

IDEAS

What's in a Name?

A lot of potential business, that's what!

Your name and how you sign your carwash creates attention, image, and most of all, more business. When naming your carwash, use something distinctive that will create an image, give your site personality and make the wash memorable. Consider using alliteration in the name (e.g. Super Suds, Wonder Wash, Buggy Bath), or a play on names. If you decide to create a logo for your carwash, try using an illustration or a particular type design. Make sure you use it the same way on everything from signs to tee shirts. This will help "brand" your carwash with customers, and make your advertising and promotional materials easy to recognize.

Themed washes are fun, unique and provide a consistent image. However, they do increase your expenses and you don't want to go overboard with your theme. Keep in mind that your customers will still expect a quality wash.

In keeping with your unique name, your on-site signage should attract attention, make a memorable presentation, and create a positive image. Make the word CARWASH very visible in your signage. Use reader boards and sandwich signs to present seasonal themes and promotions, generate goodwill, and keep passersbys engaged.

Menu boards should follow the "top-down, left-right, big-small" theory where the best package is top, first and in largest print and easiest to read. Simplify your offerings to 3-4 packages and use visuals where possible.

Consider changing your signage to give motorists a reason to slow down and give your carwash a closer look. A little humor goes a long way, especially if you can relate it to the carwash industry or perhaps the weather. Remember the cardinal rule in signage: say it in 7 words or less. So keep your messages short and sweet.

When choosing the name for your carwash, use distinctive, memorable words that will lead to easy name recognition and frequent customers. When choosing site signage, use clear signage that allows passing motorists to get the message by just glancing. Give them a reason to stop by your wash to receive exceptional service. Ask people what they think of your signage, and the location of your billboards. You might have missed something that other people value. Changing things up a bit will also help to always keep your business in people's mind.

MARKETING TIP

Lazy Days Carwash

Customer Involvement

Lazy Days takes signs very seriously at their carwash. They even get customers involved in writing the next slogan line. Every month, Lazy Days has a contest. They give customers a theme and ask them to write a catchy slogan line to go up on a banner. The winner gets five free washes and his name on the new banner. Who needs an ad agency when you have clever customers?

