

IDENTIFY YOUR MARKETING STRATEGY

6 “Knows” to a successful marketing program

1. Know your business.

- List your carwash products & services
- List the 5 to 10 reasons why people will use your carwash instead of the competition's.

2. Know your market.

Pinpoint your geographic market.

3. Know your customers.

Who are they? What do they like? Where do they live? How much money do they have to spend on carwashes? Determine which customers you want to reach – whether it's potential customers, frequent customers or infrequent customers.

4. Know your competition.

What are their strengths and weaknesses? Where are you unique?

5. Know your industry.

Collect and analyze national research available on the carwash industry.

6. Know your budget/time limits.

Determine an annual advertising budget based on a percentage of projected gross revenues. Allocate it quarterly. Make sure the advertising program achieves or exceeds the revenue goals. You also need to decide how much effort can be committed. Instead of making a half-hearted effort that burns out after one attempt, start with a small, focused program and build a customer database. This will allow you to measure results and target customer segments with future efforts.

MARKETING TIP

Lazy Days Carwash

Customer Know-how

Lazy Days gets to know their customers. Where they live, how much money they make, and how many kids they have. They get this information from the Planning Department of their local government. They track this information on a regular basis. Another great source for Lazy Days is the local newspaper's readership survey. This survey also gives Lazy Days insight into their customer's hobbies and entertainment habits. They found out that families in their market go to the movies frequently. They immediately called the local theatres and signed up for their OnScreen Ad Program.

