

Guide to **Outbound Marketing**: Strategies and Templates

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Extend your reach to new customers: Guide to outbound marketing

As a laundromat owner, you know standing out from the competition is essential for attracting and retaining customers. Despite being a fundamental service in many communities, laundromats often face the challenge of differentiating themselves from their competitors. This is where outbound marketing becomes a powerful tool.

The magic in outbound marketing for laundromats lies in its ability to target specific demographics and communities. Whether it's college campuses, apartment complexes, or local businesses, laundromats can tailor their marketing efforts to meet the needs of these groups. If you're doing it right, outbound marketing attracts new customers and plays a significant role in enhancing customer experience. But where do you start?

This is your roadmap to understanding the impact of outbound marketing, including practical templates to implement them. You'll learn strategies, such as cold emailing, direct mail campaigns, automated notifications, and social media outreach to maximize the impact of your efforts. You're just steps away from confidently launching outbound marketing campaigns that drive major growth!



What is outbound marketing?

Outbound marketing is a proactive approach where laundromats initiate contact with potential customers through a variety of channels such as emails, SMS, direct mail, and advertisements. Unlike inbound marketing, which focuses on attracting customers through content and engagement, outbound marketing actively pushes messages to a target audience. This method is especially effective in reaching a wider demographic and creating instant awareness of your services. For laundromat owners, this can be a game-changer in building a loyal customer base and driving growth. Later in the guide we'll talk about effective outbound marketing strategies you can use to drive growth in your laundromat.



Examples of realistic outbound marketing in other industries

If this is your first exposure to outbound marketing, it may feel overwhelming, but fear not! Outbound marketing is all around you and the average person consumes hundreds of examples of it throughout the day. Here are some realistic instances of outbound marketing you'll recognize from other industries:

- **Retail:** Clothing stores often use email campaigns to announce new arrivals, sales events, and exclusive discounts to their customers, driving both online and in-store traffic.
- **Healthcare:** Clinics frequently use SMS reminders to prompt patients about upcoming appointments or annual check-ups, reducing no-show rates and increasing patient engagement.
- **Real estate:** Real estate agents use direct mail and email newsletters to keep potential buyers informed about new listings, market trends, and investment opportunities.

Do these sound familiar? For laundromats, similar strategies can be used to rope new customers, keep existing ones happy, and spark growth in your business.

How outbound marketing can help reach new customers



Outbound marketing is the special sauce for actively growing your customer base and creating a strong foundation for your business. Unlike inbound strategies that rely on customers to find you, outbound marketing puts you in the driver's seat. Here's how this approach helps you expand your reach:

- **Proactive customer engagement:** Outbound marketing allows you to make contact with potential customers who may not be looking for your services but could benefit from them. By reaching out directly through channels like emails, SMS, or flyers, you can introduce your laundromat's solutions to new people.
- **Targeted outreach:** Through outbound marketing, you can tailor your messages to specific demographics, behaviors, or locations depending on the type of customer you want to attract. This approach ensures that your marketing investment is relevant and worth your return.
- **Generating brand awareness:** Consistent marketing efforts over time will help you bolster your laundromats brand! Maintaining a visible presence through a few different channels will nestle you as a reputable choice in the minds of your target audience.
- **Driving direct responses:** Unlike some forms of inbound marketing that rely on organic traffic or referrals, outbound strategies often generate direct responses—especially if you're offering a good deal. Whether it's a customer responding to a promotional offer or an inquiry about your services, outbound marketing encourages immediate engagement and interaction with potential customers.
- **Complementing inbound efforts:** While inbound marketing focuses on attracting customers who are actively looking for your solutions, outbound marketing complements these efforts by proactively reaching out to potential customers who may not be aware of your laundromat yet. Together, these strategies create a comprehensive marketing approach that maximizes your conversion opportunities.

Creating an excellent customer experience

A dialed-in outbound marketing strategy is nothing without an excellent customer experience. You can get people through the door but if you can't deliver the experience they expect, your marketing efforts may be wasted! Customers want more than just clean clothes; they want a seamless, professional experience that saves them time and effort. As a business owner, you can leverage outbound marketing strategies to make sure customers keep coming back.

How outbound marketing enhances customer experience

- **Multi-layered communication:** Effective outbound marketing uses multiple channels—like SMS campaigns, email newsletters, and personalized promotions—to stay connected with customers. These efforts keep your brand top-of-mind and show your customers you value their business. Remember, a customer's experience is not confined to the walls of your business. Keep them in the microcosm of your customer base with a multi-layered approach to communication.
- **Building customer confidence:** Loyal customers are people who feel confident you can take care of them. Consistent messaging in your outbound marketing efforts demonstrates that you prioritize customer satisfaction and trust. By sharing updates on service enhancements, seasonal promotions, or community involvement, businesses like Columbia Pike Laundry show they care about more than just transactions—they care about their customers' needs and preferences.



Daniel Logan from Columbia Pike Laundry has a knack for visibility and creating an exceptional customer experience. He notes, "People recognize our vans and feel like they know us." He stresses the value of making every interaction count, stating, "We aim to provide a premium service that makes our customers' lives easier, whether it's separating laundry or accommodating specific requests," underscoring the commitment to delivering an outstanding customer experience for every customer.

Outbound marketing strategies

We've talked about the benefits of outbound marketing for laundromats. Now you'll learn about how to implement them. Your outbound marketing strategy should take a multifaceted approach that includes digital and physical methods (including examples):

Digital strategies

- **Email campaigns:** Harness the power of email marketing to deliver detailed updates on services, exclusive offers, and customer success stories directly to segmented lists. Craft monthly newsletters that highlight new services or seasonal promotions, maintaining top-of-mind awareness and reinforcing brand identity.
- **SMS marketing:** Engage customers with SMS alerts for time-sensitive updates such as flash sales, appointment reminders, and personalized discounts. Encourage opt-ins through compelling offers, ensuring customers stay informed and incentivized to take immediate action.
- **Social media advertising:** Utilize targeted ads on platforms like Facebook, Instagram, and Twitter to showcase services, share customer testimonials, and run promotions based on demographic and location data. Leverage social proof and interactive content to foster community engagement and attract new customers.
- **Online reviews and testimonials:** Actively encourage satisfied customers to leave reviews on Google, Yelp, and social media platforms. Positive reviews not only build credibility but also influence potential customers' decisions, enhancing brand reputation and driving organic growth.



Physical strategies

- **Direct mail campaigns:** Design visually appealing postcards or letters featuring compelling offers and discounts tailored to local neighborhoods and businesses. Use direct mail to target specific demographics or geographic areas, complementing digital efforts with tangible, personalized outreach.
- **Fliers and brochures:** Distribute informative fliers and brochures in high-traffic areas such as community centers, local businesses, and apartment complexes. Highlight unique services, promotions, and customer benefits with clear calls-to-action to drive foot traffic and increase brand visibility.
- **Local partnerships:** Forge strategic alliances with neighboring businesses like gyms, coffee shops, or daycare centers to cross-promote services and offer joint discounts. Collaborative marketing efforts expand customer reach while strengthening community ties and fostering a supportive local network.



Creating buzz and hosting events

- **Special promotions:** Launch seasonal or thematic promotions such as "Spring Cleaning Specials" or "Holiday Laundry Packages" to attract new customers and reward loyal ones. Tailor promotions to meet customer needs and preferences, driving sales during peak and off-peak periods alike.
- **Community events:** Participate in local events, sponsorships, or charity drives to enhance brand visibility and connect with potential customers face-to-face. Set up interactive booths or demonstrations to engage attendees and distribute promotional materials effectively.
- **Customer appreciation days:** Host exclusive events or open houses for loyal customers, offering behind-the-scenes tours, refreshments, and exclusive discounts. Show appreciation for customer loyalty while encouraging referrals and strengthening customer relationships.

Basic advertising

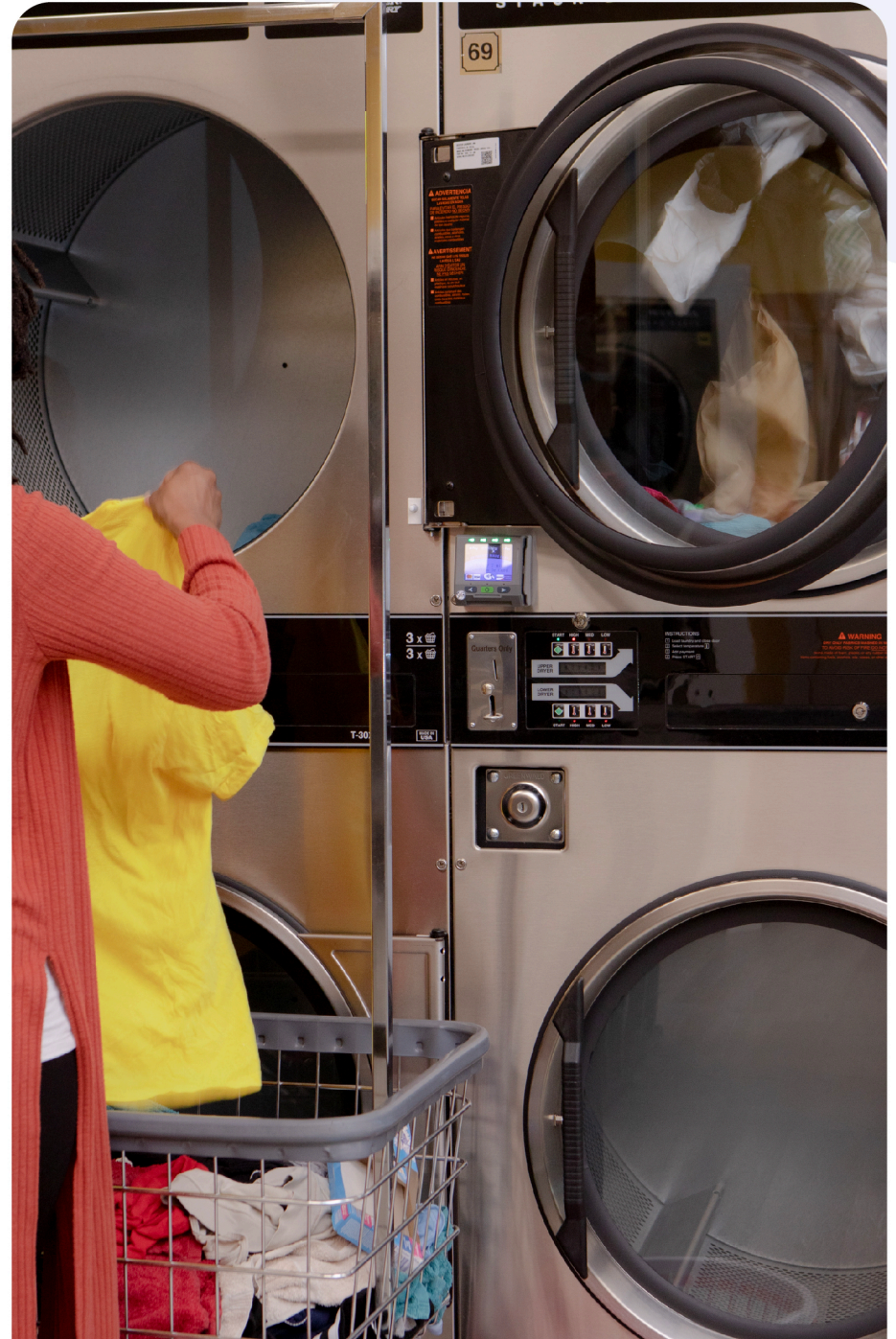
- **Print ads:** Advertise in local newspapers, community bulletins, and targeted flyers to promote services, discounts, and upcoming events. Utilize print media to reach local residents and businesses, reinforcing brand presence and driving awareness within the community.
- **Radio ads:** Maximize reach with targeted radio spots featuring compelling messaging about seasonal offers, service benefits, and unique selling points. Leverage radio's broad audience reach to increase brand awareness and drive customer engagement through memorable advertising campaigns.
- **Digital ads:** Deploy digital advertising campaigns on platforms like Google Ads and Facebook Ads to target specific demographics and locations effectively. Optimize ad content with compelling visuals and persuasive copy to attract clicks, conversions, and measurable return on investment.

Every laundry business is different, so it's important to focus on finding the mix of strategies that works for you. Combining methods allows you to target every potential customer, increase brand visibility, and nurture existing customer relationships.

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your Business**

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Digital outbound marketing templates

Here are some ready-to-use templates for SMS alerts and email campaigns to get you started. These templates are ready to go—just add your laundromat name! Or, personalize them to match your brand voice more closely.

First-Time Customer

SMS

Welcome to [Laundromat Name]! Enjoy 10% off your first wash with us. Visit us soon!

Email

Welcome to [Laundromat Name]! We're thrilled to have you join our community of satisfied customers. To show our appreciation, here's a special offer: enjoy 10% off your first wash with us. Discover how easy laundry day can be at [Laundromat Name]. We look forward to serving you soon!

Multiple Orders

SMS

Thank you for being a frequent customer! Your loyalty means a lot. Enjoy 15% off your next visit as a token of our appreciation.

Email

Thank you for your continued support as a valued customer of [Laundromat Name]. As a token of our appreciation, here's an exclusive offer just for you: enjoy 15% off your next visit with us. We're committed to providing exceptional service every time you visit. Claim your discount and experience the difference today!

Asking for Reviews

SMS

Loved our service? Share your experience! Leave us a review on Google and help others discover [Laundromat Name].

Email

We hope you enjoyed your recent experience at [Laundromat Name]. Your feedback means a lot to us and helps us improve. Could you take a moment to share your thoughts on Google? Your review will help others discover the convenience and quality of our services. Thank you for being a part of our community!

Offering Discounts

SMS

Exclusive offer just for you! Get 20% off wash & fold this week at [Laundromat Name]. Don't miss out!

Email

Limited-time offer alert! Take advantage of our special promotion: 20% off wash & fold services this week at [Laundromat Name]. Whether you're a regular or a first-time customer, now is the perfect time to experience the quality and convenience we offer. Claim your discount today and make laundry day easier!

Post-Order Thanks

SMS

Thank you for choosing [Laundromat Name]! Your clean clothes are ready for pickup. See you again soon!

Email

Thank you for choosing [Laundromat Name] for your laundry needs. Your clean clothes are ready for pickup! We appreciate your business and look forward to serving you again soon. For future convenience, remember you can always count on us for quick and reliable service. See you soon!

Advertising for Pickup and Delivery Services

SMS

Laundry day made easy! Try our pickup and delivery service today. Schedule now at [Laundromat Website].

Email

Discover the convenience of our pickup and delivery service at [Laundromat Name]. Say goodbye to laundry day hassles and hello to more free time! Schedule your first pickup today and experience how easy it is to get your laundry done with us. Learn more about our services and schedule online at [Laundromat Website].

Services Updates and Announcements

SMS

We've upgraded our machines for faster service! Experience the difference at [Laundromat Name] today.

Email

Exciting news from [Laundromat Name]! We've upgraded our machines to ensure faster service and better efficiency for you. Visit us today to experience the difference in laundry convenience. Your satisfaction is our priority, and we're committed to delivering the best service possible.

Software and Platforms to Help Execute Email and SMS Campaigns

Creating email and SMS campaigns that really work requires software that simplify communication, automate processes, and drive high engagement. These platforms offer a range of features tailored to meet different business needs:

For email campaigns:



[mailchimp](#)



[HubSpot](#)



[Campaign Monitor](#)

[ActiveCampaign](#) >



[ConvertKit](#)

For SMS campaigns:



[SimpleTexting](#)



[TextMagic](#)



[SlickText](#)



[Sakari](#)



[Salesmsg](#)



[EZ Texting](#)



[Twilio](#)



Cents Marketing Tools: How they work

There are countless marketing tools you can add to your business, but few offer the total package. Cents provides a comprehensive set of marketing tools specifically designed to empower laundry businesses to attract, retain, and engage customers. Built collaboratively by operators and marketing experts, these tools are made for the unique challenges of a laundromat owner:

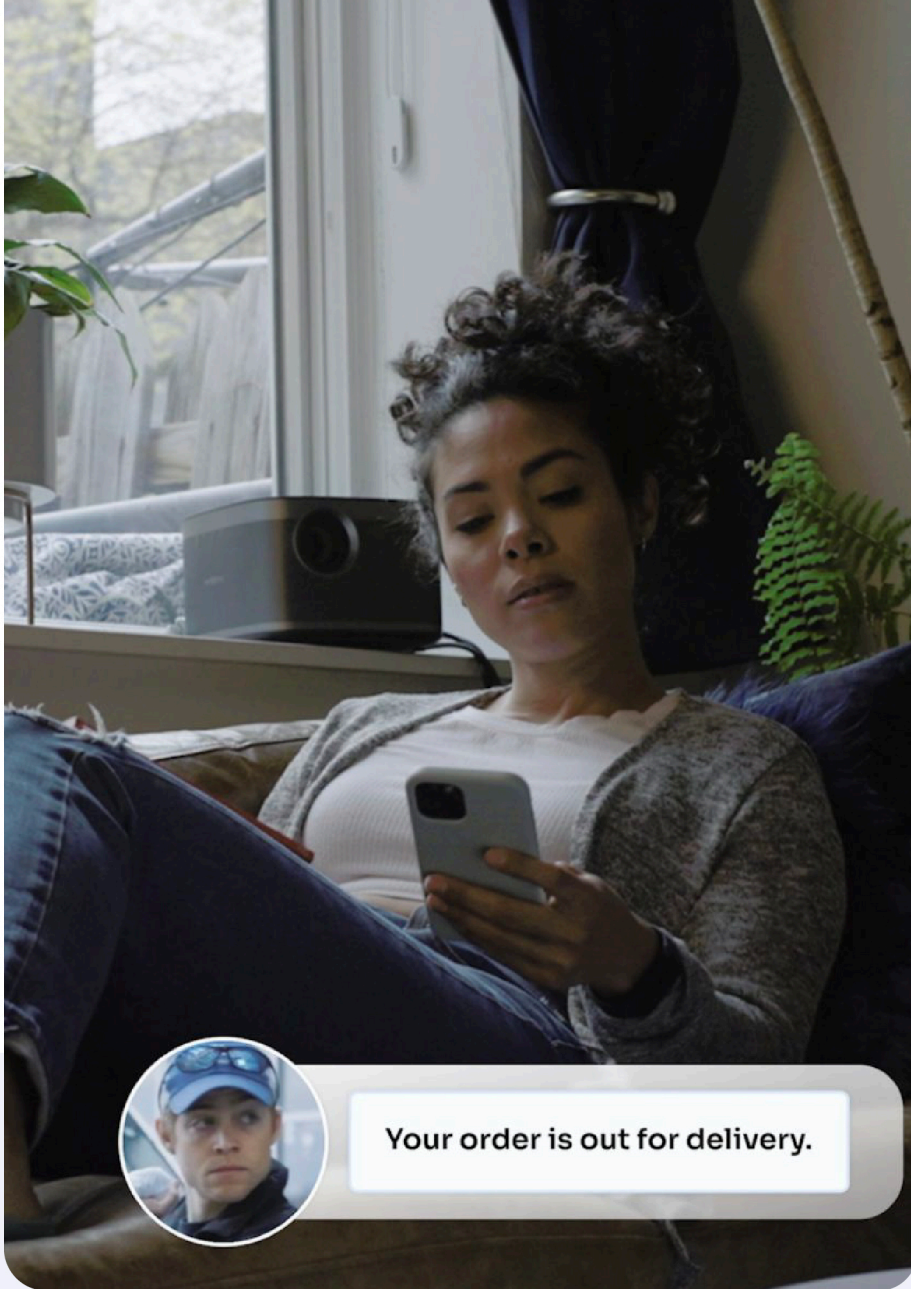


Modern website solutions:

Cents offers an SEO-optimized, customizable website platform that caters specifically to laundry businesses. This includes:

- Affordable, modern designs that work seamlessly across all devices and browsers.
- Pre-built templates designed to elevate the customer experience.
- Intuitive editing tools that allow you to modify and expand your site effortlessly.
- Integration capabilities with all other Cents solutions for streamlined business and marketing management.





Email & SMS marketing:

Enhance your customer relationships with targeted communication strategies:

- Segment your customer base using simple tools tailored for the laundry industry.
- Deploy one-time email and SMS campaigns to announce promotions or events.
- Re-engage customers with personalized, branded emails created via a user-friendly drag-and-drop designer.
- Facilitate direct communication through two-way chat capabilities.
- Utilize pre-designed email and SMS automations crafted by industry experts to minimize setup time while maximizing impact.
- Leverage robust marketing reporting tools to track campaign performance and optimize your strategies based on real-time data insights.



Easy implementation and management:

Cents was created to require minimal effort for maximum results:

- Harness the power of custom data to deliver tailored messaging to different customer segments.
- Combine SMS and email marketing to unlock additional revenue streams efficiently.
- Benefit from comprehensive marketing reporting that provides clear visibility into campaign effectiveness, enabling informed decision-making to drive business growth.

“Cents has really thought of a lot of details. From a business management point of view—brilliant.”

— Maritza, Fresh Laundry & Cafe



How to get customer contact information and for SMS campaignst

A hard-hitting outbound marketing program starts with contact information. There are a variety of ways to collect these details, whether it be through pickup and delivery or wash-and-fold, or in-store initiatives like raffles and promotions. Here's how to make sure you're capturing customer contact data at every opportunity to fuel your outbound marketing initiatives:

- **Online ordering for pickup and delivery or wash-and-fold:** When customers order services like pickup and delivery or wash-and-fold online, make sure your system is set up to prompt them to enter their phone number and email address during checkout.
- **Promotions with SMS opt-ins:** Use promotions that ask customers to opt into receiving SMS notifications. For example, promote a discount code where customers text a keyword (e.g., "WASH") to a designated number (e.g., 2893) to receive exclusive offers or updates.
- **Raffles and contests:** Host raffles or contests for free service where participation requires customers to provide their contact details. This method engages customers and builds your contact list organically.

How to execute an effective SMS Campaign

Once you have a contact list you can start launching SMS campaigns to engage your new customers (and existing customers). Here's how:

- **Personalized messages:** Craft personalized SMS messages based on customer preferences and past interactions. Use segmentation tools to target specific customer groups with tailored promotions or service reminders.
- **Relevant updates:** Send timely updates on order statuses, service promotions, or new offerings. Ensure messages are relevant to customer preferences to drive conversions.
- **Clear calls-to-action (CTAs):** Include clear CTAs in your SMS messages to prompt immediate actions from customers, such as redeeming a discount code, scheduling a service, or visiting your website for more information.
- **Optimize message timing:** Respect customer preferences regarding message frequency. Avoid overloading customers with messages and schedule SMS campaigns during optimal times for higher engagement rates.
- **Compliance and transparency:** Adhere to SMS marketing regulations. Clearly state the purpose of your messages, provide opt-out instructions, and honor customer preferences for receiving marketing communications.



Physical promo collateral examples

Your outbound marketing efforts should have variety. In addition to digital outreach, physical promotional collateral can be very effective in boosting engagement. Here's how you can utilize traditional tools to attract new customers and promote your services:

Brochures

Brochures serve as guides to your laundromat's offerings, making them ideal for distributing or leaving at local businesses. Here's how to create an effective brochure.

Design and content Guidelines:

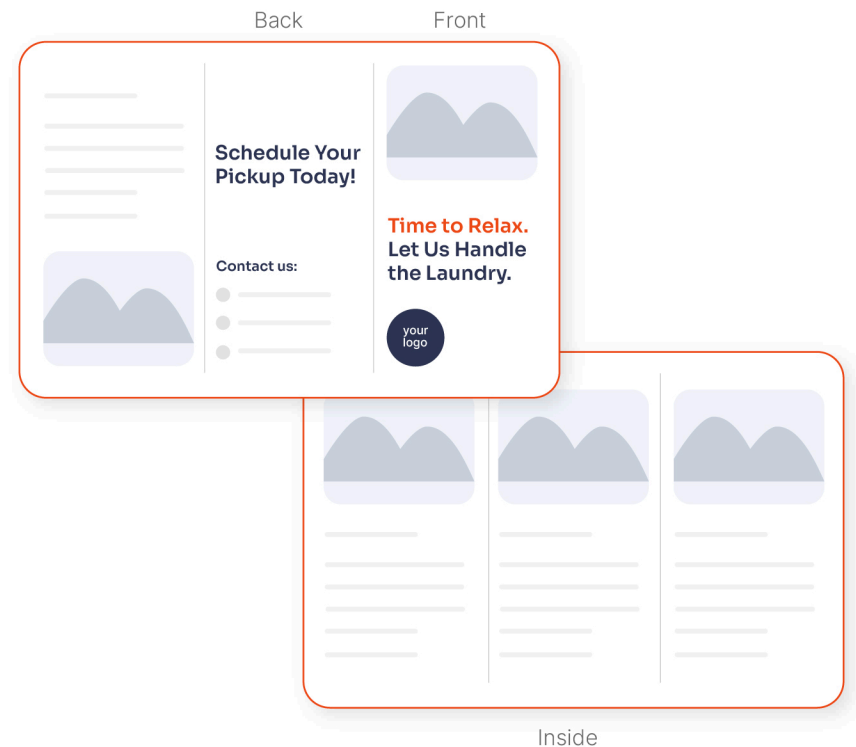
- **Cover:** Grab attention with vibrant images of clean laundry or happy customers. Include your laundromat's logo prominently.
- **Inside panels:** Highlight key services such as wash-and-fold, pickup and delivery, and any special promotions or discounts.
- **Back panel:** Feature contact information, website URL, and a compelling call-to-action (CTA) like "Schedule Your Pickup Today!"

Taglines for wash-and-fold or pickup and delivery:

- "Time to Relax. Let Us Handle the Laundry."
- "Convenience at Your Doorstep: Pickup and Delivery Service"
- "Professional Wash & Fold: Quality and Care Guaranteed"

Usage tips:

- Distribute brochures strategically at local businesses, community centers, and partner locations.
- Display them prominently within your laundromat for walk-in customers to pick up.



Direct mailers

Direct mailers are great for targeted outreach to specific neighborhoods or demographics. Here's how to design and write copy for an impactful direct mail campaign:

Design tips:

- **Front:** Use a captivating headline such as "Revolutionize Laundry Day!" or "Discover Easy Laundry Solutions."
- **Inside:** Provide an introduction to your services, highlighting benefits like time-saving solutions and professional quality.
- **Back:** Include customer testimonials or a map indicating your laundromat's location(s).

Copywriting tips:

- **Headline:** "Transform Your Laundry Routine with [Laundromat Name]"
- **Body:** "Enjoy hassle-free laundry with our wash-and-fold and pickup and delivery services. We ensure your clothes are cleaned to perfection, so you can focus on what matters."
- **CTA:** "Claim Your 15% Off First Order! Call [Phone Number] or visit [Website] to schedule today."

Distribution strategy:

- Target neighborhoods with high residential density or areas where your target demographic resides.
- Provide clear contact information and response mechanisms like a phone number, website URL, or QR code for easy engagement.



Conclusion

Outbound marketing is an essential component for laundromat owners who are serious about growth. Implementing strategies such as digital campaigns, physical collateral like brochures and direct mailers, and personalized customer messaging, laundromats can promote their unique services and capture new customers in their local market. With these strategies, you'll have the tools to increase visibility, expand your customer base, and get a leg up on your competition. Launching an outbound marketing program for your laundromat may seem intimidating. Luckily, Cents' support and marketing solutions, including campaign crafting and website optimization, can help you achieve tangible growth for your laundromat.

Take action today by [scheduling a demo](#) and see how you can tap into your laundromat's full potential through strategic outbound marketing.

