

REACH REVOLUTION

DIGITAL MARKETING, ONE SENIOR PARTNER

THE WRITTEN PLAN

Digital Growth Roadmap

Who your customers are, what to offer them, where to reach them, and the order to do it in — a 90-day marketing plan in plain English.

PREPARED FOR

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Reno, Nevada

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DATE

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What this roadmap is, and how to use it.

Most businesses don't need more marketing. They need to know which two things to do first. This document answers that for Sure Clean Car Wash: three touch-free Reno locations, open 24/7, running on app-based wash memberships. Everything in here builds toward one number — monthly members.

3CUSTOMER
PERSONAS**8**

JOURNEY STAGES

8OFFERS, LADDER-
MAPPED**13**APPROVED
CAMPAIGNS**90**DAYS TO FULL
ROLLOUT

The two things to do first

1 Make the app download the front door. "Download our app, get a free single wash (\$9 value)" becomes the main call to action on the website and in every search ad. It costs you one wash and puts the customer inside your marketing ecosystem, where every other offer in this plan can reach them.

2 Launch the "Win Free Car Washes for a Year" contest. QR-code posters at all three locations, quarterly winners, entries feed your email list. It converts the single-wash walk-in — the customer you currently know nothing about — into a lead you can market to.

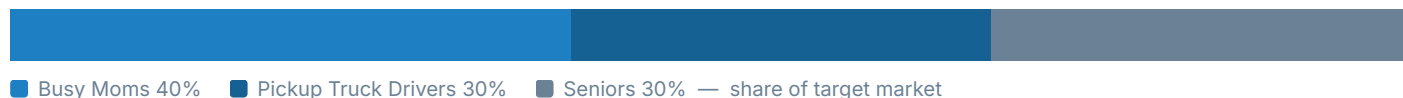
Why these two and not the other eight? Because everything else in this plan — the membership tiers, the upsells, the referral engine — only works on people you can reach. These two build the audience the rest of the plan sells to.

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Three customers walk into a car wash.

Every campaign, offer, and ad dollar in this plan targets one of these three people. They want different things, respond to different messages, and are worth different amounts — which is exactly why one generic ad doesn't work.



Busy Moms

40% OF MARKET

GUARDIAN TYPE

"With constant kid-related messes in the backseat, my minivan is long overdue for a cleaning — but who has time to sit at the car wash with homework to check and meals to make?"

WHO	Moms 25–40 with kids, driving large or oversized vehicles; mid-to-high income households
VALUES	Quality cleaning, convenience, cost effectiveness, quick service
FRUSTRATION	Slow service
MOTIVATED BY	Convenience and dependability — a wash that fits between school run and dinner

How to win her: Guardians buy from businesses they trust. Give detailed information, make comparisons easy, and prove the service is safe, reliable, and fast — every time.

Pickup Truck Drivers

30% OF MARKET

RATIONAL TYPE

"I don't trust those cheap automated car washes with my baby. My truck is my pride and joy and it's worth every penny to keep her looking immaculate."

WHO	Men within 5 miles of a location, newer high-end trucks (\$100k+), active outdoor lifestyles, often contractor/construction/service trades
VALUES	Quality washes and service; proper care of the truck as part of ownership
FRUSTRATION	Improper wash, damage to the vehicle
MOTIVATED BY	Willing to pay more for premium service; drawn in by clean, fast-moving lines and bays

How to win him: Rationals want proof it's the best. Show the equipment, the process, and the results. Let him compare. Don't be pushy — be demonstrably better.

Seniors

30% OF MARKET

IDEALIST TYPE

"I always look for the best deal when washing my car."

- WHO55+, mostly retired, slower to adopt new technology
- VALUESGood value for both the money and the time it takes to get a clean, dry car
- FRUSTRATIONOverpaying
- MOTIVATED BYLowest price, best value; drawn in by monthly membership discounts

How to win them: Idealists buy from businesses they believe in. Prove you're trustworthy, keep communication personal, and show that your values — fairness, respect, community — match theirs. Note: since this group adopts technology slowly, the app offer needs on-site staff help and simple signage.

WHAT THIS MEANS IN PRACTICE

One wash, three conversations.

PERSONA	LEAD WITH	NEVER LEAD WITH
Busy Moms	Speed and convenience — "in and out in minutes," 24/7 access, the app that removes waiting	Price-first messaging. She'll pay for her time back; discounting signals slow, cheap service.
Truck Drivers	Premium care and equipment — touch-free technology that protects a \$100k truck	"Cheap" or "budget" anything. He reads low price as a risk to his vehicle.
Seniors	Value and respect — membership math that saves money, no-fuss service, courtesy	Tech-heavy instructions. The app is a barrier here unless someone walks them through it.

The campaign playbook on page 9 assigns every approved headline to one of these three personas (or to all of them), so ad spend always speaks the right language to the right person.

Where each persona enters the offer ladder

- Busy Moms arrive through the app's free wash — the fastest, lowest-friction entry — and settle into the Ultimate Club (\$30) for the everyday balance of quality and speed.
- Truck Drivers respond to premium proof, skip the discounts, and belong in The Works Club (\$35) — ceramic seal, cherry wax, the full treatment for a \$100k truck.
- Seniors enter through the contest and the second-month-free offer, and anchor on the Basic Club (\$25) — the best-value pitch in the lineup. Many also qualify for the Military discount.

From stranger to promoter, in eight steps.

Nobody goes from "never heard of you" to "tells everyone about you" in one jump. The journey below is the backbone of this plan — every offer and campaign exists to move a customer one step to the right.

STEP 1 Aware A driver in Reno learns Sure Clean exists — through ads, search, social, or the sign on the street.	STEP 2 Engage They notice you but don't know you yet. Content and social keep the conversation going.	STEP 3 Subscribe They hand over contact info because you offered something worth it — the contest entry.	STEP 4 Convert A small, low-risk first purchase. The free app wash makes this step feel like no risk at all.
STEP 5 Excite Their first visit has to be excellent — fast lines, spotless result, a reason to come back.	STEP 6 Ascend The profit step: they join a monthly club — Basic, Ultimate, or The Works.	STEP 7 Advocate Happy members leave reviews and speak well of you when asked. Encourage it.	STEP 8 Promote They actively bring you customers — family memberships, referrals, shared offers.

Why this structure matters for a car wash

A single \$9 wash customer you never see again is worth \$9. That same customer moved to **The Works Club is worth \$420 a year** — and a member who adds a second family vehicle at 25% off is worth over \$700. The entire point of the journey is that you don't ask for the \$420 commitment on day one. You ask for a free contest entry, then a free wash, then \$25–35 a month, in that order.

Every stage has a job, an offer, and a channel.

This is the operating table for the whole plan: what we're asking the customer to do at each stage, which offer does the asking, and which marketing tactics carry it.

STAGE	THE ASK	OFFER DOING THE WORK	TACTICS CARRYING IT
1 Aware	Get on their radar	Contest • 2nd-month-free membership	Search marketing, digital advertising, content, social media
2 Engage	Start the relationship	Contest	Content, social media, email
3 Subscribe	Ask for contact info	Contest (QR posters on site)	Search, digital ads, content, CRO, email
4 Convert	First purchase / commitment	App download → free \$9 wash	Search, digital ads, content, email
5 Excite	Deliver a "wow" first visit	Basic • Ultimate • The Works clubs	Content, email
6 Ascend	Make them a member	Basic • Ultimate • The Works clubs	Search, digital ads, content, social, CRO, email
7 Advocate	Ask for reviews & shares	Great experience (no discount needed)	Search, social media, email
8 Promote	Turn members into recruiters	Additional memberships at 25% off	Email

READING THE TABLE

Two things to notice. First, **the contest carries the top of the journey** (stages 1–3) — it's cheap to run and does three jobs at once. Second, **email shows up in seven of eight stages**. That's why capturing contact details through the app and contest is the first priority of the rollout: email is the engine that moves people from free wash to member to multi-membership household, and it only works if the list exists.

Each offer sets up the next one.

Four kinds of offers, four different jobs. Free offers buy attention and contact details; the entry point buys the first commitment; the clubs generate the profit; the multiplier grows each member's value.

LEAD MAGNETS — FREE

Contest entry & free app wash

Cost you almost nothing; earn you a contactable audience. Job: fill the list.

ENTRY POINT OFFERS — LOW RISK

2nd month free • Military & First Responder discount

A high-value, low-risk way to try membership. Job: create the first paid commitment.

CORE OFFERS — THE PROFIT

Monthly wash clubs: \$25 / \$30 / \$35

Predictable recurring revenue. Job: turn wash customers into members.

PROFIT MAXIMIZER — THE MULTIPLIER

Additional memberships, 25% off for life

Second and third vehicles per household. Job: grow revenue per member.

LEAD MAGNETS IN DETAIL

LEAD MAGNET 01

Win Free Car Washes for a Year

Free-to-enter contest aimed at first-time customers but open to all. New winner announced every quarter, which gives you four promotional moments a year.

To build: printed posters with QR codes at all three locations linking to an online signup; contest rules, copy, and visuals need development before launch.

LEAD MAGNET 02

Download the app, get a free single wash (\$9 value)

The main call to action on the website. One free wash is the price of bringing a customer into the Beacon Mobile ecosystem, where membership offers, contest announcements, and email campaigns can reach them directly.

Placement: primary website CTA, all search ads, and in-bay signage.

The clubs: where the profit lives.

One wash per day, every day, at every location. The three tiers give each persona a natural home: Seniors anchor on Basic's value, Busy Moms on Ultimate's balance, Truck Drivers on The Works' premium care.

Basic Club \$25/mo ONE WASH PER DAY • Exterior wash • Spot-free rinse • Extreme wheel cleaner • Undercarriage wash	BEST VALUE — PUSH HARDEST Ultimate Club \$30/mo ONE WASH PER DAY • Everything in Basic • Triple color foam • Cherry wax	The Works Club \$35/mo ONE WASH PER DAY • Everything in Ultimate • Dash wipe & air freshener • ArmorAll ceramic seal
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ENTRY POINTS & THE MULTIPLIER

ENTRY POINT OFFER

Buy one month, get the second month free

Full-price first month, two months of use. Turns the free-wash customer into a paying member with training wheels on. Promoted through ads and social; dedicated offer pages on the website.

ENTRY POINT OFFER

"You give back every day — now it's our turn."

Military and First Responder discount. Earns goodwill in the Reno community, gives a persuasive reason to choose Sure Clean over the wash next door, and speaks directly to the Idealist and Guardian personas.

PROFIT MAXIMIZER

Any additional membership: 25% off, for life

Promoted by email to the existing member base. A household's second and third vehicles are the cheapest revenue you'll ever acquire — no ad spend, no acquisition cost, just an email to someone who already loves the service.

Thirteen approved campaigns, ready to run.

Every headline below is approved and mapped to a persona and an offer. All search-ad campaigns drive to the free app wash; the contest runs across every audience.

All audiences

4 campaigns • contest + search ads

Win Free Car Washes for a Year with Sure Clean	The lead-magnet contest — simple to understand, pulls single-wash customers into the marketing ecosystem.
Shine Bright in The Biggest Little City: Reno's 5-Star Car Wash	Plays on Reno's nickname; "5-Star" signals quality.
High Sierra Clean, Desert Low Prices: Reno's Value Car Wash	Local geography plus value — mountains meet low prices.
Cleaning the Biggest Little City, One Car at a Time	Personal touch and dedication to each vehicle.

Pickup Truck Drivers

3 campaigns • search ads

Mud, Dust, or Desert Grime: Your Pickup's Prime Time Shine	Names the dirt Reno trucks actually face — we can handle it all.
Tailgate-Ready Clean: Reno's Pickup Perfecting Pros	Taps the social side of truck ownership — game days and gatherings.
Tough on Dirt, Gentle on Trucks: Reno's Pickup Pampering Station	Reassures owners the wash won't damage a prized vehicle.

Seniors

3 campaigns • search ads

Experience Matters: Reno's Time-Tested Car Wash	Longevity and reliability — qualities this audience trusts.
From Model T to Tesla: Reno's Classic Car Care Experts	We handle vintage and modern alike.
No Fuss, No Muss: Reno's Effortless Car Cleaning for Seniors	Ease and convenience when washing by hand is a chore.

Busy Moms

3 campaigns • search ads

No Time? No Problem. Reno's Drive-Thru Car Wash for Busy Moms	Speed for the most time-strapped audience.
Because Moms Deserve a Clean Getaway: Reno's Family-Friendly Car Wash	A "getaway" that understands families.
Busy Moms' Secret Weapon: Reno's Lightning-Fast Car Wash	Positions the wash as a tool in her daily arsenal.

Where the message travels.

Six platforms carry the campaigns. Google and Bing capture people already searching for a car wash; Facebook and Instagram reach the moms and seniors; TikTok and YouTube build awareness once the foundation is earning.

● Google

● Bing

● Facebook

● Instagram

● TikTok

● YouTube

NINE TACTICS, AND WHEN EACH ONE STARTS

Web Development	Offer pages for every offer in this plan; the app-download CTA front and center.	PHASE 1
Tracking & Marketing Analytics	Measurement in place before a dollar of ad spend — you can't improve what you can't see.	PHASE 1
Copywriting	Contest rules, offer pages, ad copy, and email sequences — written once, tested forever.	PHASE 1
Email Marketing	Welcome series for app signups, contest entrants, and new members; the upsell engine.	PHASE 1–3
Paid Traffic & Customer Acquisition	The 13 approved campaigns on Google and Bing, then paid social.	PHASE 2
Social Media Marketing	Contest winners, before/after content, community presence on Facebook and Instagram.	PHASE 2
Content Marketing	Local, useful content that keeps Sure Clean visible between washes.	PHASE 2–3
Conversion Funnel Optimization	Smoothing the path from ad click to app download to membership signup.	PHASE 3
Testing & Conversion Rate Optimization	Headline vs. headline, offer vs. offer — keep what wins, cut what doesn't.	PHASE 3

Why these headlines work — the rules behind the copy

Local references. "Biggest Little City," High Sierra, Tahoe — instant connection with Reno drivers.

One persona per headline. Every line speaks one customer's language, not everyone's.

Wordplay that sticks. Alliteration and rhythm make headlines memorable.

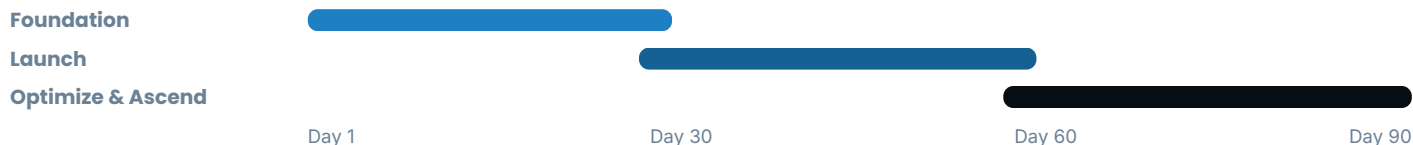
Problem → solution. Name the dirt, offer the shine.

Emotional appeal. Pride in a clean truck; a mom's minute back; a fair deal honored.

Brevity. Every word earns its place.

What happens, in what order.

Three phases, each one funding the next. Build the machine, turn it on, then tune it. Nothing launches before the thing it depends on exists.



PHASE 1 • DAYS 1–30

Foundation — build the machine

- Analytics and conversion tracking installed across site and app funnel
- Website offer pages built for every offer; app-download free wash becomes the primary CTA
- Contest developed: rules, copy, visuals, signup page, QR posters printed for all 3 locations
- Email welcome sequences written for app signups, contest entrants, and new members

PHASE 2 • DAYS 31–60

Launch — turn it on

- Google & Bing search campaigns live — all 13 approved headlines, organized by persona
- Facebook & Instagram launch: 2nd-month-free and Military/First Responder offers
- Contest live at all locations; entries flowing into the email list
- Social content cadence begins — before/after, community, memberships

PHASE 3 • DAYS 61–90

Optimize & ascend — tune what's earning

- A/B test headlines and offers; shift budget to what converts, pause what doesn't
- Conversion funnel optimization from click to member signup
- 25%-off additional-membership email campaign to the member base
- First quarterly contest winner announced — the first big advocacy moment; review requests begin

After day 90: evaluate TikTok and YouTube expansion against Phase 2/3 results, keep the quarterly contest-winner rhythm, and reforecast ad budget against actual cost per new member.

What it costs to run.

Rough numbers, so you can budget the year before you start it. Service work is priced at a \$120/hour consulting rate; media budgets are paid directly to the platforms and stay in your name. Both get revisited monthly against cost per new member.

\$7,440

ONE-TIME BUILD (PHASE 1)

\$3,360

SERVICES PER MONTH, ONGOING

\$1.5–2.5k

MEDIA SPEND / MO TO START

\$120

HOURLY RATE, ALL SERVICE WORK

ONE-TIME BUILD — PHASE 1, DAYS 1–30

DELIVERABLE	HOURS	COST
Web development — offer pages for every offer, app-download CTA front and center	20	\$2,400
Contest development — rules, copy, visuals, signup page, QR posters for 3 locations	12	\$1,440
Email welcome sequences — app signups, contest entrants, new members	12	\$1,440
Campaign build — Google & Bing accounts, all 13 approved headlines by persona	10	\$1,200
Tracking & analytics — conversion measurement across site and app funnel	8	\$960
Total one-time build	62	\$7,440

ONGOING MONTHLY — FROM DAY 31

TACTIC	HRS/MO	SERVICES	MEDIA BUDGET
Paid traffic — Google & Bing search management, then paid social	8	\$960	\$1,500–\$2,500
Social media marketing — Facebook & Instagram cadence, contest winners	6	\$720	—
Email marketing — member upsells, contest rhythm, 25%-off campaign	4	\$480	—
Content marketing — local, useful content between washes	4	\$480	—
Testing & CRO — headline and funnel optimization (from Phase 3)	4	\$480	—
Analytics & reporting — the monthly read on what worked, in English	2	\$240	—
Total ongoing	28	\$3,360/mo	\$1,500–\$2,500/mo

Media budget starts at the low end and only scales when cost per new member proves the campaigns are earning. Add roughly \$500–\$1,000/month if TikTok and YouTube pass the post-day-90 evaluation. Every account — ads, analytics, email — is opened in Sure Clean's name from day one.

Six numbers that tell the truth.

Ignore vanity metrics. These six, reviewed monthly in plain English, tell you whether this plan is earning its keep — and where to adjust.

App downloads

The front door. Every download is a contactable customer and a redeemed free wash we can follow up on.

Contest entries

Top-of-funnel health. Slow entries mean the posters, QR codes, or promotion need attention.

New club members

The number this whole plan exists to move. Tracked by tier, so we see which club each persona actually joins.

Cost per new member

Ad spend divided by new memberships. This decides which of the 13 campaigns lives or dies.

Member retention

Recurring revenue only works if members stay. A churn problem is a service problem — better to know early.

Multi-membership households

The profit maximizer's scoreboard: how many members add a second or third vehicle at 25% off.

Three ways to execute this plan

1 Run it internally. The plan is yours to keep and written to be followed. Your cost is staff time plus the media budgets on page 12.

2 Hand it to a third party. Any competent agency or freelancer can run it. Use the hours on page 12 as your benchmark — if a quote is wildly above them, ask why.

3 Have Reach Revolution execute it. The 90-day rollout starts with a kickoff call and Phase 1 begins the same week, at the rates on page 12 — no retainer padding, no account manager between you and the work.

Whichever path you choose, the sequence stays the same: build the list first, launch second, optimize third.

Tell me the goal. I'll tell you what actually moves it.

Questions about anything in this roadmap? A short conversation, no pitch.
If what you need isn't something I should be doing, I'll say so and point you
somewhere better.

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DOCUMENT

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