

cents

Laundromat Marketing Plan Template 2025



Steps to Create a Successful Marketing Strategy

Step 1: Define Your Foundation

Start with the **Laundry Business Summary** to define your laundromat's purpose and values and outline your strengths, weaknesses, opportunities, and threats to understand your position in your market.

Step 2: Set Goals & Initiatives

Use the **Laundry Business Initiatives** page to establish clear marketing objectives and break down your goals into specific initiatives to determine how success will be measured.

Step 3: Understand Your Audience

Refer to the **Target Laundry Market** page to identify key customer groups and tailor services and promotions to meet each group's unique needs.

Step 4: Develop Your Strategy & Budget

Combine insights from the **Laundry Market Strategy** and **Marketing Budget** pages. These will help you create a pricing and promotional plan that highlights your competitive advantages as well as helping find where to allocate any funds to maximize ROI for each marketing channel.

Step 5: Execute & Optimize

Leverage the **Marketing Channels** and **Marketing Technology** pages to choose the best platforms for reaching your audience, identify tools like CRMs and email marketing software, and regularly monitor performance and adjust your strategy based on data and feedback.



How to use this template

This template should be used as a jumping-off point for your laundromat's marketing plan. It includes sections for:

[Laundry Business Summary](#)

[Laundry Business Initiatives](#)

[Target Laundry Market](#)

[Marketing Budget](#)

[Marketing Channels](#)

[Marketing Technology](#)



Laundry Business Summary

Business Name: _____

Mission:

SWOT Analysis:

Strengths

Weaknesses

Opportunities

Threats

Laundry Business Initiatives

Marketing Initiative 1

Description	
Goal of Initiative	
How you'll measure success	

Marketing Initiative 2

Description	
Goal of Initiative	
How you'll measure success	

Marketing Initiative 3

Description	
Goal of Initiative	
How you'll measure success	

Target Laundry Market

Your Laundry Audience

Audience	Services you offer them
<input type="checkbox"/> College Students	
<input type="checkbox"/> Apartment Living	
<input type="checkbox"/> Single/Multi-Family Households	
<input type="checkbox"/> Blue Collar Workers	
<input type="checkbox"/> Business Professionals	
<input type="checkbox"/> Other: _____	

Laundry Market Strategy



Services

Prices

Promotions

Competitor Analysis

Marketing Budget

Marketing Expense	Estimated Price	Actual Costs
Total		

Marketing Channels

Channel	Goals
Google Business	
Google Ads	
Website	
Email	
Referrals	
Events	

Social	Goals
Instagram	
LinkedIn	
Tiktok	
Facebook	
Twitter	

Marketing Technology

Customer relationship management software:

Email marketing software:

Website platform:

Advertising software:

Social media management software:

Laundry business management software:
