

# Tracking the Return on Your Marketing Investment

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Marketing your car wash takes time and money, and every dollar spent on your business is valuable. So how do you know if your Marketing investment is making you money? In order to maximize the return on your Marketing dollars, it is important to set realistic goals and identify the best methods for tracking the program's overall success.

## What is Marketing?

Textbook definitions of Marketing can be long and complex, making it hard to grasp what the ultimate goal of your investment should be. In his educational seminar at the Car Care World Expo 2010, Kyle Doyle of *Blue Sky Image Group* defined Marketing as “*the process of creating and shaping memories.*” In order to gain a competitive advantage in the marketplace, it is crucial exceed the customer's expectations, leaving them with a positive memory that will keep them coming back.

## Measuring Success the Smart Way

Once you have come up with a creative Marketing campaign, it is important to measure what happens and analyze trends. The key in determining the effectiveness of your Marketing investment is to use specific and quantifiable metrics for benchmarking. Below are 18 metrics of Car Wash Marketing that, when used together, can provide serious insight into your overall ROI:

1. Gross Sales
2. Car Counts
3. Revenue Per Car
4. Wash Mix
5. New Customers
6. Frequency
7. Churn (percentage of customers lost in a year)
8. Customer Satisfaction (determined by surveys)
9. Unique Web Visitors
10. Weather Trends
11. Club Sign-up
12. Customer Profitability
13. Customer Map (where core customers are coming from)
14. Campaign Take Rate (redemption rate)
15. Long Term Campaign ROI
16. Brand Awareness
17. Sales Performance (sales with weather factored in)
18. Time Breakdown (trends in peak wash times throughout the day)



## Bottom Line

To get the most out of your Marketing dollars, make sure that you are creating and shaping positive memories for your customers, maintaining consistency in your campaigns, and using specific and quantifiable metrics to measure the return on your investment. Make note of specific trends and determine a strategy to increase overall sales. In this day and age, information is power!

(Source: Kyle Doyle, Blue Sky Image Group)