



# RoundTable

## Rocky Mountain Car Wash Association Newsletter - June 2011

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Thurs Sep 29th**

Please watch your email for details on time and location.

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### Greetings!

Thank you to those who attended the June "Meeting in the Park." I really enjoyed visiting with everyone and meeting your families. As we head into another quarter, here are a few articles on some key topics in the industry. Hope you enjoy!

Sincerely,

*Aaron Green*

*President, RMCA*

### Customers, the Importance of EVERY Impression

*Aaron Green, President- Greenheart Consulting*

It is easy to fool ourselves into thinking that our customers come all the time- I know I see the same people at our sites all the time. We tend to think that people wash more often and visit only our site because it sure feels that way. However, the numbers may speak differently. Studies suggest that the average vehicle (or customer in this case) visits your site 2.5 times per year. [READ MORE>>](#)

### Looking for a crystal clear profit?

*Bud Abraham, Detail Editor- Professional Carwashing & Detailing Magazine*

Up until a few years ago, if a motorist had a rock chip in their windshield, they had two choices: Replace the windshield entirely, or wait for it to crack and then replace it. Today they have an alternative that is a clear profit for the detailer and carwash operator alike. It is easy money that far too many are allowing to pass them by at a time when they need to boost revenues. This alternative is windshield rock chip repair. [READ MORE>>](#)

### Why you need an energy audit

*Michael McCloskey, Contributing Writer- Professional Carwashing & Detailing Magazine*

An energy audit is an evaluation of the amount of energy your business or home consumes versus the cost of that energy. Many property owners are paying way too much to heat, cool and run their businesses and/or homes. An energy audit can save the average

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## Six Quick-Hit Marketing Ideas for Social Media

*Gail Goodman, Entrepreneur Magazine*

URL: <http://www.entrepreneur.com/article/219691>

In this age of hyper-speed marketing, it's most likely time that you start adding "mini campaigns" to your year-long marketing plans. Think of these as quick hits that fill in the gaps between your major marketing efforts.

The challenge and opportunity for businesses -- especially those that rely on a traditional marketing calendar based on holidays, seasons and sales cycles -- is that marketing communications can catch fire or sizzle quickly on social media channels. Of the 140 million tweets on Twitter that are posted every day, 92 percent of retweets happen in the first 60 minutes. Content also churns over on Facebook, where the site's more than 500 million users help businesses extend the reach of their campaigns by clicking the "Like" button. [READ MORE>>](#)

Thank you for reading this edition of the RoundTable. Please check out our Quick Links on the left column for more information about the RMCA.