



CHECKLISTS TO KEEP YOU ORGANIZED

How to Market Your Pressure Washing Business

Knowing how to effectively market your pressure washing business is key to getting new customers and growing your business. Use this checklist as a general guide, start with one or two steps, and adjust your strategy as your business grows.

1. Create your pressure washing brand

- Pick a business name and slogan
- Design a logo using [Looka](#)
- Pick your brand fonts and colors
 - Design marketing materials to promote your business (e.g., business cards, door hangers, postcards, employee uniforms)

2. Set up social media profiles

- Create a Facebook business page
- Share images, promotions, blogs, and videos regularly
- Run Facebook ads that target your audience by age, neighborhood, or income

3. Create video content

- Create and share Instagram Reels or TikToks of pressure washing jobs
- Film YouTube videos to share tips on pressure washing your house or driveway
- Use Instagram Live to answer questions about your business and services

4. Build a pressure washing website

- Register your website's domain name with GoDaddy
- Build a website with a website builder like Wix or Squarespace
- Make sure your website includes:
 - Your name, logo, and branding
 - Your contact information
 - The services you offer
 - The area you serve
 - A call to action (like "request a quote") that tells visitors what to do next

5. Try pressure washing SEO

- Set up your free Google Business profile
- Add terms or phrases to your website that customers use to search for your services online, like “pressure washing in [CITY]” or “house washing in [CITY]”
- Make sure your website is easy to navigate, fast to load, and mobile friendly
- Write pressure washing blogs that answer commonly asked questions

6. Send email marketing campaigns

- Offer discounts or promotions
- Share helpful tips and company updates in a monthly newsletter
- Introduce new service offerings

7. Invest in Google ads

- Try Local Services Ads to target customers in your defined service area
- Try Google Search Ads to target customers searching online for terms related to your business, like “pressure washing in [CITY]”

8. Start a customer referral program

- Provide a great customer experience
- Offer an incentive (gift cards, free products, or discounts) to encourage referrals
- Ask for referrals through email or with a website referral form

9. Ask customers to leave positive reviews

- Send an email or text message to ask satisfied customers for a review
- Share positive reviews on your website, through social media posts, and on flyers

10. Use vehicle wraps

- Create a vehicle wrap or decal that includes your business name, logo, and contact information
- Get wraps/decals printed and installed

11. Distribute flyers and door hangers

- Create simple tearaway flyers to place on community bulletin boards
- Use Mailchimp to design more complex flyers or door hangers
- Deliver pressure washing flyers to residents in your service area

12. Use lead generation sites

- Create a business profile on Thumbtack, TaskRabbit, or HomeAdvisor
- Add your pressure washing services and your service area
- Set a monthly advertising budget
- Ask happy customers to leave a review

13. Connect with your community

- Sign up for NextDoor to connect with neighbors and advertise your business
- Create a Facebook group to share pressure washing tips
- Sponsor a local youth group or sports team to support your community