. Give demonstrations on how to use the equipment, and show the value of the add-on features.

## Holiday and Special Promotions

Holiday and special event-driven promotions keep your carwash top of mind with customers – positioning you ahead of your competitors. Here are a few ideas:

- Free carwashes on the customer's birthday
- Free carwashes for green cars on St. Patrick's Day, red cars on Valentine's Day, etc.
- Discounts for senior citizens
- Free carwashes for veterans on Memorial Day and Veteran's Day
- Discounts for parents of kids with great report cards
- Discount services the day after taxes are due for an anti-IRS Day
- Early-week discounts or off-hour pricing
- Giveaway bumper stickers promoting your wash – offer one free carwash a month to those willing to apply it to a visible part of their car
- Anything holiday-related (stocking stuffers, etc.)
- Promote local charities and non-profits through carwash sponsorships
- Hold a "dirtiest car" contest at a local high school to support a sporting event – dirtiest car gets a free wash

### MARKETING TIP

#### *Lazy Days Carwash*

##### After Midnight

Lazy Days is open 24/7 to accommodate the busy lives of their customers in the fast-paced Baltimore-Washington DC corridor. Late night washers get a bonus. \$2 off the Lazy Days Ultimate Wash for all customers who use the automatic bays after midnight. Evening business has almost doubled thanks to this promotion. It doesn't hurt that Lazy Days also couponed the local colleges and universities with the promotion.

