

# Mobile Auto Detailing Public Relations and Promotional Events

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Many times small business mobile auto detailing companies fall short in their promotions and public relations. Generally one could attribute this to the fact that business is always good and cars in the United States are quite plentiful, even more than people. In fact there are 1.2 cars for every man, woman and child in this country, including all the school buses, postal jeeps, delivery vans and police cars. Think about it; all the boats, motorcycles, trailers, motor homes, SUVs, mini-vans and cars? Sure there is a lot of business to be had indeed. But certainly since it is a cash business for the most part, there is no reason you cannot run it like a real business and grow it to a large endeavor. Here are some promotional ideas:

Call up a radio station.

Find out when their next event will be. Offer to wash everyone's car who shows up. Tell them you will even wash the radio station van. They will announce on the radio all week that "Joe's Mobile detailing and Car Wash" are washing cars at location X for free. Show up and bring the whole family." Yes, you will be working your little rear end off all day, but the referrals and good will and future customers will be enough to add a second or third unit to your little company.

Blood Drive.

Offer to wash anyone's car that shows up for a blood drive providing it will be a big turn out. Challenge your local car wash and any other competitors to a competition, who can get the most people under 25 to donate blood. 'Alert the media' to the event. Use a public official – the mayor, etc. – to judge the contest. Don't charge customers. Make it a real big event. Go for quality and number of units washed in one hour or in thirty minutes. Even if you lose, it's great publicity.

Look if you want to win the promotional game, you must think out side the box, so what are you waiting for anyway? Embossment on an invite; please that is ridiculous. Get out there and kick butt.Lance Winslow - Online Think Tank forum board. If you have innovative thoughts and unique perspectives, come think with Lance; [www.WorldThinkTank.net/wttbbs/](http://www.WorldThinkTank.net/wttbbs/)