

cents

Laundromat Marketing Plan Template



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

Laundry Market Strategy

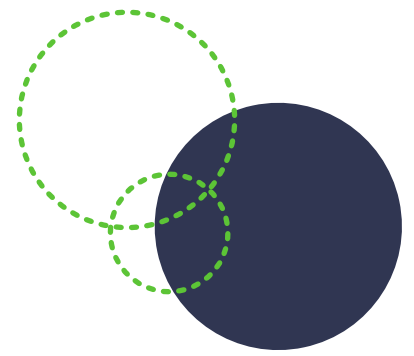
Marketing Budget

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

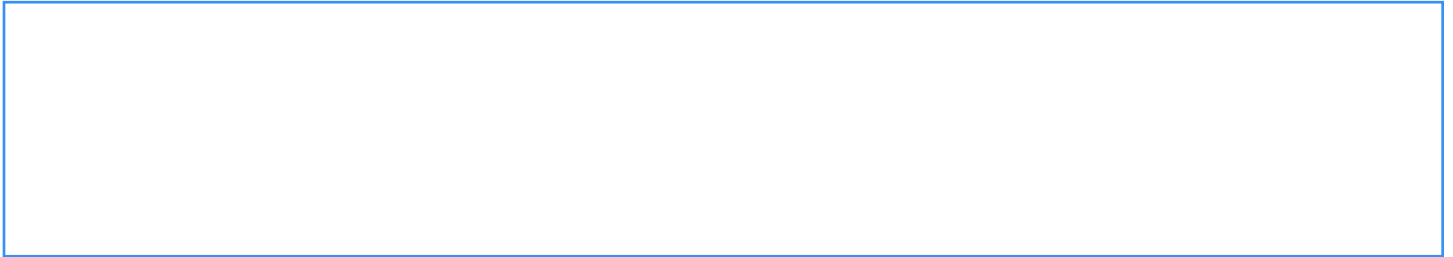
Your Laundry Audience

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"/> Commercial Businesses	
<input type="checkbox"/> Other: _____	

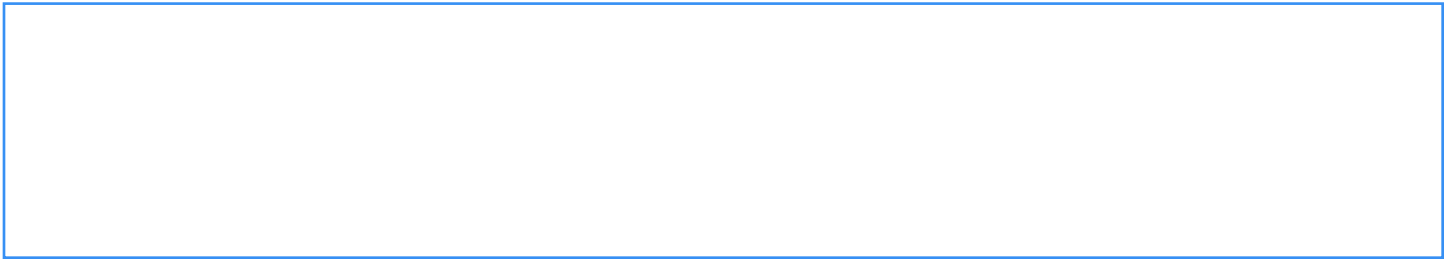


Laundry Market Strategy

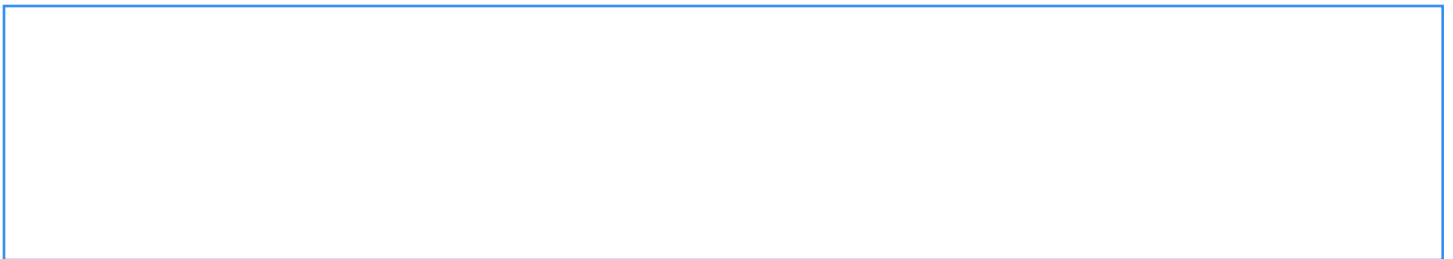
Services



Prices



Promotions



Marketing Budget

Marketing Expense	Estimated Price
Total	

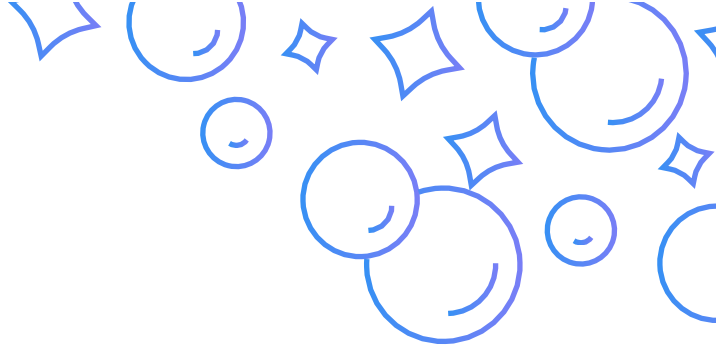


Marketing Channels

Channel	Purpose
Google Business	
Google Ads	
Website	
Email	
Referrals	
Events	

Social	Purpose
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:
