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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 quns 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** 

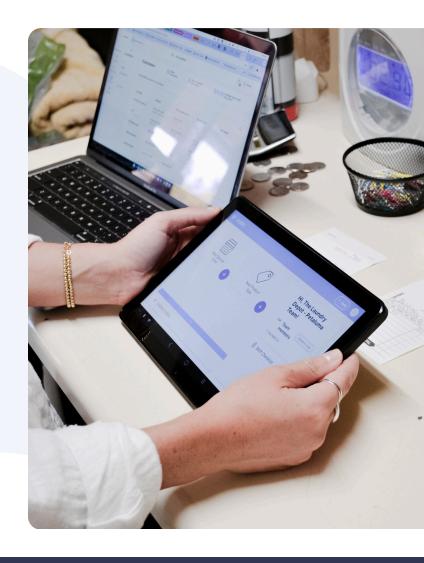
**Target Laundry Market** 

**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
College Students	
Apartment Living	
Single/Multi-Family Households	
Blue Collar Workers	
Business Professionals	
Other:	

Laundry Market Strategy	40000
Services	<b>V</b> • • • • • • • • • • • • • • • • • • •
Prices	
Promotions	
Competitor Analysis	

# **Marketing Budget**

Marketing Expense	<b>Estimated Price</b>	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: