



Digital Marketing for Your New Laundromat: Why It's Essential for Success





The Digital Shift — Stats That Matter

The Digital Landscape: How Customers Find You in 2025

Imagine this: It's a rainy Tuesday evening. Someone's apartment floods with laundry, and they whip out their phone. What do they do? They search locally— "laundromat open now" or "24-hour laundry service."

That's the reality of 2025.

Here are the numbers:

58%

58% of small businesses, including local services like yours, now rely on digital channels for growth. No more yellow pages; it's all online.

2:19

People spend an average of 2 hours and 19 minutes daily on social media—across 6.8 platforms. That's prime time to reach busy parents, students, and renters who need your services.

61%

61% of mobile users are more likely to contact a local business if its website is mobile-friendly. And guess what? Over 50% of all searches are voice-activated via Siri or Alexa—think "Hey Google, find me a laundromat."

734B

Global digital ad spending hits \$734.6 billion this year, with small businesses like laundromats seeing huge ROI from targeted local ads.





The Digital Shift — Stats That Matter

What is Digital Marketing? The Basics

So, what exactly are we talking about? Digital marketing is just smart online promotion tailored to your audience—affordable, trackable, and laser-focused on locals within a 5-mile radius.

Let's break it down:

1

SEO (Search Engine Optimization): Making sure you pop up when someone searches “laundromat Beaverton.” It’s free organic traffic.

2

Social Media: Platforms like Facebook, Instagram, and Nextdoor to share promos, like “Free dry on Wednesdays!” and build community.

3

Paid Ads: Quick boosts via Google Ads or Facebook— target “busy moms in [neighborhood]” for pennies per click.

4

Email & Reviews: Nurture repeat customers with newsletters and encourage glowing Google reviews to build trust.



Why Laundromats Need Digital Marketing Now

Challenges / Benefits

1

Visibility Challenge: Traditional laundromats rely on foot traffic and word-of-mouth, but in a hyper-connected world, 70% of consumers search online for local services first, leaving offline-only spots invisible to potential customers.

2

Competition Hurdle: Rise of app-based laundry delivery services like Rinse or Laundryheap steals market share, as they dominate Google searches and social feeds without brick-and-mortar owners investing in SEO or ads.

3

Digital Boost Benefit: Targeted social media ads can drive 30-50% more walk-ins by showcasing promotions like "Free Dry with Wash" to nearby users, filling those empty chairs fast.

4

Loyalty & Revenue Gain: Email/SMS marketing nurtures repeat business with personalized offers, boosting retention by up to 25% and turning one-time washers into lifelong patrons for sustained profitability.



BEFORE



AFTER



Proven Strategies for Laundromat Owners

Key Strategies: Actionable Steps for Your Laundromat

Alright, theory's great, but you need tactics. Here's a starter toolkit—pick 2-3 to launch Day 1. These are proven for laundromats to kick off.



Strategy → Action → Result

1

Claim Your Google Business Profile (GBP) – Free Visibility Boost:

Set up or optimize your GBP today. Add photos of clean machines, hours, and amenities like Wi-Fi or vending. It makes you 3x more likely to appear in "near me" searches. Respond to reviews promptly—aim for 4.5+ stars. Result? More calls and directions requests.

2

Social Media Mastery — Engage Your Community:

Focus on Facebook and Instagram for locals. Post user-generated content: "Shoutout to Sarah's epic blanket wash!" Run \$50 promo ads targeting "renters in 97210." It's low-cost and builds brand love—20 smart tactics alone can win hundreds of customers.

3

SEO & Website Basics — Be Findable:

Design and build a simple mobile-friendly site. Optimize for keywords like "affordable laundromat Aloha." Local SEO drives 28% more traffic.

4

Paid Ads & Email — Quick Wins:

Google Ads for "laundromat near me" can deliver 5-10x ROI. Pair with email sign-ups at checkout for "Loyalty Load" discounts. Automation tools make it hands-off.

5

Reviews & Video — Humanize Your Brand:

Encourage reviews via QR codes. Short videos (e.g., "Before/After" loads) on YouTube or TikTok—68% of marketers plan more in 2025.



Getting Started — Your Roadmap

Getting Started: Low-Risk, High-Reward

Ready to spin up? Here's your 30-day roadmap:





Thank you.



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