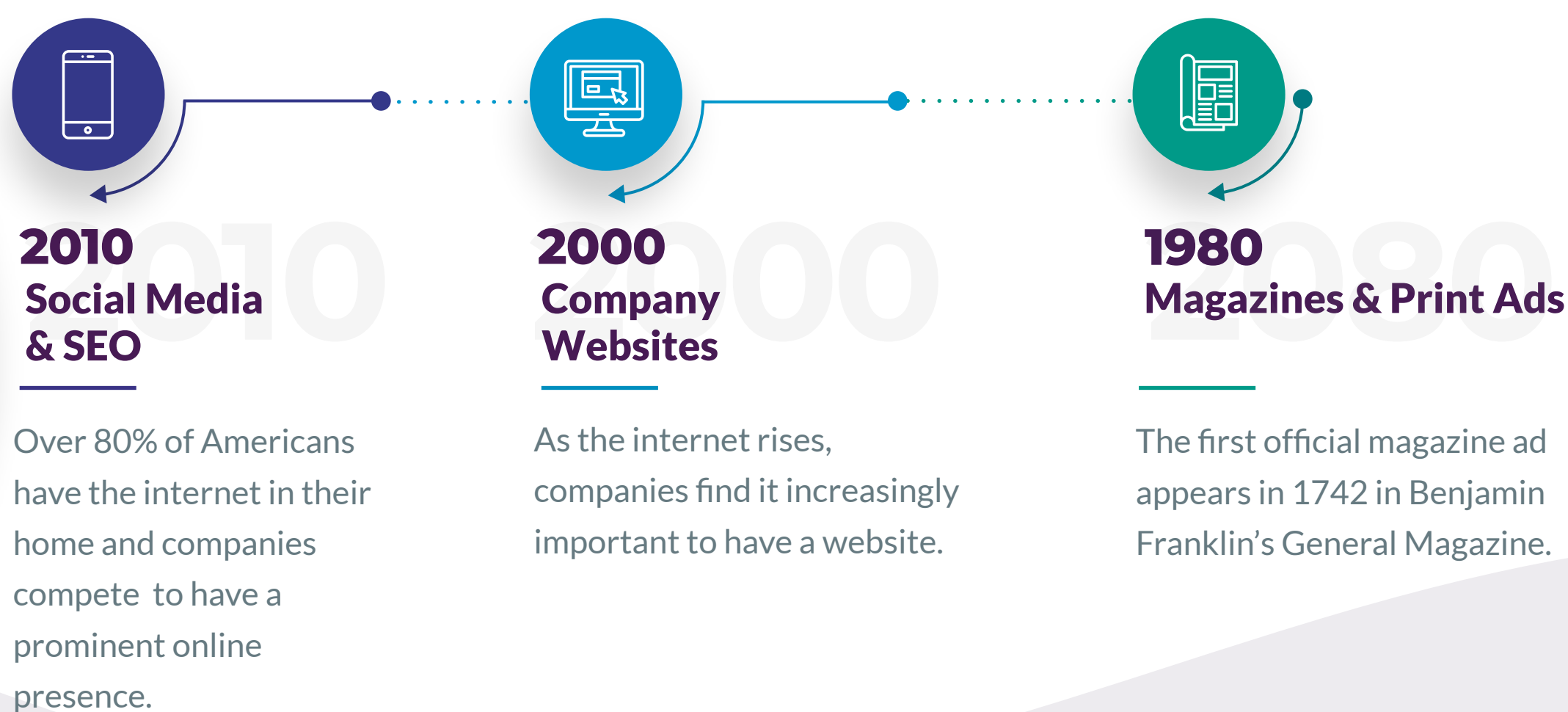
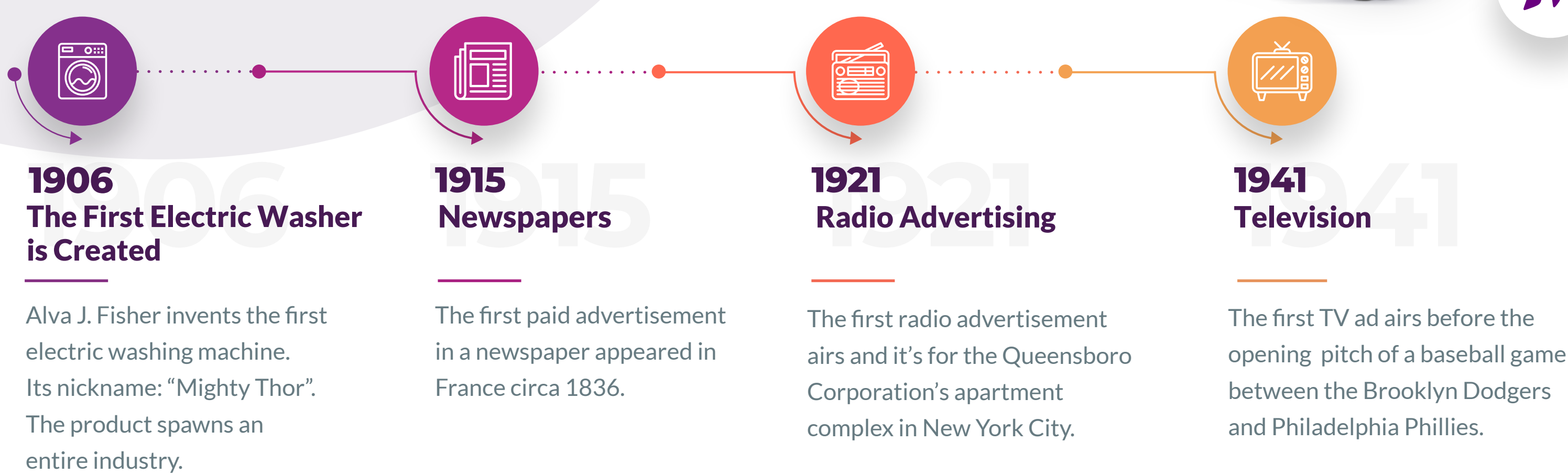


The history of Laundry Marketing

[2021 Update]

As the Commercial Laundry Industry Changes, Marketing Changes with it.



2021

The COVID-19 pandemic has accelerated the digital adoption of every aspect of sales and marketing in the commercial laundry industry. Virtual connections are no longer optional, and a deep understanding of how online tools work is required for success.

Trends include:

- Marketing optimization using ad platform algorithms.
- Increased video and interactive content.
- Mobile website UXUI.
- Personalization of business using digital channels.

Google (Search, Display, YouTube, Google My Business), Facebook (Instagram, WhatsApp), and Microsoft (Bing Ads, LinkedIn, Yahoo) dominate the digital B2B advertising landscape.

Companies who use these platforms effectively will outperform their competition in new business development, as well as in recruiting top talent.



Marketing Tools

Designed for Linen & Uniform companies by the laundry marketing experts.



Pay Per Click (PPC) Advertising

200,000 people search every month for a company like yours. We help them find you.



Email Marketing

We send your business straight to your prospects' inboxes.



SEO, Online Directories & Review Management

Our in-house experts put your business at the top of search engine rankings, and manage your local listings.



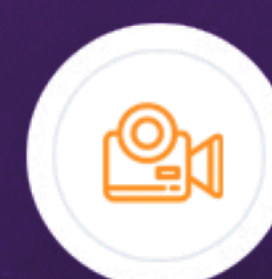
Social Media

Increase your brand recognition and drive traffic to your website.



Custom Design & Development

We design beautiful graphics to generate leads for your business.



Video Production

Tap into a powerful form of public communication!

