

Cleaning Business Marketing Plan

1 Set your budget

Without a budget, you can't measure your return on investment (ROI).

Defining your budget will help you choose the right marketing mix for your business.

Lean more towards organic marketing if you have a small budget.



2 Define your brand

Your brand is what makes you different from your competitors. It's what sets you apart and what will make people remember you.

Think about what you want your brand to represent.

Are you a mother who knows that time with your kids is finite? Maybe you want to work off the fact that you can give parents time back to spend with their children.

Make this part of your brand! Supermom cleaning services; cause your children come first.





3

Know your audience

Your marketing material should be based on a customer archetype.

You can use things like Facebook ads to test different parameters like age and income level to see what works best, then create your customer archetypes from here.



4

Build your online presence

Your website should have the following:

- A clear message that tells visitors what you do and what you stand for
- High-quality photos and videos showing off your work
- Customer testimonials (video testimonials are best!)

Make sure to get reviews on both Google and social media sites.

These are some of the first places people will look when they are considering hiring you as a cleaner for them.



5

Use a mix of marketing methods

Here are examples of marketing combos based on budget.

Low Budget

- Social Media Organic Marketing
- Social Media Paid Ads
- Email & Mobile Marketing
- Word of Mouth

Medium Budget

- Social Media Paid Ads
- Email & Mobile Marketing
- Influencer Marketing
- Lower-Priced Traditional Marketing - like flyers and billboards

High Budget

- Social Media Paid Ads
- Email & Mobile Marketing
- SEO
- Search Engine Ads
- Traditional Marketing - TV & Radio



6

Focus on benefits, not features

When creating ads, focus on the benefits rather than the features. People don't care about years of experience or what products you use.

They want to know how the service will benefit them. On a surface level, that means making their house clean, but go deeper. How will it truly benefit them?

By saving them an extra 3 hours, they can visit a park with friends or take the kids to a movie. Consider the personal 'why' behind someone wanting to use your service, so write ads that focus on this.

7

Set up a reward program



Get repeat customers by setting up a reward program. This could be discounts or even free services after so many bookings.

The most popular is the reward card method, where people get a stamp every time they use your service.

For example, once they reach ten stamps, they get a free house cleaning on you.

8

Under-promise and over-deliver

This is not so much a marketing strategy step; it's more like an overall business stance.

When you start out, it's essential to not over-promise and then under-deliver.

It's better to slightly under-promise and then go above and beyond with your service.

This makes people return, recommend you to friends, and leave you great reviews.

