



*“Provide customers with a unique experience that goes beyond just providing a clean, dry, and shiny vehicle.”*

Today’s car washes have made it a priority to provide their customers with a unique experience that goes beyond just providing a clean, dry, and shiny vehicle.

Operators are loading their washes with arches, lights, colors, and scents to create an exciting and creative environment that the customer will remember and want to return. However, there is also an important part of the car wash experience that occurs outside of the tunnel or bay that can have a major impact on your business, and that is marketing.

How the car wash is promoted, from onsite signage to social media can play a pivotal role in bringing customers to the wash and keep them coming back.

We will touch on three important areas that can assist in marketing your wash whether it is a tunnel, standalone in bay, C-Store location, or self-serve.

**Let them know who you are**

It seems simple enough but the positioning and verbiage on the main sign is crucial to letting people know who you are and what service you provide. Catchy and inventive names are great but the most important words on the sign are **CAR WASH**. Names can be useful in creating a brand for your site(s) but the service you are providing is washing cars so let everyone know that’s what you’re in business for.

**Onsite Signage**

The main purpose of onsite signage is to inform the customers of the products and services you offer. Menu signs can be bright and creative, but their main purpose is to show the customer exactly what they will be receiving when they purchase a wash package.



Customers do not always pay close attention to signage so the easier it is to understand, the better. Since the top packages bring in the most revenue they should stand out on any sign and should be larger in size and more colorful than the less expensive ones.

The products that differentiate one package from the next should be highlighted so that the customer knows

why they are paying more for a certain package. You can also complicate the purchase by having too many options to choose from, which just may confuse the customer.



In addition to the menus you can utilize wind master and wall mount signs to draw attention to certain specialty products that you offer. These products should be ones that are offered on the top packages to entice the customer to buy up. These types of signs are especially effective in standalone, in-bay sites and C-Store locations.

If your wash is located at a fuel station or convenience store, pump toppers are very important, since most car wash sales are generated at the pumps. Without knowing what they are receiving on each package the customer is more likely to buy on price points.

Self-Serve washes can drive revenue by having signage that explains what each chemical does for the vehicle. The operator can also utilize banners, flags, and pennants, all of which are designed to draw attention to the wash.

**Social Media**

We all now live in a world driven by social media and utilizing the various aspects can play an important role in marketing your car wash. By having a website, Facebook presence, and even your own App the operator can connect with both potential and current customers daily. Facebook is the modern-day version of word of mouth and offers the operator the opportunity to interact with customers and inform them of what is new and exciting at their wash.



Operators who have invested in their own app can offer specials, direct customers to their location(s), and drive additional revenue by allowing customers to purchase monthly passes online.

Marketing plays a vital role in the car wash operation as it tells the public where you are, who you are, and what you have to offer. Signage that is eye catching and informative can enhance the customers experience and help drive revenue. Social media offers the opportunity to introduce your business to the public and can interact with your customers every day.

At CSI we offer a full-service marketing department that can create signage for any type of wash. Our DeSign Shop allows you to create menus and special signage or have our designers tailor something unique.



CSI also offers a large selection of wall mount and wind master signs, arches, banners, flags, self-serve signs, drums covers, and many more items designed to enhance the look of your wash and drive revenue. Check it all out in the marketing section of our website: [Lustra Marketing](http://LustraMarketing.com).

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