

IDENTIFY YOUR MARKETING STRATEGY

3 Reasons to aggressively market your carwash

1. Consumer Education

Educate the consumer on the advantages of the automatic carwash.

- Protects their auto investment
- Environmentally friendly
- Quick, easy and high quality

2. Increase Sales

Consumers won't know about what you have to offer (services, etc.) unless you tell them.

3. Position your carwash business

Make YOUR carwash #1 in the consumer's mind. This is called "top of mind."

If your carwash is "top of mind" when a customer decides to wash, guess where he/she will go?

MARKETING TIP

Lazy Days Carwash

Selling Benefits

Instead of just listing other features of his washes (and hoping his customers can figure out the benefits), Lazy Days takes a more pro-active approach.

They tell the customers the benefit of each wash. For example, they call their best wash "The Ultimate Wash: Maximum Paint Protection For Your Car."

