

IDENTIFY YOUR MARKETING STRATEGY

8 Keys to a good advertising program

1. Understand your customers.

Who are they and why they should use your carwash.

2. Make believable, important promises to your customers.

3. Keep those promises and back them with a guarantee.

4. Set yourself apart from your competitors.

Find an empty niche in the carwash market, fill it, and then advertise its benefits to the consumer.

5. Give your carwash a “unique” personality.

Standing out from the crowd in today's cluttered media environment is tough. If you can achieve this uniqueness, consumers will remember you first.

6. Be a pioneer.

First is always best. Be the first carwash to embrace new, innovative technologies. Consumers like dealing with “smart” businesses.

7. Advertise benefits instead of listing features.

Remember, what you can do for your customer is what's important to them.

8. Advertise what's important, not what is obvious.

Most carwashes are quick and convenient. Whether a customer can get a “quality” wash and “quality” service is more important.