

# MARKETING GUIDE TO

# AIDA + RETENTION

IN THE COMMERCIAL LAUNDRY INDUSTRY

ATTENTION

INTEREST

DECISION

ACTION

RETENTION

## ATTENTION

- Demographic Based Social Media, Display & YouTube Ads.
- Competitor Search Campaigns Targeting Their Customers.
- Send Emails to Purchased Lists.
- Run TV Commercials to Your Market.
- SEO Optimization for Top of Funnel Prospecting.
- Utilize Local Networks for PR (Podcasts, Radio, Etc.)

## ACTION

- Inbound Search Campaign Targeting Individuals Looking for Service.
- Facebook Lead Gen Campaign, Run to Remarketing List.
- Optimize Your Online Directories for Local Inbound Search.
- SEO for When Individuals Actively Search for Service.
- Optimize Your Website to Maximize Ease to Request a Quote.

## INTEREST

- Mail Print Materials to the Local Market.
- Post on Social Media About Your Company Benefits.
- YouTube Video Campaigns Explaining How Your Service Works.
- Build Good Reviews on Directories Across the Web.
- Utilize Automation to Contact Prospects as Existing Agreements Expire.

## RETENTION

- Create and Maintain a Great Web User Experience So Customers Contact You Easily.
- Email Newsletters Providing Relevant Information & Upselling.
- Post on Social Media to Humanize Your Brand so It's More Than Laundry.
- Create Customer Onboarding Videos & Print Material to Educate Them.

## DECISION

- Remarket to Website Visitors on Social Media, Display & Video.
- Email Your Active Prospect List.
- Design & Present Brand Congruent Print Materials & Catalogs.
- Create Customer Spotlight Videos.

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LAUNDRY