

Chicago-based laundromat chain increased foot traffic by 46% with Map Labs.

KEY HIGHLIGHTS

+46%

Direction Requests

+38%

Phone Calls

+39%

Website Visits

+116%

Total Views

+2,362%

New Reviews

+21%

Average Star Rating

Results are year-over-year. Comparing April - September 2024 vs April - September 2023.



ABOUT THE BUSINESS

With over 13 locations featuring state-of-the-art equipment, this Chicago-based laundromat is renowned for its convenience, inviting atmosphere, and unbeatable service.

Their laundromats offer self-service, convenient next-day drop-off services, and doorstep pickup and delivery. Customer experience specialists offer expert advice on optimizing laundry needs.

THE GOAL

Before Map Labs, this laundromat business was aware of Google Maps marketing but not actively engaging with or managing the channel. Their executive team wanted to:



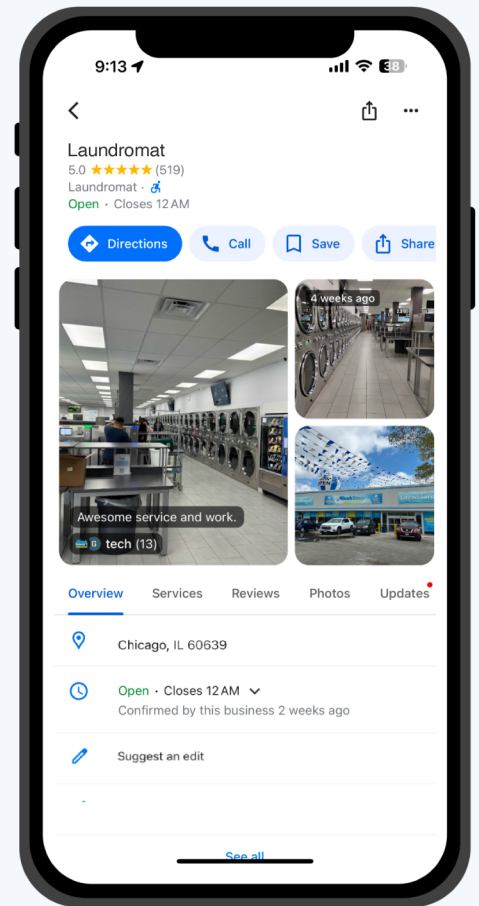
Drive more foot traffic



Increase non-branded searches



Advance their maps marketing strategy



WHY MAP LABS?

This leading laundromat chain chose to work with Map Labs because of our unique coaching and consultation program, designed for internal marketing teams.

Since the executive team wanted to bring their maps marketing strategies in-house, but weren't sure where to start, the Map Labs coaching program was the perfect fit.

Weekly coaching and consultation sessions with Map Labs' team of experts set them up with a clear strategy coupled with the knowledge and tools to execute it internally.

Map Labs' coaching program is the obvious choice for businesses who want to manage maps marketing in-house.



STRATEGY

How Map Labs helped the 13-location business achieve **across-the-board growth with Google Maps marketing.**



Categories

Increasing their categories from 1 to 3 was a strategic move to help connect their business with customers searching for their products and/or services.



Services

Adding all services offered to their Google Business Profiles helped manage how they appeared on maps, and made it easier for customers to find their business.



Photos

Creating and uploading professional imagery to their Google Business Profiles encouraged customers to choose their business over the competition.



Updates

Utilizing the 'Updates' feature on Google Business Profiles allowed them to directly communicate offers and promotions to local customers.



Reviews

Map Labs created a custom review generation and management strategy for the business to drive user engagement and increase the overall number of reviews.

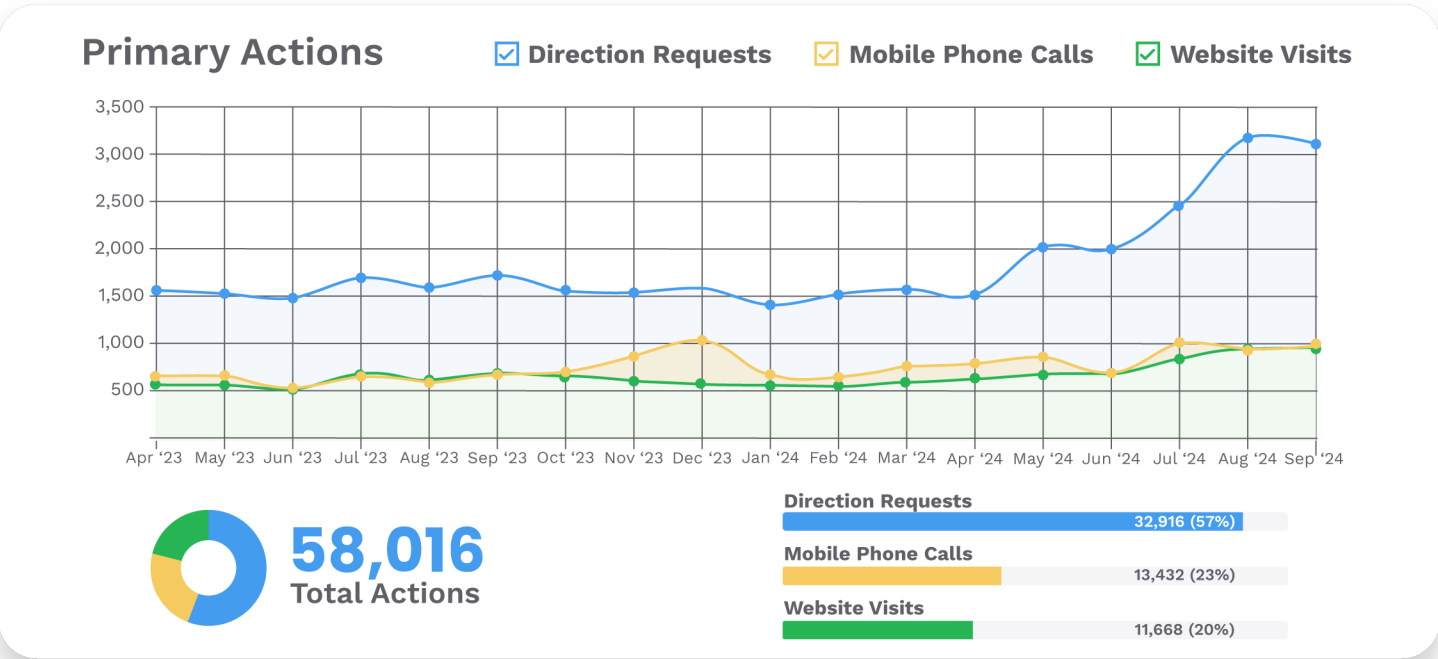
Map Labs encouraged the laundromat business to think of their Google Business Profile as their new homepage.

Customers want all the information they need to make a purchase decision on Google Maps.



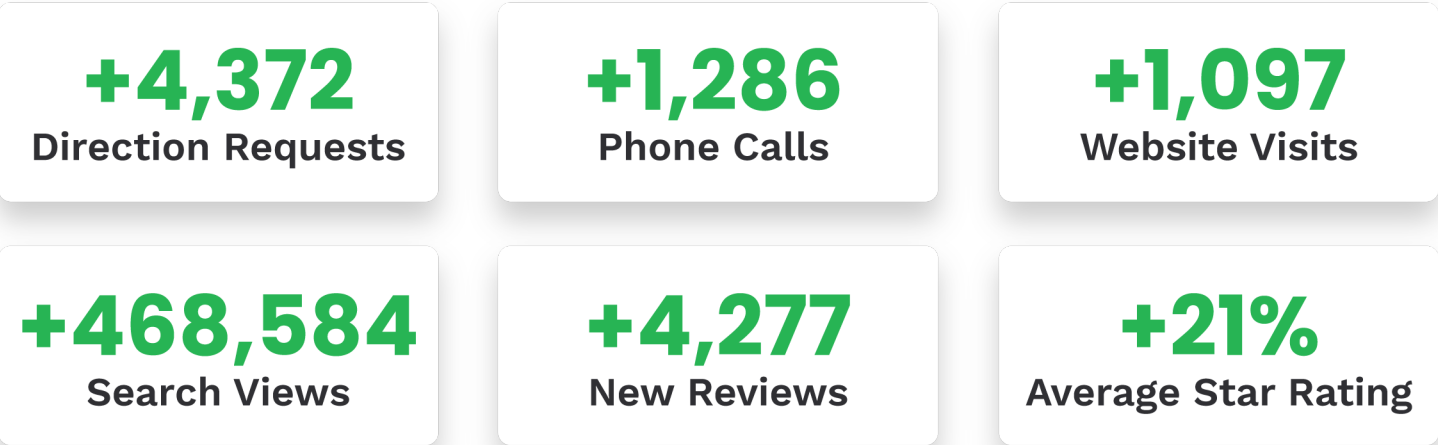
RESULTS

Through the **Map Labs’ coaching program**, this laundromat business achieved the following results:



Year-Over-Year Results

2023 vs 2024



MapLabs.com

Map Labs helps grow businesses like this Chicago-based laundromat with Google Maps marketing.

