

Cleaning Business Text Marketing SECRETS



**Text Your Way to
a Fully Booked
Schedule!**

HitMan
~~Ad~~vertising

Why is Text Message Marketing One of the Best Advertising Tools for Cleaning Businesses Right Now?

Your cleaning business is built on trust, relationships, and repeat business. Whether you specialize in carpet cleaning, house cleaning, tile and grout, or specialty services, your business depends on staying connected with your customers in a personal, meaningful way.

Right now, text message marketing is one of the most effective and underused ways to do that. Done correctly, it delivers more attention, more engagement, and more bookings — **without annoying your clients or burning your list.**

This report will walk you through:

- Why text marketing is so hot right now
- Why it works so well for cleaning companies
- How to use it for reminders, seasonal messages, casual interaction
- Why too much sales talk will kill your results
- Best practices for long-term success
- Examples you can copy and use immediately

These are the messages I see cleaning companies getting back from clients after a text blast:

EM  Do you clean upholstery? I can't recall
02:33 PM

HP  Hi Brian.
May I pass this savings to a client?
12:37 PM

JD  I just had your people out or I would schedule!
02:08 PM

ES  Great! I'd love to schedule a cleaning of 2 sofas and a large ottoman. Also, pricing to clean carpets.
06:41 PM

DD  Brian thanks so much for the offer. You just cleaned our carpets not too long ago. Great job and we will call you the next time.
02:15 PM

HD  Yes please! I can do this Friday or pick a day next week!
02:39 PM

Aug 13th, 2025
EB  I do have a couple areas that have pet stains and would like to see if you can get them out
12:36 PM

HD  Do you have a day available for me?
06:00 AM

AA  Just a question; I need to pull some carpet back in one bedroom which will involve pulling the tape seam at the door then coming back in a few weeks to put it together. Is this something that you have expertise doing and would you be interested in doing it?
01:29 PM

SM  Yes, I could use some cleaning after this six month renovation project I have been doing.... It will be over in about two weeks, but I would be interested in scheduling.

This is what cleaners are saying about text marketing:

JD
Re: Emails
To: John Braun <john@hitmanadvertising.com>

Siri found new contact info

Sweet. I did pretty good my last text blast. Spent around 40 we did close 2500. I wish we could this every week!

Tue 6:22 PM

Sent out a text blast and booked 5 jobs in first 15 minutes it was out

Okay Thank you!



3:02 PM

John, I just wanted to let you know these text reminders through the software is a game changer. I am booking jobs big time from my current customers.
I'm seriously thinking about cutting back on my advertising for new customers and just focusing on my customer list.
This should increase my repeat rate big time.

K
RE: Fast Cash Client Reactivation Campaign for Huge Cash Surge
To: John Braun <john@hitmanadvertising.com>

7:30

Siri found new contact info

Texting is great I did 7000 k from one text in the spring 16 jobs \$437 job average . also landed a flooring job for \$4400 that I didn't put into the numbers of my return .

Hi John just double checking you saw A's request to pause text blast until further notice. Dang we need to do this one again! Probably the best response we've had.

Thanks

Note: This cleaner booked dozens of jobs per day for over a week!

1. Why Text Message Marketing is So Hot Right Now?

Everyone Reads Texts

Text messages have an open rate of over 90% and most are read within minutes. Compared to email, which might only get a 10–25% open rate, and social media posts that reach a fraction of your followers, text marketing wins for attention.

Low Competition

Most people receive very few marketing texts compared to emails, so your message stands out.

Fits the Way People Communicate

Texting is natural, quick, and personal. Your messages feel like part of the conversation when kept friendly and relevant.

2. Why Text Marketing Works for Cleaning Businesses

Built-In Repeat Customers

Your clients often need cleaning again within months to a year. **Text reminders keep you top of mind.**

Seasonal Services

Spring cleaning, holiday prep, and allergy season are perfect opportunities to reach out. If you do water restoration, send a reminder that floods or freezes may be coming and you're there to help.

Personal Connection

A quick seasonal greeting or thank-you reinforces trust and keeps your brand warm in their minds. **CAUTION: Text messaging is a personal communication. Don't abuse or overuse it!**

3. The Best Uses of Text Marketing for Cleaning Companies

Appointment Reminders

"Hi Sarah, just a reminder we'll be at your home tomorrow at 10am for your carpet cleaning. See you then!"

Follow-Up Thank You Messages

"Thanks for having us clean today, Sarah! We appreciate you and hope you loved your service. If you weren't 100% thrilled, let me know. I'll make it right."

Seasonal Greetings

"Happy Holidays from [Your Company Name]! Wishing you a joyful season and a sparkling clean home. If you or your friends need cleaning, let us know."

Service Interval Reminders

"It's been 6 months since your last carpet cleaning, Sarah. Would you like us to hold your spot next week?"

Reactivation Messages

"We miss you, Sarah! This is John with Premium Clean. Ready for your next cleaning? We have openings this Thursday & Friday and we're offering special discounts for past clients."

4. Why Minimal Sales Messaging Works Best

Too many businesses overdo sales in text messages. This turns a friendly channel into an intrusive one.

Why Over-Selling Backfires

- Feels invasive
- Leads to opt-outs
- Damages trust because friends don't text sales messages

Rule of Thumb

Aim for about **80% relational content and 20% promotional content**. Keep sales messages tasteful and relevant.

5. Best Practices for Cleaning Business Text Marketing

- Always get permission before texting.
- Keep messages short and to the point.
- Use the customer's name for personalization.
- Send messages mid-morning or afternoon, not at night.
- Segment messages when possible based on past services.
- Avoid doing a sales pitch, especially the first message or two.
- **Send a text blast ONLY every 2 - 3 months.**

6. Advanced Ideas for Text Marketing in Cleaning Businesses

- VIP Client Clubs with early booking options.
- Maintenance plan reminders every 3–12 months. *get permission first!
- Before & after photo links for the client's own job.
- Invitations to community or charity events.

7. How to Get Started

1. Choose a text marketing platform. **You get this FREE in my Ad Club!**
2. Upload your opt-in list starting with repeat customers.
3. Plan a 3-month calendar mixing reminders, greetings, and light promotions.
3. When possible, correlate the text blast with other postcards and emails.
4. Test, measure, and adjust based on results.

Want FREE software for text marketing?

In my ad club, you get FREE software to do text marketing, plus text examples and support on how to do it the most profitable way for cleaning companies.

Do it right and you'll see more repeat bookings, stronger customer loyalty, and a steady stream of work. **Sign up for my Ad Club here:**

www.Hitmanadvertising.com/adcoaching