



Quick Guide to

**ADVERTISING YOUR  
DRY CLEANER  
BUSINESS**

# NEW THREATS TO THE DRY CLEANING INDUSTRY

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From business casual to “no-wrinkle” fabrics, the Dry Cleaning industry faces significant challenges that weren’t around just 10 years ago.

The challenges really started with smoking bans, when a customer’s favorite suit or dress was a one wear and done affair. Today, with executives wearing jeans to work and every day employees may work from home in nothing but their pajamas, the landscape for dry cleaning has drastically changed and only the most engaged owners will continue to thrive.

While changing the business dress codes may be beyond an owner’s reach, advertising is well within your control. To be effective you need to know about the CODE: Category, Offer, Distance, and Execution.

- **Category:** Make sure the method of advertising you use is appropriate for your category of business. Dry cleaners rarely “go viral” with social media videos.
- **Offer:** For direct response advertising, the offer for the customer needs to be compelling and encourage action. “Free coffee” with your dry cleaning will not bring customers through the door.
- **Distance:** This is another word for targeting, but COTE isn’t as catchy. Make sure your advertising targets your potential customers. A dry cleaner rarely has customers that will travel more than 3 miles to their store and in competitive locations, that distance could be mere blocks.
- **Execution:** When implementing your ad campaign, be sure that customers are seeing your ad multiple times and in a positive light. The time for customers to see your ad is when they are thinking about change. For example, when they first move in or they just got a shirt back from the competitor with a broken button. If you don’t repeat your ad, you may miss that critical window.



To be successful, advertising must have another characteristic: it must be profitable. In IndoorMedia's experience, we've seen owners calculate that profit in two ways. The first group looks at their average ticket sale and figures out how many tickets are needed to pay for each of their expenses. For example, with a \$30 average ticket and \$3000 rent, it take 100 customers to cover that cost. Using this method, you can look at how many sales it takes to cover the cost of the advertising. This quick, back-of-the-napkin approach is a good go by on calculating ROI.

The other approach is to figure out the exact profit each ticket actually brings in. The formula goes something like this:

## COUPON SALES

- Ad Cost
- Variable Costs\*

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## MARGINAL PROFIT\*\*

\* Only use the costs that are used for the transaction, things like rent are paid no matter if the coupon ads work or not.

\*\* You may need to consider that some existing customers will use the coupon as well!

This method requires a bit more work to calculate, but for those who like rounding to the penny, it offers the exact ROI for you ad campaign.

# FOUNDATIONAL ADVERTISING: GROCERY STORE RECEIPT COUPONS

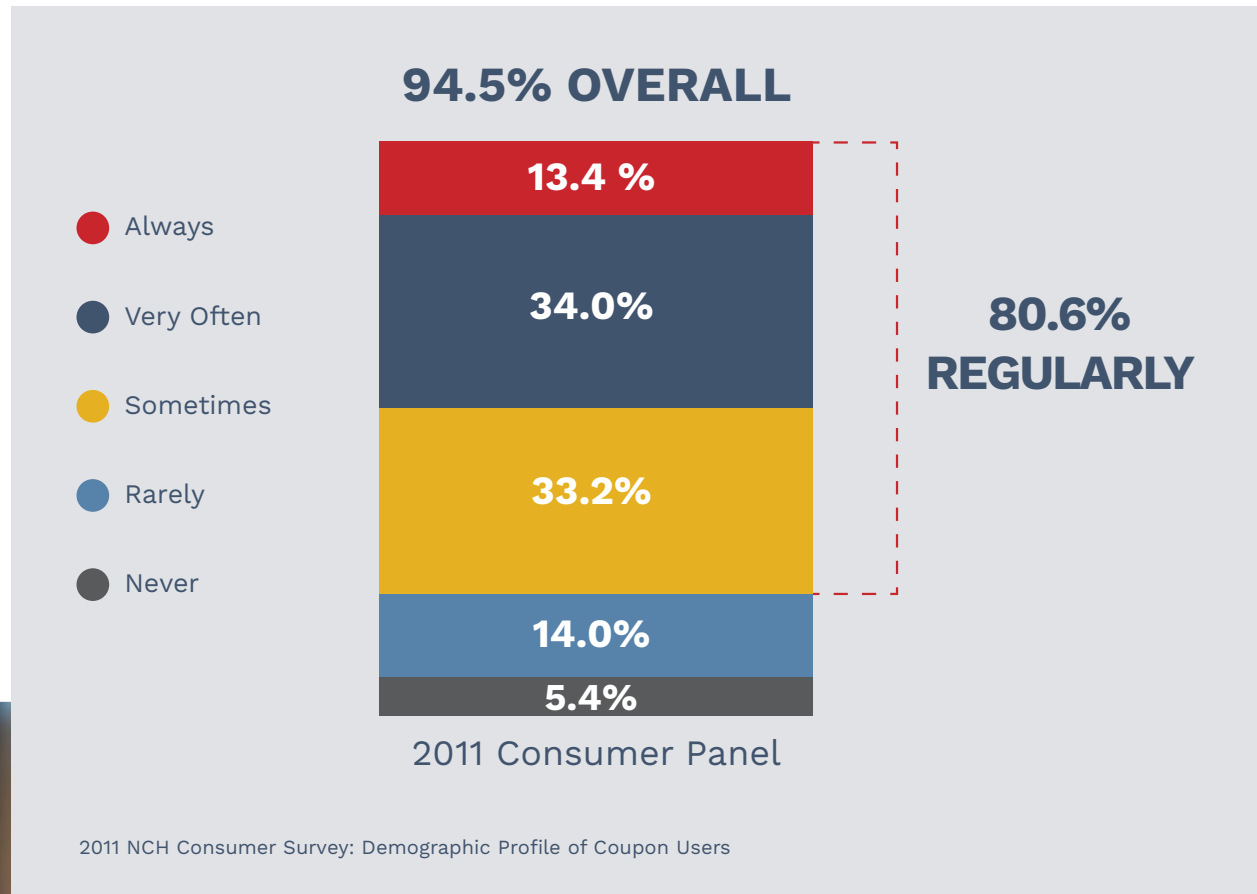
Register Tape advertising should be a foundational component of any Dry Cleaner’s advertising efforts.

With a proven history of success and low entry costs it is one of the easiest way to kick off your advertising and can help pay for more risky efforts, like digital.

- 1 Register Tapes has been proven successful for Dry Cleaners over the past 30 years.
- 2 Your coupon is customized to your exact specifications.
- 3 Your coupon is placed directly into the hands of the coupon users by the cashier, along with his or her change.
- 4 Your get continuous blanket exposure every day to thousands of shoppers in your targeted marketing area.
- 5 Your get daily measureable responses—easy to track.
- 6 You have the option to purchase an exclusive for your business category that “locks out” your competition.
- 7 Your coupon’s low cost-perthousand permits you to have a high rate of exposure! Result? Affordable new business!
- 8 Your business receives the “implied endorsement” of a Multi-Million Dollar Corporation.



# OVER 90% OF CONSUMERS SURVEYED INDICATE THEY USE COUPONS



## YOU DO THE MATH

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Only **\$6** Per Thousand



That's Only **\$6** to Reach 1,000 Shoppers!

Based on internal data

**DISTRIBUTION AND REACH = INTO THEIR HANDS!**

- ❌ **NOT** on the driveway
- ❌ **NOT** in the mailbox
- ❌ **NOT** on the tv or radio

# TOP COUPONS FOR THE DRY CLEANER INDUSTRY

“We have been with RTUI for 7 years and we receive approx. 600 coupons per month. This coupon has been the most consistent advertising of all we have tried. It has brought this program to other businesses.”



7 YEARS

**Tani Fisher -  
Pierpont Cleaners**

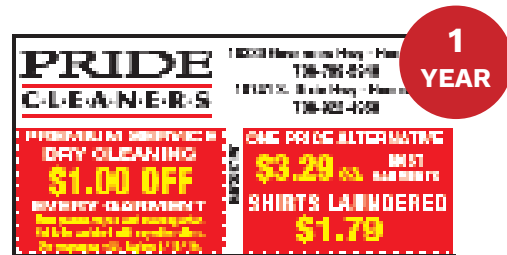
AVG TICKET: \$45  
REDEMPTIONS: 600/MO



18 YEARS

**Vogue Cleaners**

AVG TICKET: \$45  
REDEMPTIONS: 1,000/MO



1 YEAR

**Pride Cleaners**

AVG TICKET: \$29  
REDEMPTIONS: 80/MO



10 YEARS

**Comet Cleaners**

REDEMPTIONS: 800/MO



**Fashion Park Cleaners**  
 23144-A Cass Road Blvd. West in ST  
 281-395-1055  
 22040 Washburn Pkwy. West in ST  
 281-578-2808

**15 YEARS**

**MEN'S SHIRTS**  
 Loaded on Steamer  
**\$1.59**  
 Exp. 5/15/18

**BOY CLEANING**  
**25% OFF**  
 No. Child  
 Exp. 5/15/18

**ANY ALTERATION**  
**25% OFF**  
 Exp. 5/15/18

**Comforters Or Bedspreads** Any Size  
 Down Extra **\$11.99**

**Fashion Park Cleaners**

AVG TICKET: \$30

REDEMPTIONS: 700/MO

**SUPERWASH**  
**Coin Laundry**  
**\$1 OFF**  
 1 Load of Wash

**15 YEARS**

Valid Any Time Including Weekends. 7am-11pm. 7 Days  
 45033 Pontiac Trail • 248-624-5504  
 In Next Square Shopping Ctr. at Pontiac Trail & Wood Park Dr.  
 Must present to attendant at time of visit. Not valid for drop off service. One coupon per household per visit. Exp. 5/15/18.

**Superwash Coin Laundry**

REDEMPTIONS: 850/MO



# Advertise with us

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