


# 50 Marketing Ideas For Cleaning Business Owners



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# Want to grow your cleaning business?

## marketing

/ˈmɑːkɪtɪŋ/ 

*noun*

the action or business of promoting and selling products or services, including market research and advertising.

"the Western arts of marketing and distribution"

Do you need more clients for your cleaning business? Do you want to get the name of your cleaning business and brand out there? Do you want to make more money?

Is that a helllllllllll yeah I hear?

In this booklet, we will go through 50 marketing ideas **YOU** can implement and action in your cleaning business **TODAY!**

Each page has a category, and each category has 10 fantabulous ideas for you to try.

Ready to be a cleaning business marketing superstar?

# Let's Go!

# Start with what you have...

1. Ask existing clients for referrals or start a "recommend a friend" scheme. For every 3 new clients they refer, send the existing client a coffee voucher/discount voucher/a small token of thanks
2. Ask clients for a reference/testimonial on Google, Yell or your Facebook page
3. Send out handwritten thank you notes to loyal long-standing clients
4. Send birthday/anniversary/Christmas cards to your regular clients
5. Send out satisfaction surveys at least once a year to your regular clients
6. Have a client newsletter/Facebook page to keep communication open
7. Send voucher coupons/special offers/"we miss you" mailers to old lapsed clients
8. Ask friends, family, clients and other businesses to share your online content & offers
9. Have at least 3 ways clients can contact you - Phone, email, WhatsApp and/or a social account
10. Buddy up with a business that compliments yours, a carpet cleaner or window cleaner, for example, carry each other's business cards and recommend each other



**The purpose of a business is to create  
and keep a customer  
- Peter F Drucker**



# Be Socially Acceptable...

1. Have a social media account on a platform(s) that work best for you and your business - You **DON'T** need to be on every social platform - Think quality, not quantity!
2. Create a newsletter for your clients and online followers - Try MailerLite it's free for up to 1,000 subscribers and allows you to communicate directly with your client base
3. Add your newsletter sign-up box to your website and your social account(s)
4. Brand your social media accounts the same way - stay consistent with logos, colours and names so that folks can find you on any network
5. Use social accounts to be helpful and valuable to others - share other people's content, comment on their posts, share them on your stories, and use the #followfriday to give a shout-out to other people and businesses - who doesn't love a shout-out?
6. Use your social account(s) to share content from other relevant sources, e.g sharing cleaning tips from a cleaning blog or a big site like "good housekeeping".
7. Use your social account(s) to promote your blogs, special offers and competitions
8. Join cleaning groups on Facebook and LinkedIn to get ideas, support & inspiration
9. Follow cleaning-related hashtags on Instagram to find content, people to follow, and inspiration for content
10. Have a posting schedule to stay consistent and on message for your brand and business



**Social media is more about sociology and psychology than it is about technology**



# Website Wizardry

1. Get a website for your cleaning business, as your page/profile on social platforms does not belong to you and could disappear one day. A website doesn't have to be fancy, 3 pages will do - 1. About us 2. Our services 3. Contact us
2. Make sure your website domain matches your business name as near as possible
3. Make your website colours match your brand and logo colours - stay consistent
4. Have a "Contact Me/Us" form on your website to generate new business
5. List your cleaning services - include pictures and testimonials where possible
6. Add a blog to your website - use it to solve cleaning problems or to share knowledge like cleaning tips - Google's algorithm loves a blog!
7. Have an appointment calendar on your website for vacant service slots
8. Guest blog for other people's websites that are relevant to your business and services - writing a how-to clean uPVC frames for a window business for example
9. List your website on all of your social media accounts
10. List your website in online FREE business directories to build presence and audience



**Domain Names and websites are internet real estate**  
**Marc Ortrofsky**



# In The Real World...

1. Drop leaflets in the areas you want to service - don't drop leaflets in any old place, drop them in areas your ideal client lives or works
2. Drop leaflets to the surrounding homes or businesses when out quoting
3. Drop leaflets when out spot checking cleans and checking on staff
4. Wear a branded uniform when working and quoting
5. Have branded products, such as mugs, keyrings, shower squeegees etc
6. Donate a gift voucher to your service to a local charitable cause to build goodwill in your local community
7. Join your local chamber of commerce, FSB or similar to get connected to local businesses and business owners in your area
8. Attend a networking event or two, or three... get your face and business known!
9. Carry your business cards on you AT ALL TIMES
10. Advertise in local publications and maybe include a discount coupon or special offer for first-time clients



**Growth is never by mere chance; it is the result of forces  
working together  
- James Cash Penney**



# A Few More Things...

1. Have a strap-line - Are you able to sum up your business and service in 1 sentence?
2. Have a rehearsed 1-minute sales pitch for your business to cover its features and benefits (you will need this when networking in real life or online)
3. Follow up on your word every single time. Do what you say you will do
4. Consider using ads on Facebook, Twitter and Instagram to grow audience reach and to get your brand in front of people's eyes
5. Run a competition or giveaway - collect email addresses to market to later
6. Listen to your clients and social whispering to fix problems and stay ahead
7. Research keywords for your business and services to stay on brand and relevant in online searches
8. Have a 'competitor file' to keep up to date with the new cleaning businesses and the movers and shakers in your area
9. Add retargeting pixels to your website and social accounts
10. Attend a local job/business fair to showcase your cleaning business



**Strength and growth come only through continuous efforts  
and struggle  
Napoleon Hill**



# Extra Resources

To learn more about any of the ideas in this booklet, make sure to subscribe to Maid In Business on YouTube, where I go more in-depth. New videos every Wednesday.

Want more support, strategy and a community that understands you and your business?. Come join me in the Profitable & Productive Cleaning Business Owners group on Facebook to level-up!

Come say Hello on socials, find me on Facebook or Instagram



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