



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 Initiative
- 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

Who worked on it	:
What they did	:
Goal of initiative	:
Success measurement	:

Marketing Initiative 1

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Target Business Market

Your Laundry Audience

Audience	Provided Service
College Student	
Apartment Living	
Single/Multi-Family Household	
Blue Collar Workers	
Business Professionals	
Commercial Businesses	
Others:	

Laundromat Market Strategy

Services

Pricelist

Promotions



Marketing Budget

Marketing Expense	Estimated Price
Total	



Marketing Channels

Channel	Purpose
Google Business	
Google Ads	
Website	
Email	
Event	
Partnership	

Social	Purpose
Instagram	
Facebook	
LinkedIn	
Youtube	
Tiktok	
Twitter	

Marketing Technology



Laundry business management software:

Customer relationship management software:

Email marketing campaign:

Website platform:

Advertising tools:

Social media management software:



THANK YOU

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