

SPRING 2023 NEWSLETTER

JUNE 23, 2023

A MESSAGE FROM THE MARKETING DEPARTMENT

Fellow colleagues of Express Wash Concepts, we stand before you today to share the latest installment of the Marketing Newsletter. This version is probably the lightest of them all with an exciting new celebration starting company wide and some amazing numbers from our Email drip campaigns.

Lets get right into the newest celebration hitting the EWC brand starting new weekend, 6/30-7/2. Thanks to the wonderful staff over at Clean 311 Seven Hills we will now be celebrating 1 Year Anniversaries with a weekend celebration! The finer details are still being worked on, but we can confirm that sites who are set to approach their one year anniversary can expect to get signage promoting a weekend celebration as well as cookies and drinks (relative to the season, i.e. cold water during the summer and potentially hot beverages during the winter) to be handed out to customers/members thanking them for washing at the location for a year!

With so many stores expected to be hitting their one year anniversary per brand the signage will be coming to you in the form of a kit. Each location is expected to take care of this kit as when your weekend celebration is over your ARM or RD will then pick up the kit and take it back to your respected warehouse until the next store anniversary hits.

Below you can see the CLEAN brands Anniversary kit:



Your Friendly Marketing Department,
Express Wash Concepts



EWC CORE VALUES:

Detail Oriented.	Family.
Committed.	Honest.
Friendly.	Reliable.
Passionate.	Responsible.
Integrity.	Engaging.
Empowering.	Professional.
Respect.	Empathy.
Teamwork.	Philanthropic.
Accountable.	Positivity.
Inclusive.	Cleanliness.
Reliable.	Enthusiastic.
Inspirational.	Responsive.
EnviroFriendly.	Focused.
Caring.	Satisfaction.





GRAND OPENINGS!



STEELYARD FREE WASH WEEK!

We are in the final days of the Free Wash Week for Clean Express Steelyard. Donations are being raised to support University Settlement. University Settlement provides much needed social services to the residents of Cleveland.

Finish STRONG Chris Kriso and team!

LETS GO TO THE BEACH, BEACH!

Green Clean Express in Virginia Beach opens today, and celebrates their Grand Opening on Friday, June 30.

Their Free Wash Week is in support of The Honor Foundation, whose mission is to help guide special operations military members into successful civilian careers.

Good luck to Paul Acosta and team!

FAST. EASY. UNLIMITED CLEAN!

ENHANCING OUR PEOPLE, COMMUNITIES AND CARS, THROUGH THE POWER OF CLEAN!

DRIP CAMPAIGN UPDATE

**Email drip campaigns have been running smoothly recently
and we have a car load of data to share with you!**

Flying Ace Ceramic

Sent: 25,395 Opens: 12,422 Clicks: 1,111

Mother's Day(all brands)

Sent: 129,262 Opens: 71,227 Clicks: 2,622 Conversions: 105

Grads(all brands)

Sent: 128,050 Opens: 75,336 Clicks: 12,638 Conversions: 52

Father's Day(all brands)

Sent: 125,428 Opens: 55,353 Clicks: 1,915 Conversions: 357

Declined Members(all brands)

Sent: 19,850 Opens: 8,763 Clicks: 2,708 Conversions: 689

Columbus Blue Jackets(Moo)

Sent: 113,132 Opens: 40,836 Clicks: 2,618

Columbus Clippers(Moo)

Sent: 1,235 Opens: 461 Clicks: 37

Dayton Dragons(Ace)

Sent: 462 Opens: 194 Clicks: 11

Norfolk Tides(Green Clean)

Sent: 3,265 Opens: 1,339 Clicks: 75

Moo Moo Ceramic(Totals)

Sent: 184,813 Opens: 50,002 Clicks: 4,841

Summer Air Freshener (all brands)

Sent: 251,143 Opens: 78,521 Clicks: 3,082

MooLube(Totals)

Sent: 86,385 Opens: 18,412 Clicks: 416

Inactive Members(all brands)

Sent: 316,105 Opens: 166,430 Clicks: 1,610 Conversions: 525

Moo Inactive Code Page

Visitors: 436 Views: 675 Conversions/Rate: 154/35.32%

Ace Inactive Code Page

Visitors: 573 Views: 1,003 Conversions/Rate: 331/57.77%

Clean Inactive Code Page

Visitors: 334 Views: 625 Conversions/Rate: 203/60.78%

Green Clean Inactive Code Page

Visitors: 181 Views: 277 Conversions/Rate: 86/47.51%

Bee Clean Inactive Code Page

Visitors: 31 Views: 52 Conversions/Rate: 20/64.52%

