welcomemat™

We Are Your Car Wash Marketing Experts

VISIT OUR WEBSITE AT
welcomemat.com

CALL US DIRECTLY AT
(404) 841-2226

Data-Driven Marketing

Welcomemat was founded on concept that understanding data and gaining access to data can lead to more strategic marketing efforts that drive more revenue and growth while reducing wasted ad exposure. Welcomemat has developed a car wash member look-a-like model that allows clients to target those who are most likely to become heavy retail washers or unlimited members.

Grand Opening Timeline

Prior to Opening		Week 1	Week 2	Week 3-4
Logo, Branding & Signage Design	Presell Membership Ad Targeting	Soft Opening	Launch Perfect Match Digital Ads once Soft Opening period is over	Drop Perfect Match Postcards
Build Website	Determine Member Target Numbers and Milestones	Weekend or Week of Free Washes		Ongoing geofence and member retention programs through FlexText and Geofence
Launch Social Media Management		Launch FlexText		

Micrologic Integration

Welcomemat and Micrologic have joined forces to bring you the most sophisticated marketing integrations in the industry.

Welcomemat speaks directly to your Micrologic systems so all programs are automated and hands-off. Real time connectivity allows the integration to react based on real customer activity leading to strong revenue growth and reduced churn.

Perfect Match Digital Ads

Welcomemat's digital ad programs leverage Welcomemat's formula for finding the "right" customer, capturing data, inviting them to your experience your car wash, and then remarketing to them to drive loyalty and membership.

Perfect Match Digital Ads – Local Mapping

Welcomemat has developed a digital integration that allows for car wash locations to be placed on prominent digital mapping services. Welcomemat clients can gain impressions and conversions by being present on common digital map applications.

FlexText™

Welcomemat's premiere program that combines the power of text & email to provide one of the car wash industries most robust solutions for ongoing communications with your retail washers and unlimited members. hrough sophisticated connectivity to point of sale, campaigns can be set to react on activity – helping grow unlimited, convert gift card sales, and reduce churn.

Digitally Integrated Direct Mail Programs

Welcomemat's direct mail offerings integrate the proven reliability of traditional mail with integrated digital technologies. Whether you are launching a brand-new location and need a heavy splash in the market, launching a new product like ceramic, dropping a holiday promotion, reaching out to those who are newly moving into the community, or even playing defense for when a competitor is coming to the market, Welcomemat's direct mail options give you flexibility, tracking, retargeting options and revenue growth.

Full Color Designs

Patented Data-Tracking Technology

Personalized Greeting on Every Certificate

Case Study – Blue Sky – Ohio

84
Declining Credit Cards Updated in Past 45 Days Influenced by Welcomemat's FlexText SMS/Email

2350
Reachable FlexText Text/Email Club Members In First 60 Days

300+
New Club Members Directly Attributed By Digital Geofence Ad Campaign 90 Days

.98¢
Cost Per Marketing Lead (average is $8-$54 per lead)

198
Refer-A-Friend Leads Generated In First 60 Days Of Launch

1185
Birthday Club Members Generated In First 60 Days Of Launch

5.61%
Click Through Rates (benchmark 0.6-1.5%)

251
Star Reviews for Google Growth Through Welcomemat's FlexText In First 60 Days Of Launch

90%
Of New Reviews that are 4 to 5 stars
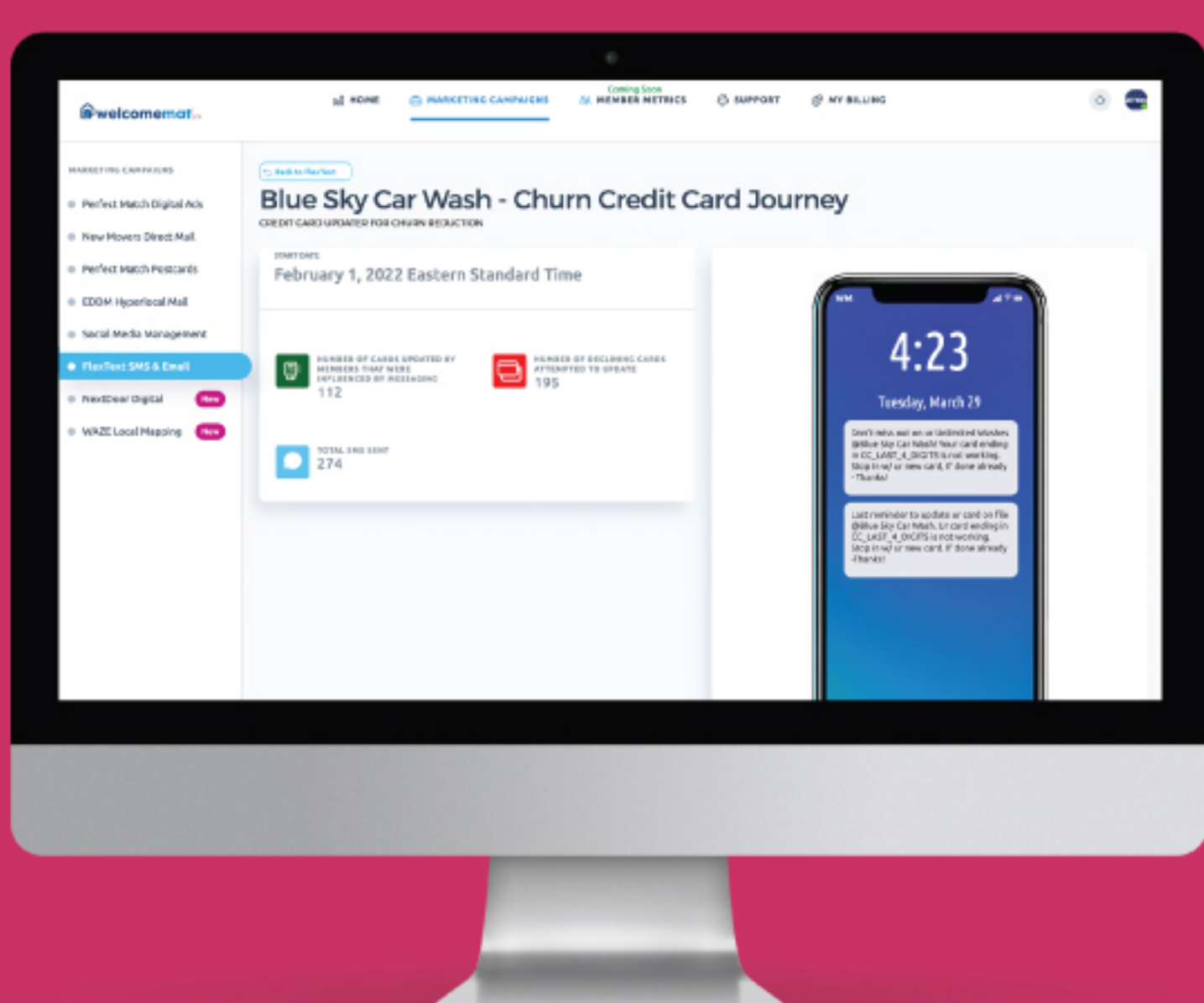
Organic Social and Google My Business Management

Online assets enhance the car wash marketing and membership strategy. A quality social media presence includes content on Facebook, Instagram and Google My Business. Regular updates to content, and well designed graphics and copy, enhances not only your image but also plays a critical part in being found online.

Website Development

Welcomemat leverages over a decade of car wash marketing experience to build high performance websites. Our well-designed sites are powered by technical infrastructure that helps your site get found when customers are searching "car wash near me."

Fundraising/Partnership Platforms for A Modern World

Welcomemat has built automated platforms to help in your fundraising efforts. Take the power of fundraising events and deliver automation to your fundraiser.

Welcomemat GTX

Welcomemat GTX is the central system for growth tracking and marketing acceleration for our car wash operators. Real-time measurement and tracking gives you a lens into all car wash marketing campaigns and how they are performing.