



Marketing Myths & Misses

(And here's what to do instead)

Jamie Sewell, Clean Vibes Laundry Company



What We Will Cover

1. Current Market Landscape
2. Laundromat Marketing Myths
3. 10 Common Marketing “Misses”
4. 1 More Idea to Grow On







Inside
washlava
Out
Living
With Julie

LAUNDRY MAT
MARKETING
MADE EASY
Amco
Laundry Systems



2



3



4



EXCELLENCE
IN LAUNDRY

Current Market Landscape





Dispelling Marketing Myths

“We cannot change what we are not aware of. Once we are aware, we cannot help but change.”





10 Common Marketing “Misses”



1. Overlooking location or exterior challenges.



2. Underestimating nearby competition.

Habits account for 40% of our behaviors on any given day – Duke University



**To consistently and effectively
acquire new customers,
we must interrupt their habits.**

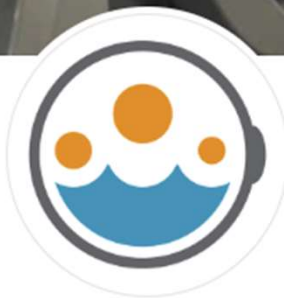
“Nothing is stronger than a habit.”



**3. Not leading with quality
store photos or video.**



what if laundry was easy?



Washlava

490 likes · 502 followers



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[Liked](#)

[Message](#)

laundromat houston



★ Rating ⌵ ⌵ Hours ⌵ ☰ All filters

Express Laundry Center Washateria & Laundromat

4.5 ★★★★★ (567)
Laundromat · 3345 FM 1960
Open · Closes 10 PM · (832) 286-1584
Onsite services



Website



Directions

B & D Washateria

3.9 ★★★★★ (93)
Laundromat
Open · Closes 7:30 PM
"Plenty of washers and dryers"



Directions

Top Wash Laundry

5.0 ★★★★★ (63)
Laundromat · 16940 Ella Blvd Suite 110
Open · Closes 9 PM · (346) 661-1803
"I haven't been to a laundromat in over 30 years."



Website



Directions

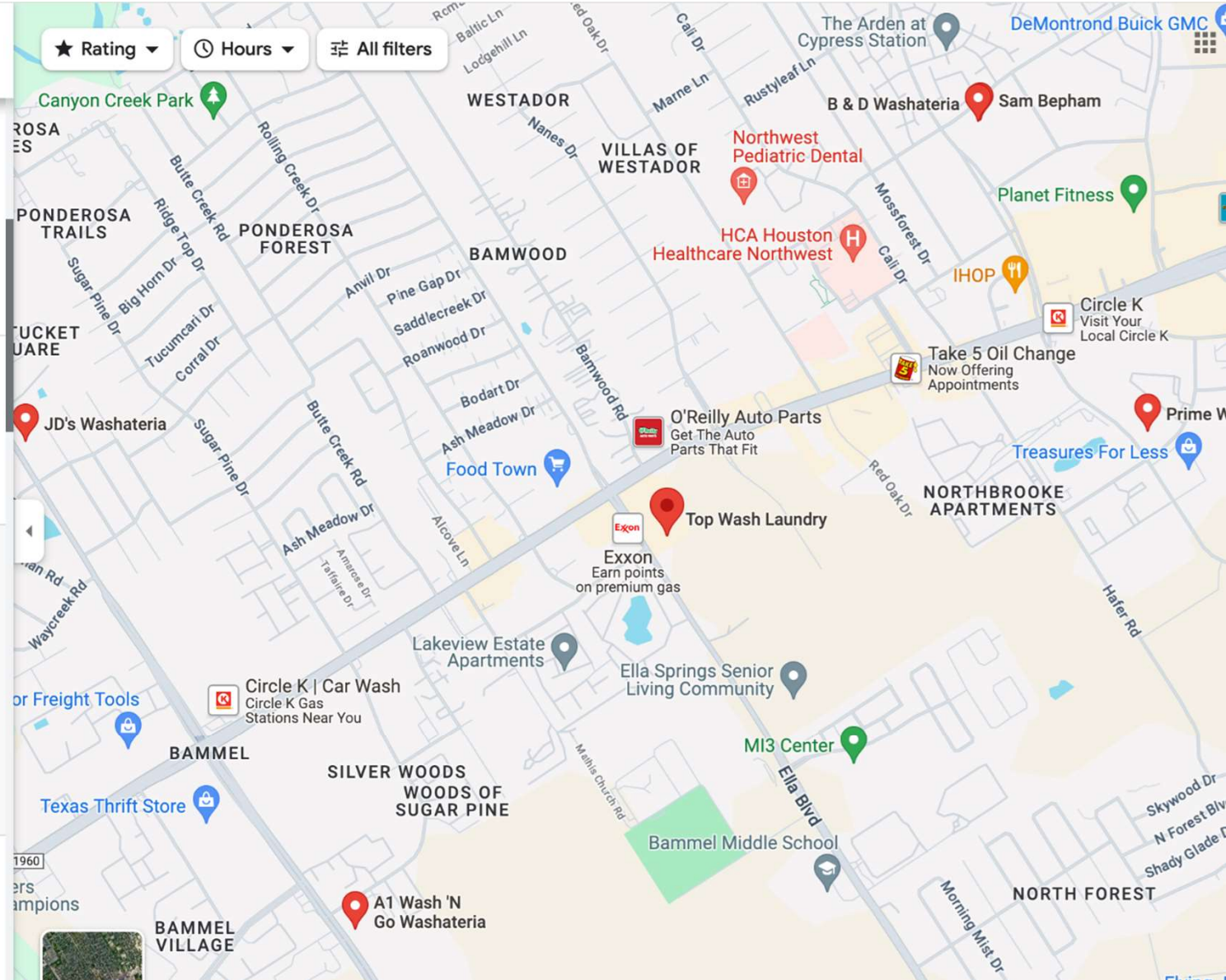
BOOK ONLINE

A1 Wash 'N Go Washateria

4.2 ★★★★★ (48)
Laundromat · 15374 Kuykendahl Rd
Open · Closes 8 PM · (713) 902-0430



Directions





5. Going too “general” on marketing assets.

LAUNDRY SERVICE



"Laundry Made Easy: Let Us Handle Your Dirty Work with Expert Laundry Services"

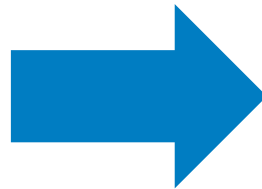
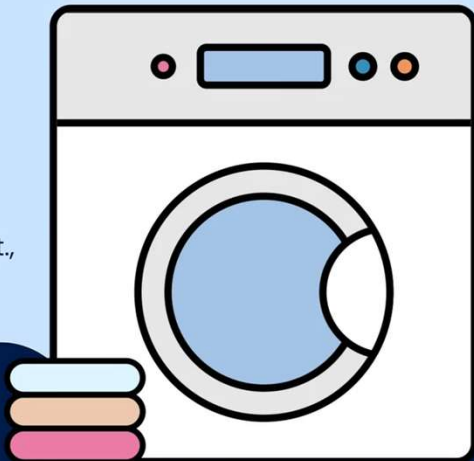
OUR SERVICES :

- Wash and Fold Service
- Dry Cleaning
- Ironing and Pressing
- Stain Removal



CONTACT US :

123-456-7890
123 Anywhere St.,
Any City



Canva
upwork

 clean

20% DISCOUNT
ON YOUR FIRST VISIT

Self Service Laundry

- ✓ Self Service
- ✓ Dry Cleaning
- ✓ Laundered and Pressed
- ✓ Wash, Fold and Press
- ✓ Free Pickup and more



 1800 DRY 1600
www.psdpixel.com

  laundrysocialpage

 WE ARE LOCATED AT:
Suite 080811 Building, Country Road,
Various City, Zip Code 080811



6. Not collecting customer contact information.





7. Poor website + online presence.

✔ Clean ✔ Fast ✔ Friendly

CLEAN LAUNDRY & GOOD VIBES DELIVERED IN EVERY LOAD

At Clean Vibes Laundry Company, we make laundry day a breeze! Now serving the greater Tampa Heights area, enjoy our drop off laundry, self-service and commercial laundry services. Enjoy all new, state-of-the-art big load washers and dryers that will get you in and out in under 1 hour. While you wait, enjoy snack & soap vending, surf our free WiFi, and connect with our friendly Clean Vibes Crew.

Wash Dry Fold

Self Service

Commercial Laundry



8. Relying on 1 or 2 tactics and expecting high growth results.

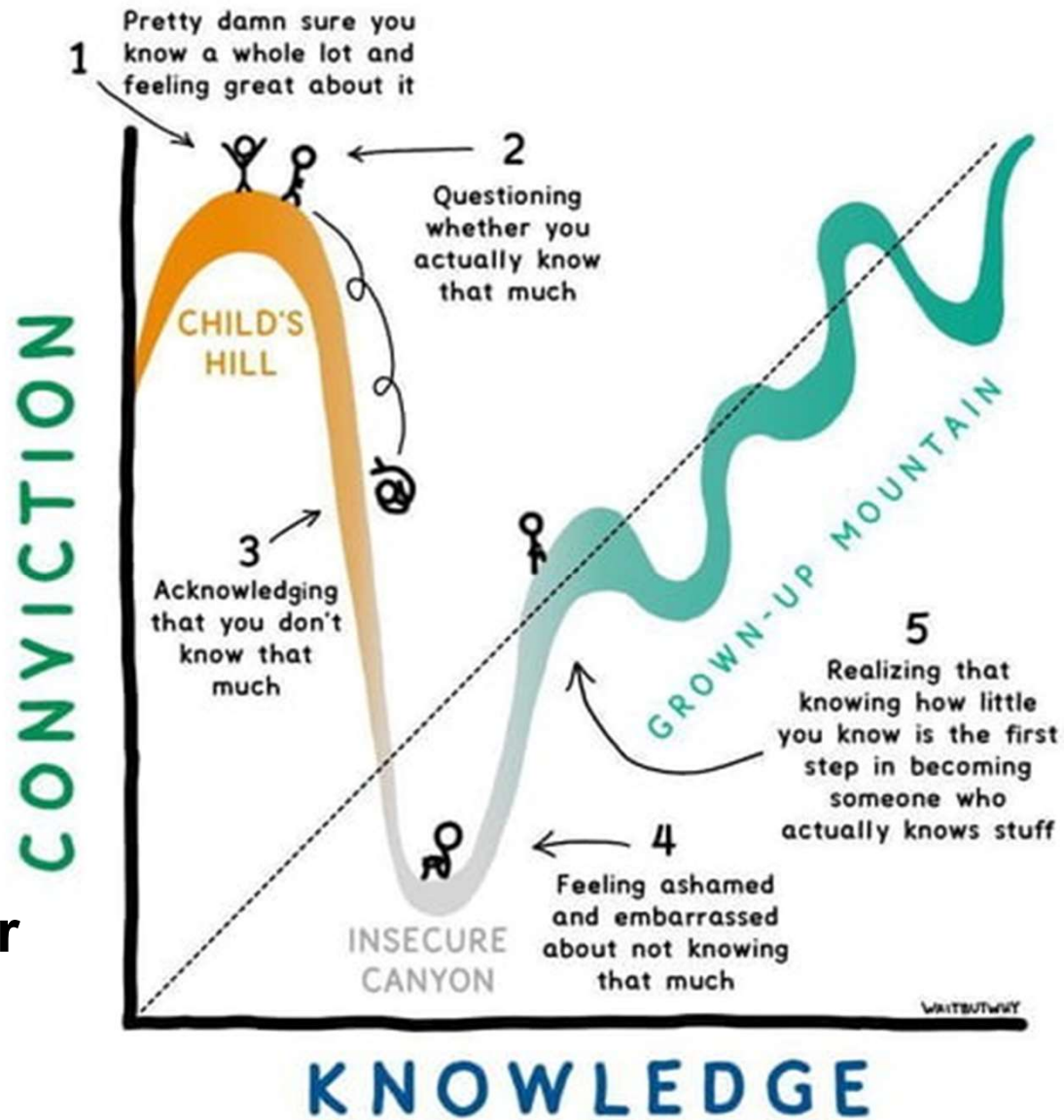


9. Not knowing your KPIs.



**10. Not having a solid
marketing plan in place.**

Dunning-Kruger Effect





One idea to grow on...



Vibe Ain't Right
I'M OUT OF ORDER



Please use another machine.

CLEAN VIBES
KIDS CORNER





Wrapping Up...

1. Marketing is not always easy!
 - Have a plan
 - Know how you are going to execute the plan
 - Measure the results
2. Look at every part of your business through your customer's lens.
3. Do not rely on only one or two tactics to grow your business.
4. Capture the hearts and minds of your customers through your brand.
5. There are many marketing tools and resources to help you.



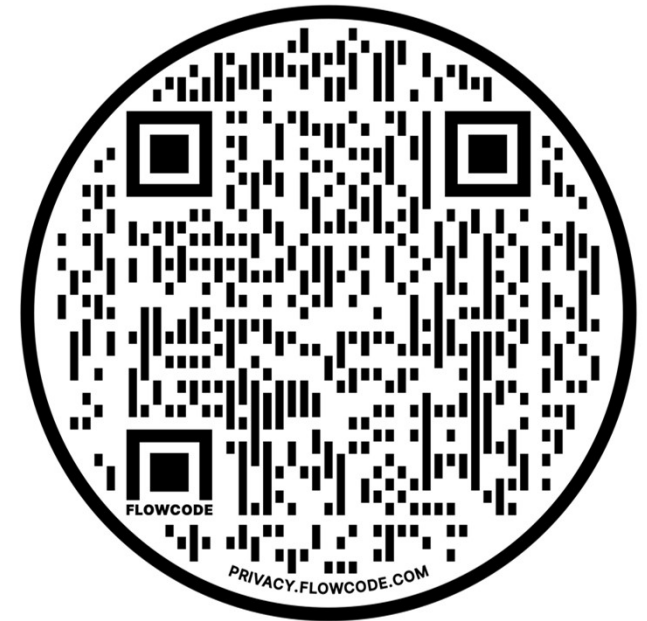
**Without knowledge, action is useless.
Knowledge without action is futile.**

What's ONE thing you are going to put into practice based on this conversation?

Special Gift For You



Free Google Business Optimization Guide



Thank You!



Let's Connect

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