



Success Story: Lighthouse Express Car Wash

For years, Lighthouse Express Car Wash, a Georgia-based car washing business, has been dedicated to both its customers and the planet. A conservation leader, Lighthouse Express Car Wash has fully committed itself to the green initiative by recycling all of its water and using state-of-the-art, energy-saving technologies. Pairing high quality service with reasonable prices, the open-362-days-a-year carwash has a lot to offer the local populace.

Marketing Problem

With two popular locations, the family owned and operated Lighthouse Express Carwash is a business bustling with activity. Still, Lighthouse Express is constantly on the lookout for new customers, making the brand's visibility and outreach of prime importance. Lighthouse Express's previous marketing efforts, however, were not enough to bring in tangible results.

Brian Hah, the owner of Lighthouse Express faced a difficulty with direction. Attempting to do a multitude of things, Brian stretched his marketing efforts too thin and lacked the consistency necessary to bring in and retain new customers. Seeking to find marketing success on his own, Brian struggled with creating and managing an integrated marketing strategy. But he didn't know which paid marketing efforts were worth his money, and how his business could best make use of online marketing. "We didn't have a grand vision for our marketing techniques," remarked Brian,

"We sort of just cobbled together whatever we thought might be useful. A blog post here, a tweet there—whenever we had the time."

- Brian Hah, Owner

Realizing that he was steering his efforts without direction, Brian decided to invest in some marketing training. He attended workshops and seminars to learn how to improve his marketing. Nothing seemed to click—until a presenter recommended ThriveHive as a solution for small business owners. Brian visited ThriveHive's website, browsed the marketing resources online, and immediately scheduled a consultation.

Marketing Solution

Brian liked the idea of having someone guide his marketing and signed up for ThriveHive's Tandem plan, which includes a customized Marketing Plan, ThriveHive Marketing Platform, and monthly check-ins with a dedicated Marketing Coach. From the first meeting with Marketing Coach, the owner of Lighthouse Express was impressed.

ThriveHive's Marketing Coach created a custom marketing plan to help Brian from Lighthouse Express reach his goals. By tracking efforts and leads, the Marketing Coach showed Brian how to focus only on what works for his business. The business owner was able to focus his efforts, cutting out time-intensive labor and costly marketing resources, which saved him time and money.

Brian and his Marketing Coach set up a blogging strategy with local SEO in mind, ranking the business higher in online search results. Understanding the constraints of Lighthouse Express's tight marketing budget, ThriveHive found the perfect solution, focusing on three things: Google Adwords, Facebook Ads, and email marketing.

"Working with ThriveHive's Marketing Coach was an even better idea than I first imagined! By breaking down our marketing strategy by priorities and related stepping stones, our Coach kept us on track with laser-like focus. ThriveHive helped us convert our goals into reality—without hampering our creativity."

Coupled with the blogging strategy, the AdWords campaign provided an SEO boost for Lighthouse Express, pushing the small business to the first page of Google. Facebook Ads promoted car wash specials to a broader audience which brought in more new customers. At the same time, ThriveHive's



increase in daily customer volume

600+

cars on weekends



increase in average sales per transaction

15%

raise in customer retention



increase in profits following email promotion

Marketing Coach guided Brian through setting up and growing the email list for Lighthouse Express. The business owner now uses ThriveHive's email editor to send promotional emails that turn a list of email addresses into paying customers.

Marketing Results

For the first time since he opened his small business, Brian from Lighthouse Express Car Wash feels that he is truly in control of his success. By working with ThriveHive, he has not only seen impressive results, but his confidence in his marketing and writing abilities has skyrocketed. "ThriveHive's Marketing Coach was able to help me tap into the marketing talents that I didn't even realize I had," said Brian. Lighthouse Express is seeing fantastic results.

The owner of Lighthouse Express now knows what to do to grow the business and he has the tools and the guidance to do it. With the Guided Marketing from ThriveHive's Marketing Coach, Lighthouse Express is washing out the competition, increasing profits, and gaining local acclaim for its conservation efforts.

"It may sound cheesy, but ThriveHive has really empowered Lighthouse Express to shine brighter. We're reeling in new customers and better utilizing our current customer base to grow the business. I'm spending less time and money on my marketing—working with ThriveHive has been better and more effective for my business than any of my previous marketing efforts."