



Leading performance

From Suds to Systems: Modernizing Your Laundry Business

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Agenda

01 The Free Stuff

02 Inexpensive but worth it

03 Advanced

04 Topic Goes Here

05 Topic Goes Here

06 Topic Goes Here

Local Business Profiles

Local business listings improve local search visibility

Reviews on listings build credibility

Free advertising

Key platforms:

- [Google Business Profile](#)
- [Yelp](#)
- [Bing Places](#)
- [Apple Maps](#)

Encourage reviews from customers on an ongoing basis, both online and with in-store



Google My Business

ON AVERAGE, BUSINESS LISTINGS RECEIVE

2.7X

MORE VIEWS THAN A BRAND'S OWNED WEBSITE

Source: www.yext.com/blog/2024/01/do-listings-help-with-seo-stats-on-local-search-marketing

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Finding the Right Social Media



Channel	18–29 yrs	30–49 yrs	50–64 yrs	65+ yrs
Facebook	68%	78%	70%	59%
Instagram	76%	66%	36%	19%
LinkedIn	40%	41%	30%	15%
X (formerly Twitter)	38%	25%	15%	8%
Pinterest	43%	43%	33%	22%
Snapchat	65%	32%	14%	4%
YouTube	93%	94%	86%	65%
WhatsApp	30%	40%	28%	18%
Reddit	46%	35%	11%	4%
TikTok	59%	40%	26%	10%
BeReal	10%	2%	1%	<1%

Finding the Right Social Media

Joining more platforms isn't better if they're quiet – master one before joining them all

Time of day

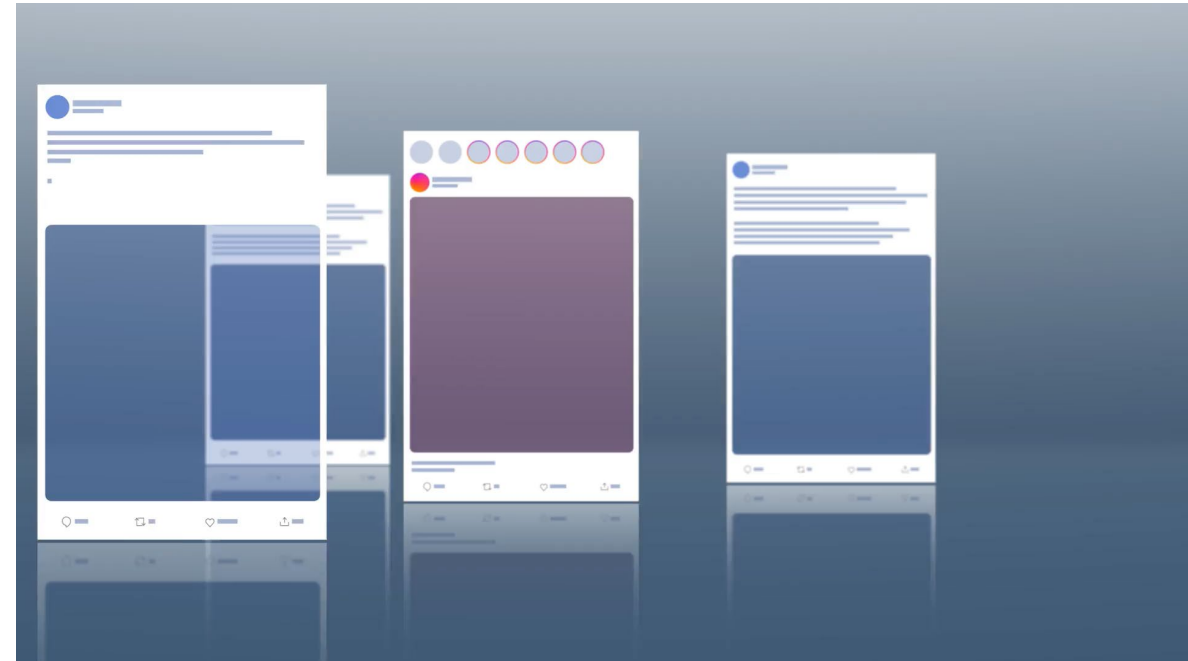
Use this [helpful resource](#) to determine best post time by channel

Frequency of posts – 3-5 x per week minimum

Use hashtags to expand reach

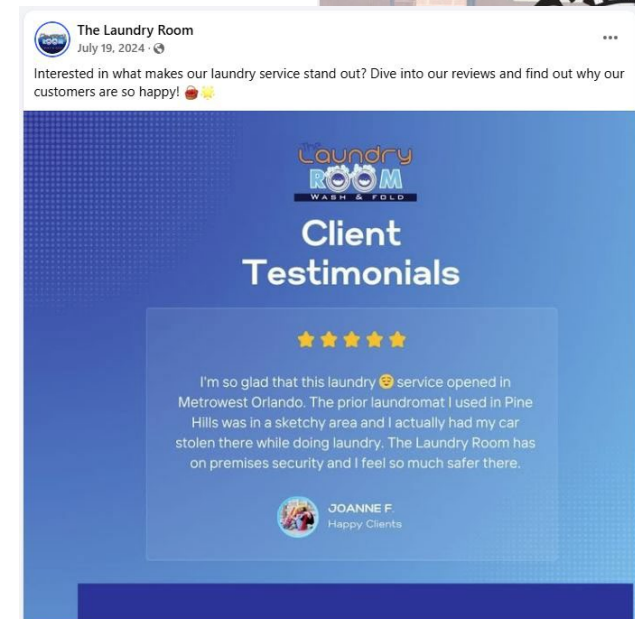
Engage your audience with content that asks questions

Bonus: use answers and feedback from your followers to make ongoing improvements



Examples of content

- Team pics
- Behind the scenes
- Event photos (ie. Free Wash Day, Grand Opening)
- Promotional content
- User-generated content (ex. Testimonials)
- Trending content
- Industry news
- Tip: For bilingual communities, translate posts



Examples of content

Turbo Laundry
October 31, 2024 · 🌐
Hallowash is NOW! Come on down!



Laundry Lounge Laundromat
November 30, 2024 · 🌐
Our pay it forward tree is up! Stop by to purchase a wash or dry for someone in need. We also have some free items on the tree for all customers. Happy Holidays!



ASI WASH Oasis Washateria
April 15, 2024 · 🌐
Happy National Laundry Day from Oasis Washateria! 🧺 Join us in celebrating the art of cleanliness and convenience at our four locations. Let's make every wash a breeze! 🌬️
📍 10804 S Post Oak Rd 200 Houston TX 77035
📍 3303 Mangum Rd, Houston, TX 77092
📍 1001 Burke Rd, Pasadena, TX 77506
📍 650... See more



Community Engagement

- Networking and professional development opportunities
 - Chambers of Commerce
- Create partnerships with other businesses
- Community engagement – free wash day, weekend dedicated to donating clothing to local charity
- Hosting events or meetings at your store
- Local sponsorships

63%

have a higher opinion of businesses that are members of chamber of commerce.

Source: <https://www.uschamber.com/co/run/finance/benefits-of-joining-local-chamber-of-commerce>



Store Ambassadors

- Ambassadors can be employees or happy customers who will refer your store
- Ambassador must haves:
 - Friendly demeanor with a customer-first attitude
 - Strong communication skills
 - Knowledge of your products and services
 - Bonus: willing to promote your store on social media and other digital channels



Website Best Practices



[About](#) [Services](#) [Testimonials](#) [Photos](#) [Contact & Hours](#)



- **Details on equipment offered – cashless, capacity**
- **Content around what customer pain points are**
- **Keywords relevant to your products and services**
- **Contact form**
- **Pictures and video of your store**
- **Clear calls to action**
- **Testimonials from customers**

Website Best Practices

About page

Include store hours, phone number and location with map

Install Google Analytics and Google Search Console

Include in website footer: address, phone number, social media icons

Ensure mobile friendliness

Fast load times

WDF? Commercial accounts?

76%

Of consumers look at the website before visiting a location

Source: www.prnewswire.com/news-releases/76-of-consumers-look-at-online-presence-before-physically-visiting-a-business-301272462.html



Digital Ads

Commonly used ad platforms



Facebook



Instagram



Google Ads

Target specific locations, demographics and interests to reach new people and draw in new customers

Free educational courses available



Facebook



Google Ads



75%

of people say paid ads make it easier to find what they need.

Source:

www.webfx.com/ppc/statistics/

Leveraging Tech

SMS marketing can be used for special promotions or alerts

Tools: Twilio, Omnisend

Reputation management tools help manage online reviews across platforms and encourage happy customers to leave positive reviews

Tools: Reputation.com, Birdeye



Leveraging ALS Tech

Speed Queen and Huebsch CRM

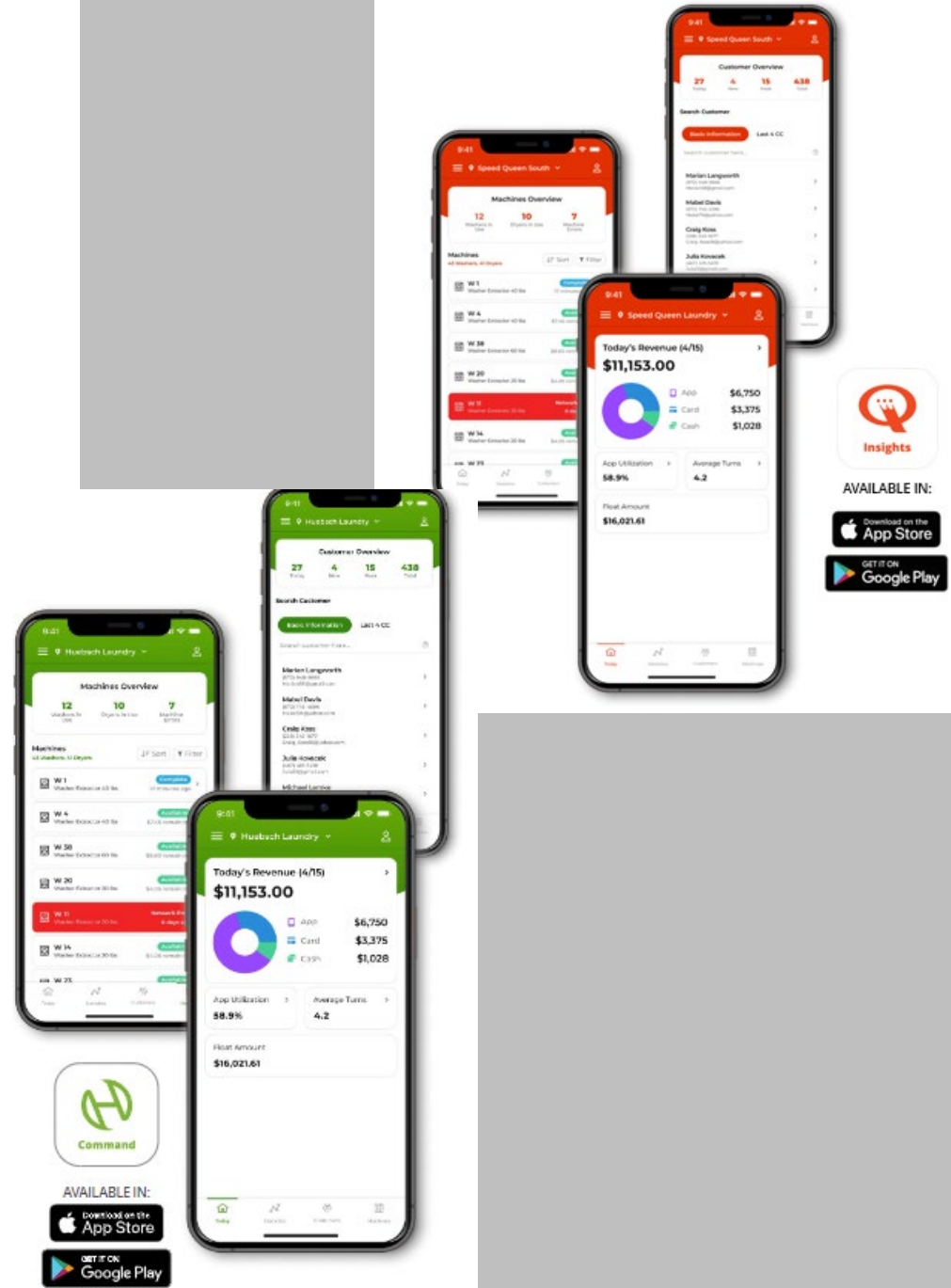
Send highly targeted marketing and promotional campaigns that help grow revenue and foster customer loyalty

Speed Queen Insights/Huebsch Command

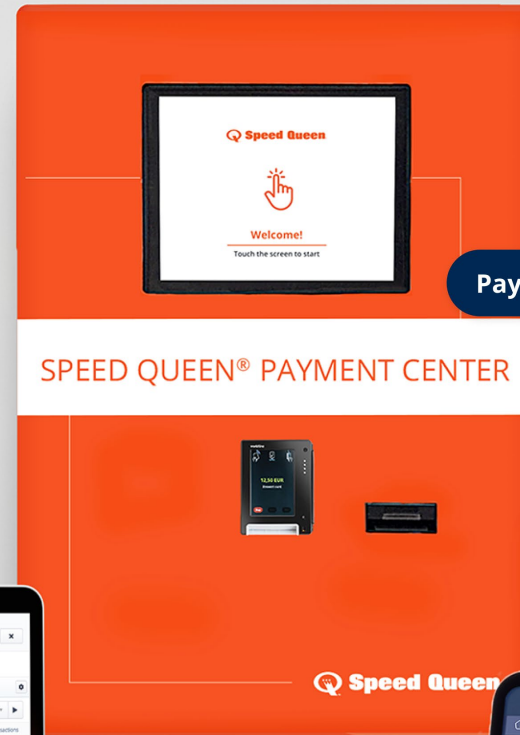
Home to your business management tools and can be easily expanded as your business grows; remote business management

Speed Queen/Huebsch Payment Center

Offer payment flexibility, rewards and more

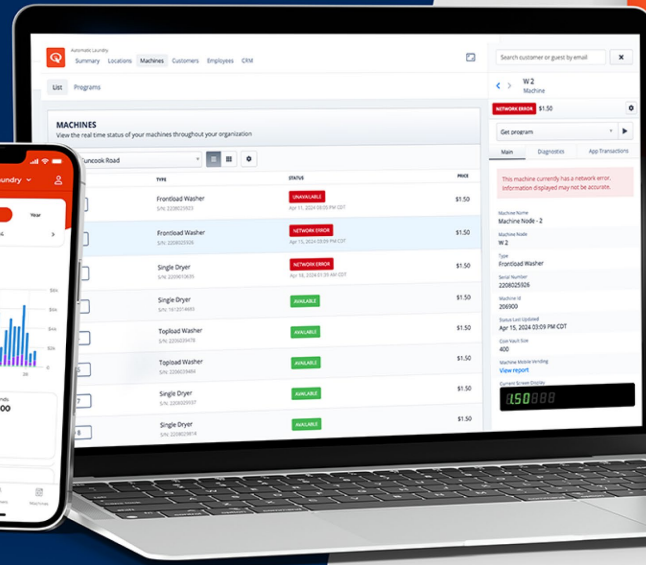


Alliance Product Offerings

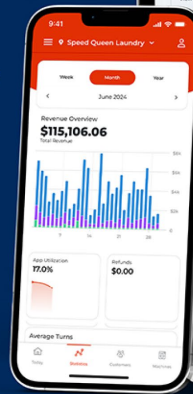


Payment Center

Web Portal



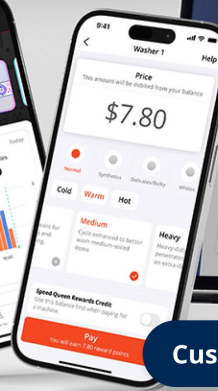
Owner App



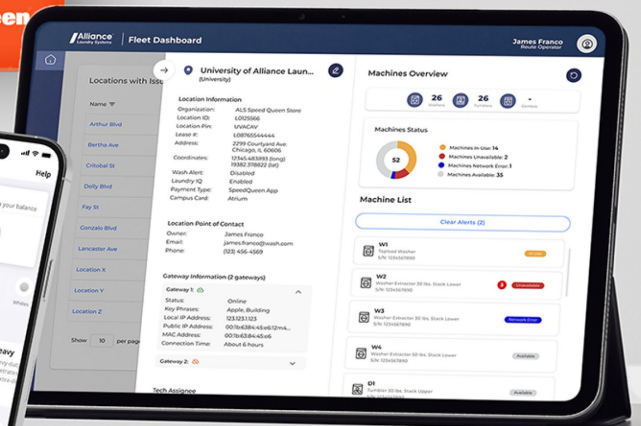
OPL App



Customer App



Fleet Dashboard



Why Go Digital?

Remote Business Management

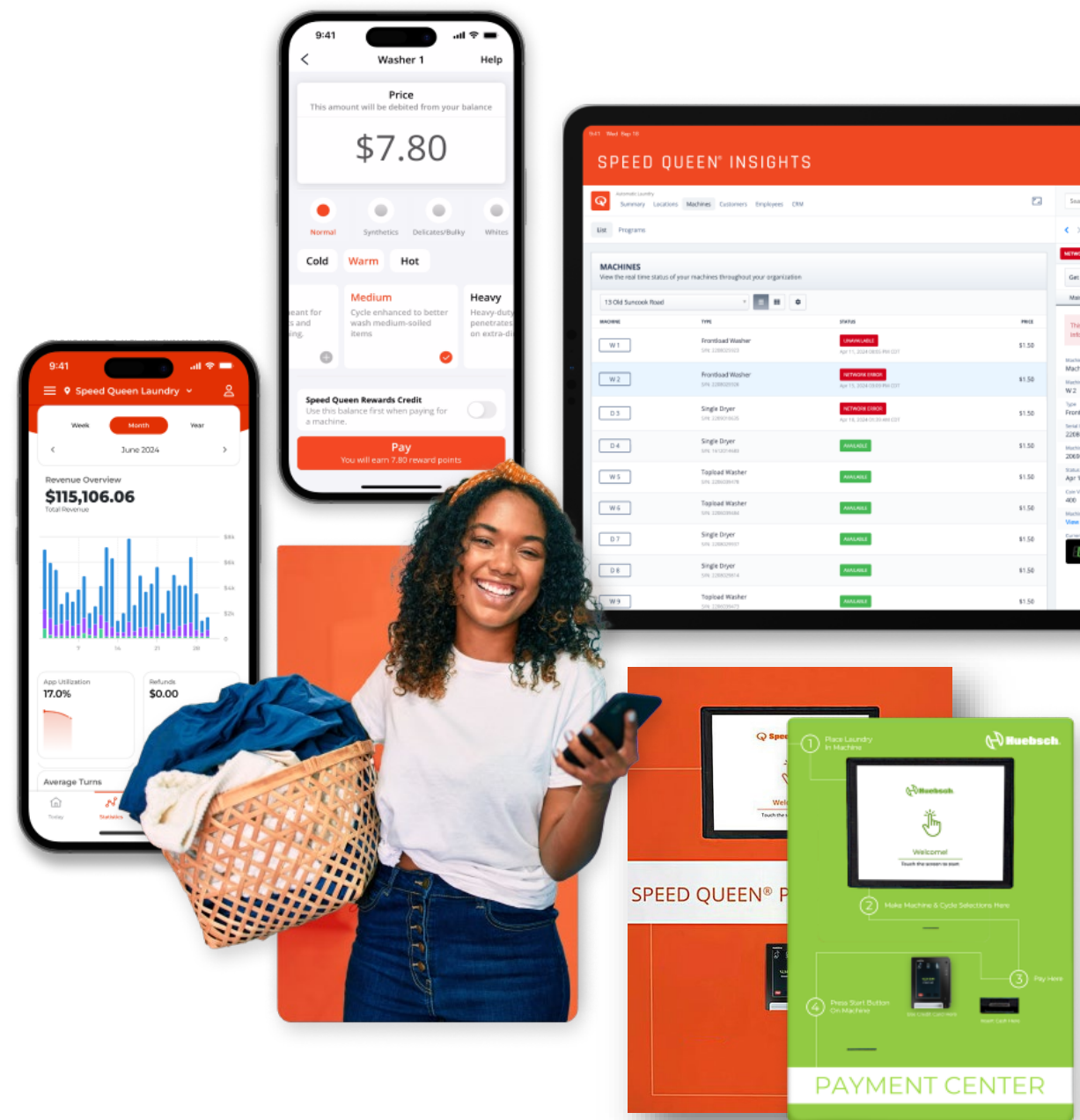
Monitor machines, get alerts, and adjust settings from anywhere — in real-time

Happier, More Loyal Customers

Reduce downtime, reward loyalty, and keep customers coming back

Flexible, Affordable Payment

Eliminate coin, cut 3rd-party costs, and give customers more ways to pay





Digital Customers Get More — And Stay Longer



1. Digital customers **maximize the value of your Alliance equipment**
 - Higher machine utilization, fewer downtime events, and more revenue per location
2. Insights customers are **stickier, more committed, long-term partners**
 - Once connected, the management platform and payment system are hard to give up
 - Lower transaction costs and built-in float mean real savings for your business

Your Complete Payment Ecosystem



Support every customer, every transaction — with three seamlessly integrated payment solutions.

01

Payment Center

The Hub of Your Laundry Room

- Accepts credit/debit, mobile pay & loyalty rewards
- Touchscreen kiosk built for high-traffic environments
- Reduces cash dependency & 3rd-party system costs
- Real-time revenue tracking via Insights dashboard
- Built-in float & lower transaction fees

02

Scan-Pay-Wash

Fast. Frictionless. No App Required.

- Customer scans QR code, pays instantly with phone
- Works with Apple Pay, Google Pay & credit cards
- No app download or account setup needed
- Launched Clean Show 2025 — newest payment option
- Requires Gold Subscription + First American processing

03

Customer App

Loyalty, Control & Convenience

- Full machine vend, cycle monitoring & notifications
- Loyalty rewards program drives repeat visits
- Stored balance for fast, seamless payment
- Helps you retain customers and build community
- Works alongside Payment Center & Scan-Pay-Wash

Together, these three solutions cover every customer preference — maximizing revenue and minimizing friction.

The Alliance Digital Suite



Built to Grow With Your Business.

From your first location to your tenth, Alliance digital tools give you the flexibility, intelligence, and payment power to operate at any scale.



Flexibility to Operate Your Way

Remote machine management, adjustable vend prices, and real-time alerts let you run your business on your schedule — from anywhere.



Get More from Premier Equipment

Digital customers see higher machine utilization, fewer downtime events, and greater revenue. Your Alliance equipment performs best when it's connected.



Scale Across Locations with Ease

Fleet Management and multi-location dashboards make it simple to expand. One platform, full control — whether you have 1 store or 100.

 **Alliance**TM
Laundry Systems

Leading performance