



Quick Guide to

ADVERTISING YOUR AUTOSHOP OR CARWASH

AUTO REPAIR/CAR WASH

“If you build it, they will come” isn’t always a true adage.

Both the car wash and auto repair industries have been on a steady growth increase and are responsible for billions of dollars in revenue every year. But even though business seems to be booming, and 93% of Americans own a car, many auto-focused businesses struggle to find new customers and retain current ones.

For car washes: changes in seasons, environmental standards, and even the weather can be serious threats to your bottom line. Areas of the country that have salt and ice on the road may see a major decline in car washes after winter is over because consumers believe they don’t require routine cleaning in the off-season. Environmental standards that require wash owners to use recycled water can deter car owners because they may think that reused water will coat their cars in dirt, despite an

owner’s best efforts to provide education that proves otherwise. And rainy days can cost car wash owners hundreds of dollars in labor by paying for full service employees when customers simply won’t show up.

For auto repair shops, threats to profitability come from variable costs and public perception. Older model vehicles require more expensive tools and parts to service. Owners of newer cars with more advanced technology may be more inclined to go to a dealership for service rather than an indy auto shop. Yet, the number one threat to auto shops may simply be the major gap in trust between consumers and mechanics.



All of these threats, while daunting, can be overcome with a little strategic advertising. At IndoorMedia we believe that advertising shouldn't take away from the time you have to put into your business. Instead, it should make your job easier by providing a full advertising strategy that doesn't break the bank. That's why we specialize in coupon advertising.

Over the past 30 years we have learned what local businesses like auto shops and car washes need to create a profitable advertising campaign. Grocery store receipt coupons have

helped thousands of auto shops and car washes gain new customers and retain current ones despite the threats that may be working against them. By providing a hyper-targeted advertising medium, auto-focused businesses can provide a clear, compelling message to exactly the consumers that are most likely to visit their business.

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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 takes 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*

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 your ad campaign.

FOUNDATIONAL ADVERTISING: REGISTER TAPE COUPONS

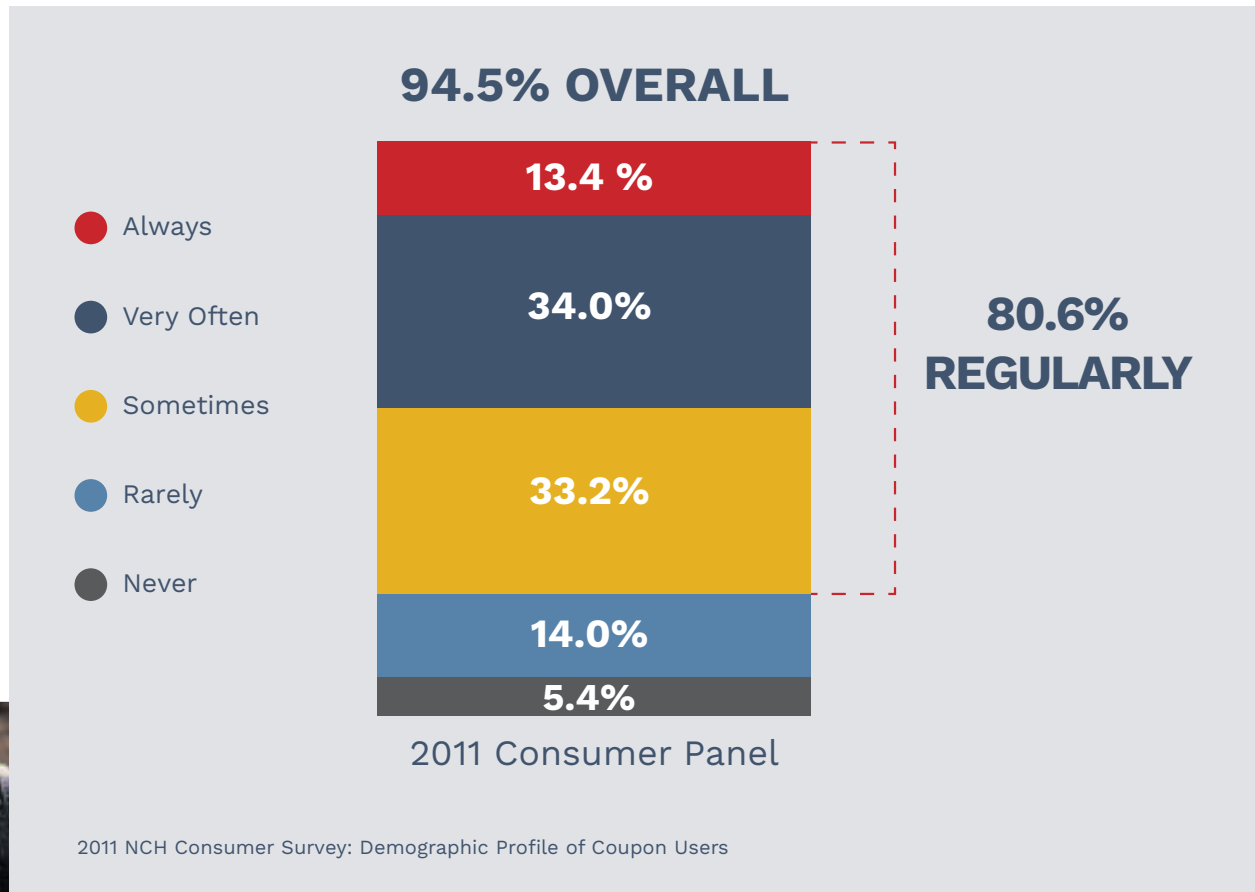
Register Tape advertising should be a foundational component of any Autoshop or Carwash's advertising efforts.

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 tape has proven successful for auto shops and car washes 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



DISTRIBUTION AND REACH = INTO THEIR HANDS!

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

TOP COUPONS FOR THE AUTOMOTIVE INDUSTRY - CAR WASH

“ Half or more of our customers every month bring in the HEB receipt ads. We run on 24 HEB stores for our 22 locations. We have been running for more than 8 years! (\$29.9 : \$1 ROI)



Brad Bender - The Wash Tub Car Wash

AVG TICKET: \$17

STORES: 22

REDEMPTIONS: 1,100/mo.



Mr. Hand Carwash

AVG TICKET: \$34

REDEMPTIONS: 100/mo.



Aqua Car Spa

REDEMPTIONS: 850/mo.



Landis Wash & Lube

AVG TICKET: \$12

REDEMPTIONS: 400/mo.



Platinum Car Wash & Lube

AVG TICKET: \$12

REDEMPTIONS: 400/mo.



8
YEARS

Old Towne Car Wash
REDEMPTIONS: 102/mo.



16
YEARS

Ocean Blue Car Wash
REDEMPTIONS: 500/mo.

**“HALF OR
MORE OF OUR
CUSTOMERS
EVERY MONTH
BRING IN THE
HEB RECEIPT
ADS.”**



TOP COUPONS FOR THE AUTOMOTIVE INDUSTRY - OIL CHANGE

“ We went from the Big Y and added Stop & Shop and Shaws. Year to date in Big Y, we have brought in \$30,876 extra. It's a NO BRAINER!

**Frank La Monica -
Franklin Ford**

REDEMPTIONS: 93/mo.



2 YEARS



2.5 YEARS

Quick Land Tire & Auto

AVG TICKET: \$75

REDEMPTIONS: 280/mo.



3 YEARS

Car-X Tire & Auto

AVG TICKET: \$75

REDEMPTIONS: 280/mo.



Express Oil Change

AVG TICKET: \$45

REDEMPTIONS: 80/mo.



Ron's Tire Pros

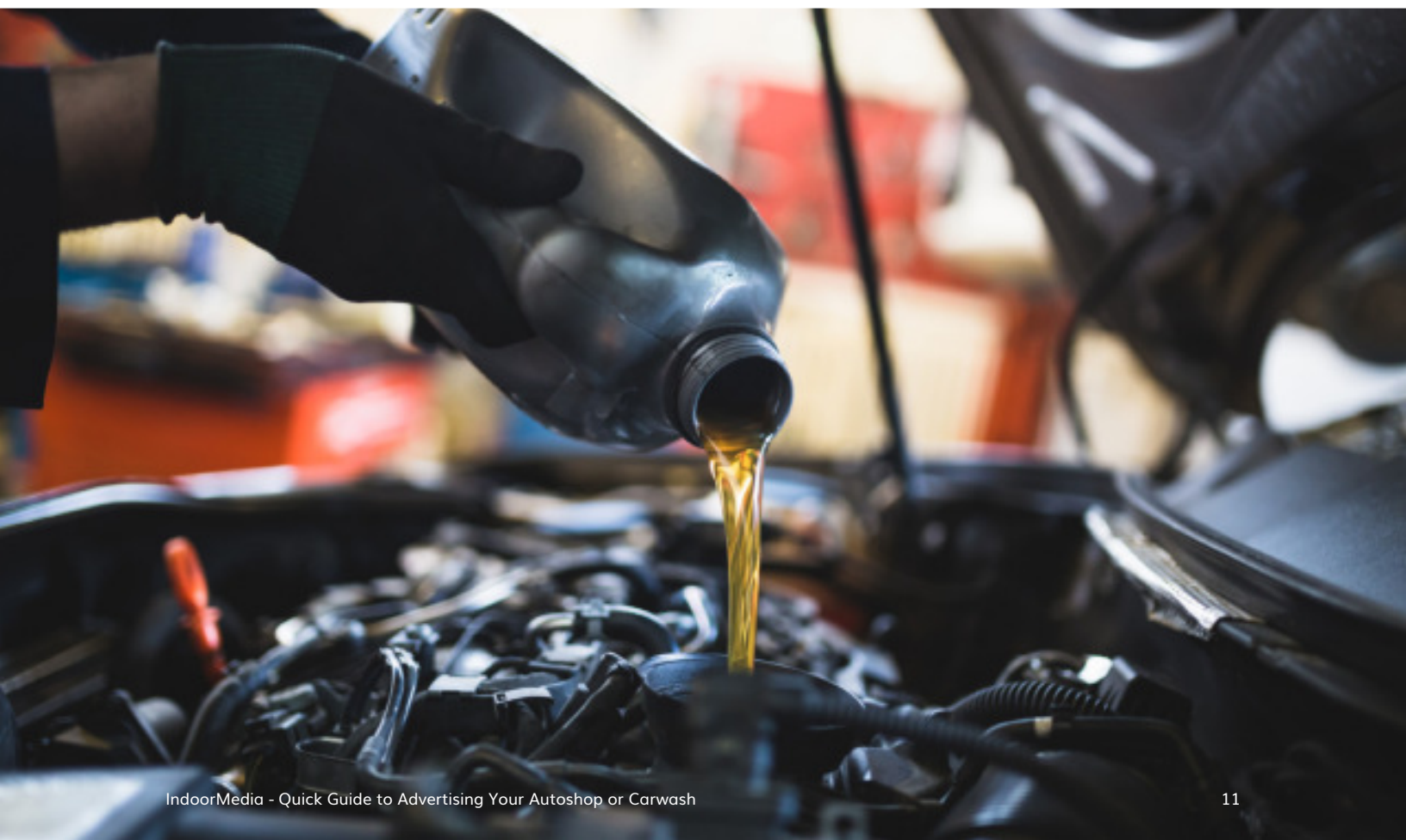
REDEMPTIONS: 120/mo.



Shelton Car Care

REDEMPTIONS: 120/mo.

“WE HAVE BROUGHT IN \$30,876 EXTRA. IT’S A NO BRAINER!”



Advertise with us

LEARN MORE



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