

IDENTIFY YOUR MARKETING STRATEGY

Creating a marketing plan

Successful carwashes are good marketers. It is important to use proven practices to increase the opportunity for success. Here are important steps that will ensure an effective marketing program for your carwash:

Identify your Target Market

Three ways to select a target group of customers:

- Demographics: characteristics like age, education, income, occupation or gender
- Geographics: pertaining to a specific geographic area
- Psychographics: lifestyle characteristics like hobbies and interests

Develop a Unique Selling Proposition

Positioning is the place you occupy in your target customer's mind. It separates you from the competition. A unique selling proposition (USP) positions your carwash by telling your target audience the benefits of using your carwash. Try to make the major benefits something the competition doesn't offer.

Craft a Marketing Strategy based on your strengths and market conditions

An effective marketing strategy underscores and emphasizes the key elements of your business. The Four P's: Product, Place, Price, and Promotion compare you to the competition to show where you have the competitive advantage. Make sure this is an advantage that can be acted upon with advertising.

Establish Marketing Goals

After you have completed your marketing plan, analyzed your business, your customers, and your competition, it is important to establish clear goals. Here are important points to consider when establishing objectives.

First, marketing goals must be specific. Don't say, "My goal is to get as much business as I can." This is too vague. You need to be more specific. What can you do to get more business? For example, would you like to see regular customers use the carwash more often, or perhaps a jump in the number of first-time customers? Some businesses have specific objectives for per-transaction dollar amount. Many companies use the total dollar

amount of sales (compared to the same time period last year) as an indication of their progress. By identifying your main goals and objectives, you can measure the results of your advertising and marketing program.

Second, objectives should be measurable. Always express them in numerical terms. For example, "Increase weekly sales by 6%." Or "increase the customers that come from zip code 00000 by 30%."

Third, objectives should be realistic. Challenging objectives are great, but they must be reachable.

Setting objectives too low can result in complacency, while setting them too high can result in frustration and discouragement.

MARKETING TIP

Lazy Days Carwash

Leading with Strength

In analyzing their competitor's strengths and weaknesses, and comparing them to their carwash, Lazy Days figured out that their new high tech equipment was unique in the marketplace. Since Lazy Days Carwash is located in a market where over 50% of the population is employed in new technology careers, they decided to lead with their technology advantage in their advertising program.

