

cents

5 Ways to Market Your Laundromat

Without Spending a Dollar

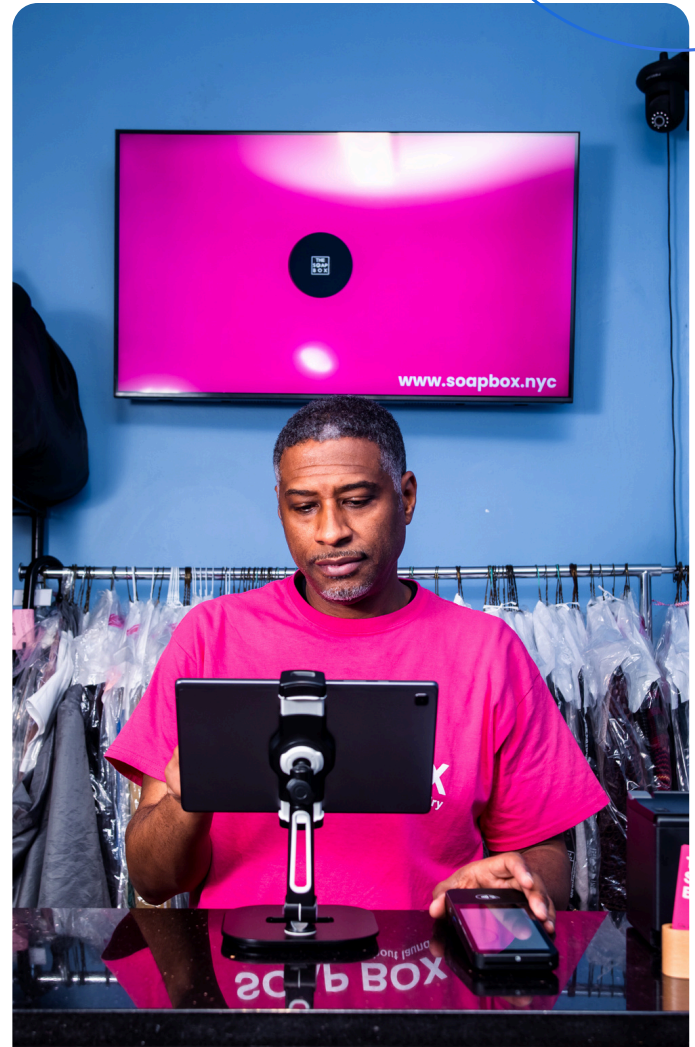


Introduction Page

In the 2024 Coin Laundry Association Industry Survey, it was revealed that nearly 90% of laundromat owners do at least one type of marketing or advertising for their store in the past 12 months. Though marketing and advertising initiatives are instrumental in obtaining new customers to boost revenue, kicking off marketing campaigns for the first time can be intimidating and time-consuming for owners. According to [The Soap Box](#) owner, Waleed Cope, laundromat owners are often more than just the owner; they're the accountant, the cashier, the custodian — whatever needs to be done to keep the lights on and the business open, they're doing it. How can there be time and funds to dedicate to marketing after everything else? When it comes to marketing for laundromats, owners often battle a number of questions before getting the ball rolling:

- **“Isn't it going to cost a lot?”**
- **“Where would I even start?”**
- **“Who do I target, and how do I target them?”**
- **“Do I need to be tech-savvy?”**

It's a common misconception that in order to market your laundromat effectively, you have to spend a bunch of money, and you have to be tech-savvy enough to implement it. In reality, there are a lot of great marketing tactics that cost little to no money, don't require a major level of digital sophistication, and can yield extensive benefits for your laundromat. Let's explore the top five of those techniques now.



Website

Having a website is arguably the most essential marketing tool that a laundromat owner can have in their arsenal. According to the CLA's 2024 Industry Survey¹, 54% of laundromats have a website for their store, making it the most prominent marketing channel for the industry. It's the primary method by which laundromats can take up space and be identified in any digital format. You can update and maintain it to keep customers informed on store hours, promotions, services, and more.

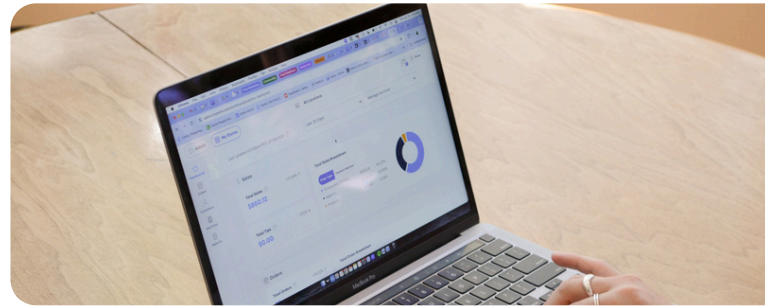
INITIAL SETUP

If you don't already have a website set up, purchasing a domain and which website platform you use are the primary upfront costs, and this can be done for very little money and with limited technical sophistication. Platforms like Wix and Weebly offer free plans, and some laundromat business softwares offer website creation services as part of their package. At Cents, we help customers build websites tailored to the industry.

IMMEDIATE BENEFITS

A single page is all you need to get started with your site to experience a number of immediate benefits:

- **Increased visibility:** Makes your laundromat easily discoverable online to attract more local customers
- **Customer convenience:** Provides essential information like hours, location, services, online scheduling, and payment options
- **Credibility & professionalism:** Establishes trust and positions your laundromat as a reliable business



LONG TERM OPPORTUNITIES

While you only need one page to start, a website is an ongoing marketing tool that can grow with your business. By adding more pages and content to support new services and clientele, you can expand how your website serves your marketing strategy and customers. Some **opportunities to grow your website** include:

- Add a blog to drive more traffic and help answer customer questions
- Incorporate more detailed service pages as your services grow
- Collect current and future customer information for email marketing
- Promote discounts and special offers

Organic Social Media

Local community engagement is essential to creating loyal customers. The ideal customer may be located a couple of blocks away from your laundromat, but they might not even know your business is there until they find it on social media. In fact, over half of laundromat marketing initiatives have been through social media in the last year. By establishing realistic goals early on, you can continuously build and improve your strategies to meet them.

INITIAL SETUP

While there is an extensive list of social media platforms available for individuals and businesses, **Facebook** and **Instagram** are great places to start. They are free to use and very easy to set up, and there are many resources available to help with these platforms in particular. Even laundromat owners with no prior social media experience can get up to speed in minutes with the tutorials and resources online.

Many laundromat owners believe that to make an impact on their business with social media, they need to pay for ads. Organic, unpaid social media can actually be an incredibly effective way for laundromat owners to become a presence in and communicate with their communities.

IMMEDIATE BENEFITS

By just posting updates about your laundromat and highlighting the difference your business brings to the community, local customers will be more likely to find your laundromat. Having active social media accounts with recent posts verifies and increases the legitimacy of your laundromat and boosts your brand online.

LONG TERM OPPORTUNITIES

Once you've established your social presence, you can expand your channel's content and build a strategy that supports your business goals, whether they are to boost your brand, attract new customers, encourage loyalty, or collect customer information. Establishing a strong foundation of organic social content and strategy also makes it much easier for laundromat owners to pivot their social channels to include a paid strategy down the line to more accurately target ideal customers.



Google Business



Another primary way to be identified is to claim important business pages online, the most important one being your **Google Business** profile. By claiming your business, you can continue to create a footprint for your laundromat, increase your brand awareness, and help your laundromat be identified by prospective customers. The most prominent marketing channel, 39% of laundromat marketing tactics over the last year¹ have been through Google, which includes Google Business.

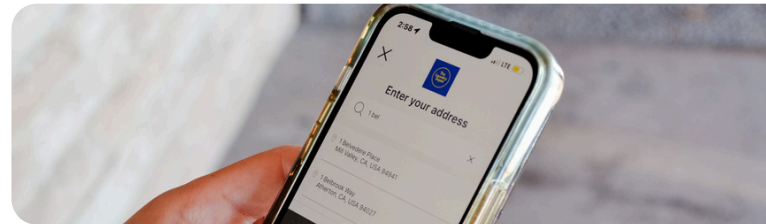
INITIAL SETUP

Claiming your Google Business profile is free to do and takes very little technical experience to complete. Your Google Business profile is established through its connection to your physical address on Google Maps, which is a huge benefit in the laundry industry since owners rely heavily on localized traffic. Once you've added or claimed your business through Google Maps, simply fill in your business information and you're all set!

IMMEDIATE BENEFITS

Immediately, Google begins to understand your business, associating your listing with appropriate keywords and populating your business in relevant search results. Claiming these pages also allows laundromat owners to **update essential information**, such as the hours of operation, website information, and even photos, to give potential customers a real sense of what to expect from your laundromat.

At Cents, we offer an integration with Reserve with Google, a feature exclusive to Cents customers. This allows your laundry pickup and delivery customers to book their laundry order directly from your business profile—just like restaurants who offer food delivery. This feature gives an immediate advantage against your competitors to help directly connect with customers searching for laundry services on Google Search and Maps.



LONG TERM OPPORTUNITIES

While Google Business is the most important business page to claim and verify, there are a number of other prominent business platforms that are beneficial for laundromats, such as Yelp and NextDoor. Once you've standardized the business information available across all these platforms, it can be easily applied to all other business platforms to use this important marketing tactic anywhere that your laundromat can be found online.

While claiming your Google Business profile and other relevant business pages is free, many online business platforms also offer the opportunity to pay to promote your laundromat, getting your business in front of additional eyes.

Email Marketing

Laundromat owners might be surprised about the power of collecting email addresses. People who provide their email addresses to you are willingly giving their information because they are interested in your services to some degree. These communications can help make your laundromat the customer's first choice and alert them to new services or deals that may pique their interest.



INITIAL SETUP

Email collection is fairly easy to set up once you already have your website, and it's free to do. Start by setting up a page that talks about the value your laundromat provides to the local community, and offer an opportunity for viewers to provide their email address. This can also include offering a promotion or coupon as an incentive in exchange for their email address. For example, laundromat business [Laundré uses this feature through Cents](#), which motivates prospective customers to provide their email addresses in exchange for a coupon that can be used on the first order—a small price to pay for the possibility of a loyal customer that comes back again and again.

IMMEDIATE BENEFITS

Email addresses can be used to send important communication to lists of current and potential customers like services, updates, holiday deals, and special promotions. These communications can help make your laundromat the customer's first choice and alert them to new services or deals that may pique their interest.

LONG TERM OPPORTUNITIES

Emails are another great laundromat marketing idea that can improve as you expand your business or offerings. Even if you start out by sending one-off emails to update your customers about service changes or promotions, you can upgrade over time to more detailed email marketing campaigns with specific content at designated times.



60% say marketing emails influenced their purchases

Promotions

Promotions are an incredibly effective way to bring in new customers and gain traction for your business while technically spending no money. Providing a little extra incentive is often all it takes to motivate a customer to take the first step into your laundromat.

INITIAL SETUP

The only prerequisite for setting up promotions for your laundromat is establishing a method or multiple methods to share the promotional information with customers. These methods can include many of the channels we've discussed so far, like your website, emails, social media platforms, and even texts.

The only cost attached to a marketing promotion is the price associated with it, which can be as little or as much as you want. For example, if your laundromat is offering 10% off a customer's first delivery order, then the only cost of the promotion will be the 10% of the order total you'll absorb.

IMMEDIATE BENEFITS

When a brand offers promotions, **90%** of those who receive the promotion **will remember the brand** while **73% are more likely to do business** with them again. With this in mind, the cost of getting customers in the door with one promotion is well worth it to create a loyal, repeat customer and generate valuable word-of-mouth referrals.



LONG TERM OPPORTUNITIES

General promotions are a great place to start when marketing to new customers, but with the right laundromat management system in place, they can be specifically customized for different kinds of customers. Cents helps laundromat owners customize promotions based on data collected about each customer. For example, if you have a batch of customers that only placed one order, you could customize a promotion specifically to reengage that group only: "Haven't heard from you in a while. Here's 10% off your next order!"



91% of U.S. adults want to receive promotional emails

Bring Your Laundromat Marketing Ideas to Life

Laundromat owners can start marketing their businesses right away without special technology and excessive funds behind it. However, having the right system in place to support and track your marketing initiatives is essential to growing and improving your techniques. A platform designed specifically for the laundry industry, Cents not only helps run and track your business operations, but also offers marketing resources to help grow your business:



Modern Website & App



Email & SMS Marketing



Automation & Reporting

To learn more about what Cents' laundry business management system can do for you and other marketing techniques that can help grow your business, schedule a demo with Cents today.

