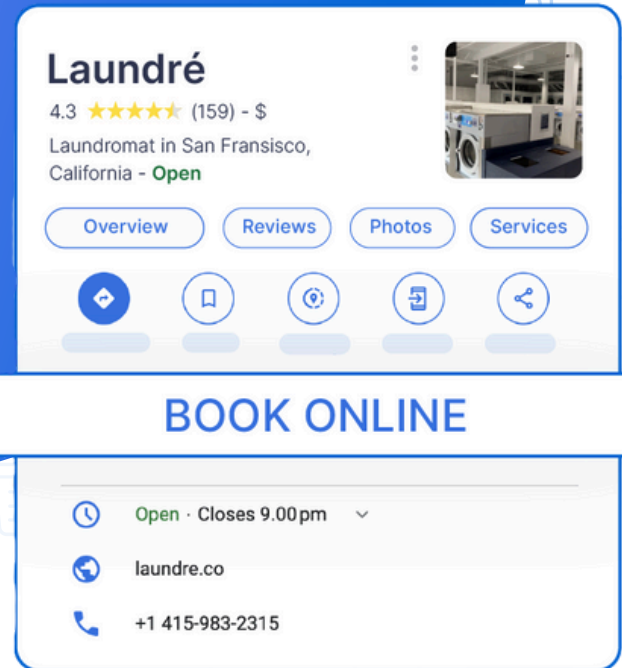


Laundromat Marketing Mastery:

Leveraging Google Profiles, Reviews & Social Media



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The Digital Marketing Landscape for Laundromat Businesses

Digital marketing has become the heartbeat of local business success—and laundromats are no exception. From Google searches to online reviews and social media feeds, the way people choose where to do their laundry has changed. People want easy answers and fast service—and they expect to find both with a quick Google search.

If your laundromat is set up well online, you can turn those searches into loyal customers and a growing business. That starts with showing up in the right places: Google Business Profiles, review platforms, search ads, and the social media feeds your customers are already scrolling.

This guide is your all-in-one playbook for navigating and thriving in the digital age. We'll break down what actually works for laundromat marketing—from optimizing your Google profile and collecting meaningful reviews, to building a social media presence that builds trust and drives traffic. You'll read real stories from laundromat owners who figured out what works—and get helpful advice from the team at Cents, the all-in-one tool that helps laundry businesses run better.

If you're ready to get noticed, save time, and make more money, let's get started.

Meet: Bryan Hartsock



Throughout this guide you'll find expert quick tips from Bryan, a Customer Success Manager here at Cents. Bryan joined the Cents team in 2023 and has become a trusted resource for laundromat owners nationwide.

Based in Dallas, this dad and certified Scrum Master brings valuable small business expertise to the table. Before working at Cents, Bryan ran his own small business. He knows a lot about marketing and helping businesses show up on Google. Now, he helps laundromat owners try out smart ideas that really work.

Your Laundromat's Front Door (Hint: It's on Google)

Your [Google Business Profile](#) is like your laundromat's front door on the internet. It's often the first thing people see when they search for places to do laundry nearby. A strong profile helps you show up on Google Maps and in search results. It also builds trust by showing your hours, services, photos, and customer reviews. Simply put: if you're not showing up, or your listing is incomplete, you're losing business to the laundromat down the street.

The good news? You don't need to be an expert to make your Google profile work for you. With a few simple updates and regular check-ins, it can bring in new customers, get you reviews, and help people book services—no ads needed.

Steps to Optimize Your Google My Business Profile

1. Claim and Verify Your Profile:

The first thing you should do is claim your Google Business Profile. This gives you full control over what people see. Google will send you a code by mail or phone or request a video to prove the business is yours.

2. Complete Every Section Thoroughly:

Fill out your name, address, phone number, website, business hours, and services—and ensure everything matches your website exactly. Google likes clear and matching info. Try using words people search for, like “24-hour laundromat in Austin with wash and fold, self-serve, and delivery.”

3. Choose the Right Categories:

Google needs to know what you do. Choosing “Laundromat” as your main category is a good start. Add others like “Laundry Service” and “Laundry” to help your business show up more.

4. Use Location-Based Keywords:

Sprinkle neighborhood or city names throughout your business description, service list, and even in replies to reviews. This helps you show up in hyperlocal search queries like “laundromat near Zilker Park” or “pickup laundry in South Austin.”

5. Enable Booking & Ordering with Cents' 'Order Now' Button:

Through Cents' exclusive integration with [Reserve with Google](#), you can add a direct "Order Now" button to your listing. This allows customers to schedule wash and fold or delivery services directly from Google Search or Maps—without clicking away to your website. Cents is the only platform in the industry offering this seamless integration, giving you a major competitive edge.

6. Post Regular Updates:

Keep your profile fresh by posting at least once a week. Share promotions, service updates, customer testimonials, or photos of your clean facility. Posts with calls-to-action like "Schedule your pickup today" can increase conversions and signal to Google that your business is active.

7. Upload Real, High-Quality Photos:

Photos dramatically improve click-through rates. Highlight your washers and dryers, folding stations, attendants, and storefront—especially if your facility is clean and modern. Avoid stock imagery. New photos not only impress customers but help boost your rankings.

8. Track and Improve with Analytics:

Google Business Insights shows you how many people viewed your profile, asked for directions, or clicked to call. Today, most people look at reviews before trying a new place. For laundromats, things like clean machines, helpful staff, and a smooth experience matter. Good reviews can be the reason someone chooses your business instead of going somewhere else.



9. Be Ready for Google's Requests:

Sometimes Google suspends listings to verify legitimacy. Keep your business license, lease, utility bills, and store photos on file. Tools like PlePer or Whitespark's GMB Monitoring can help you detect changes or unauthorized edits to your profile.

10. List Consistently Across the Web:

Google looks at more than just your Business Profile. Make sure your laundromat's name, address, and phone number match across Yelp, Bing, Apple Maps, Facebook, and local directories. These citations help reinforce your trustworthiness and improve SEO.



Bryan's Quick Tips

- Regularly update your profile with new images and weekly posts.
- Use QR codes in-store linked directly to your Google Review page.
- Include location-specific keywords throughout your profile (e.g., "San Antonio Laundromat").



How CNC Laundry Turned Google Reviews into Revenue

Name: [CNC Laundry](#)

Location: San Antonio, Texas

Opened: 2021

Model: Full-Service Laundromat with Pickup & Delivery

Platform: Cents with Google Business Profile integration

The Challenge

CNC Laundry had strong foot traffic but struggled to grow its wash & fold and pickup & delivery services. In a competitive market, they needed to improve online visibility and stand out from dozens of nearby laundromats. Their biggest bottleneck? Low Google search rankings and minimal reviews.

The Strategy

Working with Bryan, their Customer Success rep at Cents, CNC focused on one thing: mastering their Google Business Profile. They:

- Added keywords like “San Antonio wash and fold”
- Refreshed their photos, services, and descriptions
- Trained employees to ask for reviews—especially from older customers—using in-store signage and QR codes





The Results

Within one month, CNC doubled their reviews, jumped in search rankings, and doubled daily wash and fold orders—setting a revenue record. Their local visibility brought in new recurring customers and made a measurable financial impact, all without heavy ad spend.

The Role of Cents

Cents' tools made digital marketing manageable and measurable. From in-store review prompts to backend support, the platform empowered CNC to turn small changes into big wins.

Even the smallest amount of work we did on Google reviews made a thousand dollar difference.

- Christian, Owner, CNC Laundry



Key Takeaways

- A well-optimized Google profile attracts more high-value customers
- Consistent reviews boost local search ranking and trust
- The right tech partner makes marketing simple and scalable

Want More Customers? Start with Google Reviews

These days, most people read [Google reviews](#) before picking a place to go. For laundromats, customers care about things like clean machines, friendly staff, and fast service. A few good reviews could be the reason someone chooses you instead of someone else.

A well-managed review strategy doesn't just improve your online reputation. It boosts your Google ranking, increases your credibility, and turns everyday customers into enthusiastic promoters of your brand.

How to Collect More Reviews (Without Being Pushy)

Gathering reviews doesn't have to feel awkward or complicated. It just needs to be easy, consistent, and part of your everyday customer experience.

In-Store Prompts

Place flyers, wall signs, or countertop cards featuring QR codes that link directly to your Google review page. Add a quick note like, "Happy with your visit? Share your thoughts with us on Google!"

Team Engagement

Train your team to kindly ask happy customers for a review. If they say your place is the cleanest or fastest they've used, respond with, "Thanks! Would you tell others with a quick review on Google?"





Automated Follow-Ups

With Cents Accelerate, you can send a follow-up text or email that asks for a review after someone uses your service. It's great for delivery or wash and fold customers who don't stick around.

Reward Programs & Giveaways

You can get more reviews by offering a little reward. Try a monthly drawing where people who leave a review can win things like free wash credits, laundry soap, or a snack from your machine.

Meet Your Customers Where They Are

Add review links in creative places: your Wi-fi landing page, receipts, laundry cards, or booking confirmation emails. The quicker the process, the more reviews you'll get.

How to Respond to Reviews—Good, and Bad (The Right Way)

When you reply, it shows people you care and that you're paying attention. Whether someone is raving about your super-speed dryers or complaining about a broken machine, how you respond shapes public perception.

Respond Quickly

Don't wait too long—replying within 48 hours builds trust.

Be Warm, Professional, and Grateful

Positive review response: “Thanks so much, Sarah! We're thrilled you enjoyed our comfy seating and fast dryers. Hope to see you again soon!”

Negative review response: “Hey John—sorry you had a rough visit. That washer has been fixed, and we'd be happy to make things right next time. Your next wash is on the house.”

Avoid Defensiveness

Even if a review feels unfair, respond with calm professionalism. Offer a solution or clarification, and take the conversation offline if needed.



Turning Bad Reviews Into Loyalty Wins

Bad reviews don't have to be bad for business. In fact, how you respond to them can turn a critic into a lifelong customer.

Have a Recovery Strategy

If something really went wrong, say sorry, fix it, and ask if they might update their review. Most people will if they feel like you cared.

Be Transparent

Respond publicly to acknowledge the problem and reassure others that it's been addressed. Transparency builds trust.

Platforms and Tools for Managing Reviews

Pay attention to feedback so small problems don't turn into big ones. Use these tools to stay organized and responsive:

Google Review Notifications: Enable alerts so you're notified of every new review.

Cents Accelerate: Request reviews, send customer messages, and automate follow-ups from one central dashboard.

Monthly Review Checkups: Assign a team member or use a checklist to ensure you're consistently monitoring, responding to, and learning from reviews.

Learn From What Customers Are Saying

Every review is a learning opportunity.

Track Common Themes

Look for recurring praise (e.g., “clean bathrooms,” “friendly staff”) or consistent complaints (“dryer #6 is slow”). Use this data to inform your training, maintenance, and marketing efforts.

Act on Insights

If customers love your loyalty program, promote it more. If people are frustrated by parking, include tips in your online FAQs. Let your audience guide your next smart move.

Show Off Your Best Reviews

You earned those five stars—don’t hide them.

- Share great reviews on Instagram, Facebook, and in-store signage.
- Add a “What Our Customers Say” section to your website.
- Print short quotes and stick them near your check-in counter, detergent shelves, or dryers.
- When customers see real feedback, it boosts your credibility and encourages others to contribute.

Go Beyond Google

While Google is your biggest priority, reputation lives everywhere. Keep tabs on your Yelp, Facebook, TripAdvisor, and even Nextdoor listings. Use consistent messaging and respond promptly across all platforms.



Bryan’s Quick Tips

- Highlight a “Review of the Month” in-store or on social media to encourage quality feedback.
- Use negative reviews as team training tools—review them in meetings to prevent repeat issues.
- Add your star rating and review count to flyers, Google Posts, and email signatures—it builds instant trust.

Laundré's Secret Weapon: The “Order Now” Button on Google



Name: [Laundré](#)

Location: San Francisco, CA

Opened: 2017

Model: Self-Service + Full-Service (Pickup & Delivery + Commercial Accounts)

Platform: Full Cents suite, including Dispatch, POS, Accelerate, Assist, and Reserve with Google

The Challenge

As Laundré expanded to a second location at the start of the pandemic, demand for pickup and delivery surged—but manual processes and outdated systems made it difficult to scale. Ariana Roviello needed a streamlined, tech-forward solution to support her evolving business model.

The Strategy

Laundré adopted the full Cents platform, starting with Dispatch and quickly expanding into POS, Assist, and Accelerate. A major unlock was Cents' exclusive integration with Reserve with Google, which added an “Order Now” button directly to Laundré's Google Business Profile—making it seamless for customers to book services right from search.

The Results

- Tripled wash and fold revenue in two years
- Expanded delivery radius from 2 miles to 15
- Reduced staff errors through automation and centralized tracking
- Boosted marketing ROI with actionable data insights

“The ‘Order Now’ button through Cents and Google has been a game changer. It's brought in more customers, simplified bookings, and elevated our brand in search results.”

- Ariana Roviello, Owner, Laundré



How to Make Social Media Work for Your Laundromat

If your laundromat isn't on social media, you're missing out on a major opportunity to connect with your community and attract new customers. Most people scroll while they wait—why not meet them where they are? A strong social media presence helps increase foot traffic, strengthen loyalty, and humanize your brand. And the best part? You don't need to go viral—you just need to show up consistently and authentically.

Choosing the Right Platforms

You don't have to be everywhere—just where your customers are. For most laundromats, that means:

- **Facebook** is ideal for reaching local families, running promotions, sharing reviews, and managing customer messages.
- **Instagram** is great for eye-catching visuals, short videos, and telling your brand's story.
- **TikTok** is perfect for showing off the personality of your laundromat with fun, quick clips, trends, and tips.

Start with one or two platforms you feel most comfortable with, then expand as you grow.



What to Share When You're Not Sure What to Share

Small touches can go a long way:

- **User-Generated Content (UGC):** Encourage and repost tagged photos and stories from customers. This builds trust and shows real people love your business.
- **Community Highlights:** Feature your regulars, spotlight local partnerships, or run fun contests like “Best Laundry Hack.”
- **Social Responsibility:** Promote your eco-friendly machines, biodegradable soaps, or community drives. Today's customers want to support values-aligned businesses.
- **Behind-the-Scenes:** Show your staff prepping orders, folding laundry, or maintaining machines.
- **Laundry Tips:** Share tricks like how to fold towels hotel-style, remove tough stains, or speed up drying.



- **Weekly Themes:** Try “Tidy Tip Tuesday” or “Fabric Softener Friday” for fun, bite-sized education.
- **“Mention this post” Discounts:** Encourage followers to mention a post for \$1 off.
- **Seasonal Specials:** Think back-to-school bundles, Earth Day eco promos, or “Free Sock Wash” on National Laundry Day.
- **Giveaways:** Ask followers to comment with their best stain removal tip or funniest laundry fail. Winners get a free wash or laundry kit.

Once you've found what resonates, amplify it with ads. Even a \$5/day ad budget can significantly boost your re

Influencer & Community Partnerships

Local influencers and community partners can help you tap into new audiences.

- Partner with nearby businesses: Offer cross-promotions with local cafes, gyms, or apartment complexes.
- Invite micro-influencers: A post from someone with just 1,000 engaged local followers can make a big difference.
- Sponsor local events: Offer “Laundry for a Year” as a silent auction prize or host a school supply drop-off.

Showcasing your community involvement boosts brand trust and loyalty.

Customer Service in the DMs

People will message you with questions. Treat your inbox like your front counter:

- Respond within a few hours whenever possible.
- Have saved replies for FAQs like your hours, payment types, or wash & fold process.
- Be human and kind. Even if someone is frustrated, your tone can de-escalate a situation and win them back.



Bryan's Quick Tips

- Use free design tools like Canva to turn tips into polished graphics and keep your brand looking professional.
- Pin your best posts to the top of your profile so new visitors see your most helpful or engaging content first—like a current promo, customer review, or intro reel.
- Use captions that sound like real conversations—not ads. Social media is for connecting, not pitching. Write like you talk.
- Schedule posts during peak usage times, like weekday evenings or weekend mornings, when customers are likely doing laundry or scrolling while they wait.

How Lotta's Laundry Built a Premium Brand with Social Media



Name: [Lotta's Laundry](#)

Location: Bainbridge Island, Washington

Opened: 2024

Model: Pickup & Delivery Only – No Physical Laundromat

Customers: 125+ active accounts within 8 months

Platform: Full Cents suite including delivery management and marketing tools

The Challenge

With no laundromat on the island for four years, founders Beau and Liz Perra saw an opportunity—but didn't want to open a traditional laundromat. Instead, they launched a delivery-only laundry business with no storefront, meaning all customer trust had to be built online. Their challenge? Quickly establishing credibility and visibility without relying on walk-ins.

The Strategy

Lotta's Laundry leaned heavily on social media to introduce their brand and earn trust in the community:

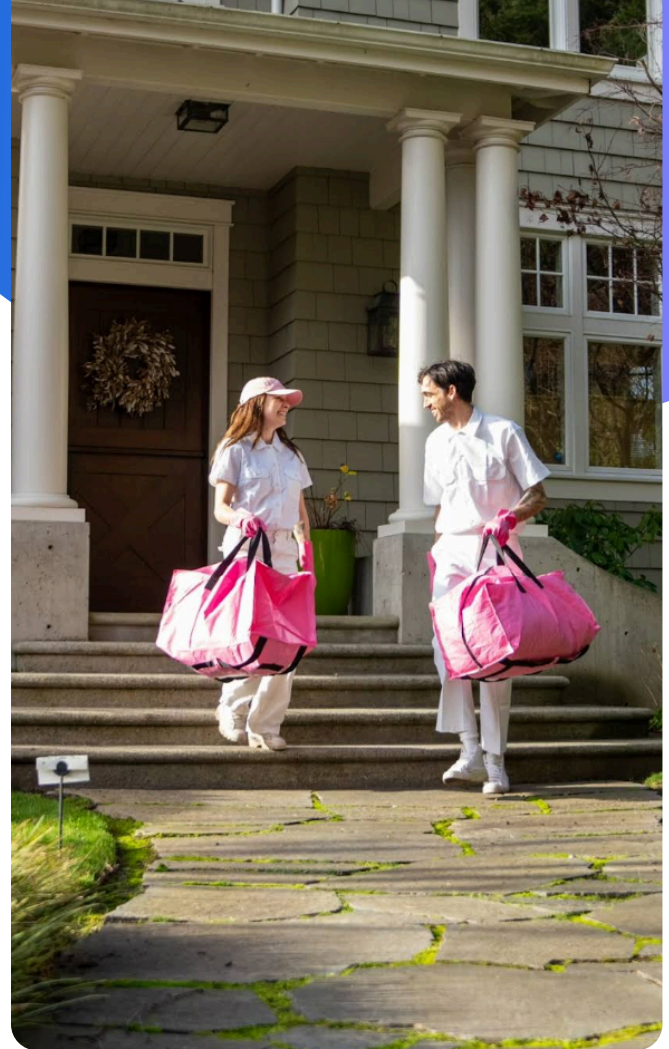
- Used Instagram to build in public, sharing real-time updates, behind-the-scenes content, and personal stories.
- Created monthly reels showing pounds processed, customer growth, and day-to-day operations.
- Ran community-focused campaigns like sidewalk chalk games and Fourth of July stain remover giveaways to generate organic, social-friendly buzz.
- Shared real customer testimonials and consistently responded to DMs and comments.
- They also integrated Cents' delivery management tools and marketing features to streamline logistics and track promotions.

The Results

- Gained 125+ loyal customers in under 8 months—with zero paid ads.
- Became a recognizable, trusted brand on Bainbridge Island through consistent storytelling.
- Turned social content into a growth engine—each post driving awareness, engagement, and bookings.
- Their signature pink delivery bags became a visual symbol of trust and convenience across the island.

“We don’t even have machines our customers can see—our entire relationship is built online. Social media was everything for us.”

- Beau Perra, Co-Founder, Lotta's Laundry



Digital Marketing Maintenance Plan

Weekly Tasks

- ☐ Receive and Respond to at least one new review
- ☐ Post at least two social media updates
- ☐ Check Google Ads performance
- ☐ Add at least one photo or video to the Google business profile

Monthly Tasks

- ☐ Analyze social media metrics (engagement, reach, clicks).
- ☐ Review Google Business Insights to understand customer behavior.
- ☐ Adjust your ads and keyword strategy based on monthly performance.

Quarterly Tasks

- ☐ Launch new promotional campaigns or contests.
- ☐ Conduct customer surveys or social media polls to gather feedback.

Tools for Efficient Management

- **Cents Platform:** Centralize bookings, review requests, and customer communications.
- **Google Analytics and Business Insights:** Track and analyze performance effectively.

Key Metrics to Track

Establishing clear, measurable goals (KPIs) is essential to assess your marketing success. Regularly benchmark your laundromat against industry standards in customer acquisition, retention, digital engagement, and profitability. Consistently evaluate your marketing efforts and adjust strategies based on these metrics.

- **Engagement Rates:** Measure likes, comments, shares.
- **Click-Through Rates (CTR):** Track clicks from your social posts and ads to your website or booking platform.
- **Customer Acquisition and Retention:** Monitor new customers gained and repeat business driven through digital marketing efforts.