



B2B MARKETING GUIDE FOR UNIFORM AND LINEN RENTAL COMPANIES

It's no secret that we love marketing here at RED66. Having worked with several CSCNetwork members, we've learned more about the industry and noticed the things companies like yours utilize in their sales and marketing processes.

The goal of this guide is to give you a **checklist of ideas, point out some strategies to consider, and tactics you could implement** to help you modernize your marketing approach and attract more customers.



1 Know Who You're Talking To

This is basic, but sometimes gets overlooked when creating content, proposals and even website content to speak to those ideal customers.

- ✓ **Identify key decision-makers at prospects.** You can use LinkedIn, a service like Zoom Info, or even AI tools like Hunter.io and others.
- ✓ **Understand their pain points and challenges.** Speak to how you solve their pain!
- ✓ **Research their industry trends and regulations.** From healthcare, food manufacturing, food service to safety and other industry factors, your customers must ensure compliance.
- ✓ **Understand their buyer journey.** There are so many different touchpoints that a prospect will have with you, your sales team and your company. Sales from lead to close is not a linear process for any buyer.



2 Develop a Strong Value Proposition

We like to call this your **So What? Factor**. We wrote an article for the CSCNetwork News recently, and have it online here for reference. **How Do You Answer "What Makes Your Company Different?"**

When you're talking to prospects about what makes you different, it's not about how long you've been in business, but more about how you continue to invest in technology, equipment and processes to grow the organization over decades in business.



7 TYPES OF DIFFERENTIATORS YOU COULD CONSIDER

- Products
- Process
- Price
- Experience
- Technology
- Marketing
- Relationships



A FEW IDEA STARTERS INCLUDE:

- ✓ Highlight how your services solve specific problems
- ✓ Emphasize efficiency, cost-savings, and quality
- ✓ Showcase your commitment to sustainability and modern practices



3 **Develop Your Content Marketing Strategy**



Your organization is likely sales-driven.

This is where salespeople cold call, stop into business, email and follow up with prospects, which is on a 1-to-1 basis.

If you create a marketing strategy with a content plan, you can scale and use this content for lead generation, lead nurturing and more, at scale.



Your content strategy is simple: Creating content that speaks to your best prospects is how you attract more leads and put it in the right channels.

- ✓ **Create informative website content** or articles about industry trends, new processes, services, innovations, etc.
- ✓ **Develop case studies** showcasing successful customer stories. New, large installs or if a customer came back to you, why they did.
- ✓ **Put the content out there** via your website, email marketing messages, a sales flier, social media channels so that you have multiple lines in the water for marketing content.



4 Leverage Digital Marketing Channels

Your website is your hub for marketing activities. It's where people go to learn more about you, see products, and services.

+ If you're doing content marketing correctly, your digital marketing channels become more lines in the water.



Optimize Your Website for Search (SEO)



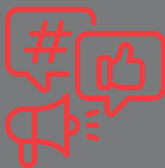
While this does include some technical know-how on your website and things, the most important thing is to write content like you're talking to your best prospect or your best customer.

Use Pay-Per-Click (PPC) Advertising



Paid ads are another way to show quickly and generate leads. We won't go on and on about paid ads strategy, but if you want more information, **let us know.**

Engage in Social Media Marketing on LinkedIn



This is where your prospects and customers hang out. Create posts that inform them, educate them and even entertain them.



5 Email Marketing & Lead Nurturing Campaigns



Email marketing and automation are incredible tools that allow you to stay top of mind to prospects (and customers) at scale. Are you using lead management software or CRM?

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If yes (*please be a yes!*), you will want to segment your email list based on industry, company size, and have information about the sales rep calling on them, their contract end dates (if known), and even zip codes.

Why? **See the next page!**





Send personalized, value-driven

content. Having a segmented list allows you to send specific emails. You wouldn't send the same email about uniform rental to a car dealer and a food processing company, would you?



Use automation for lead nurturing.

Many CRMs or lead management software systems have automation, which is setting up triggers based on how or where they sign up, what industry they are in, or even based on their contract end date.

- *Short example:* if you know contract end dates, you can do an email series and campaign about relevant things.



SAMPLE EMAIL SERIES

-  **12 months out:** Did you know many uniform or linen rental companies have auto-renewals on contracts? Here's what to look for. *And even note, if you have a guarantee.*
-  **9 months out:** When considering renewing contracts or staying with the same old thing because it's familiar, there are many benefits for you and your employees when it comes to our services.
-  **6 months out:** Are your production managers tired of dealing with employee complaints? If you're dealing with missing garments, lack of repairs or other issues that keep your employees from being as productive as possible, our team can help. This is why we have X, Y & Z...
-  **3 months out:** Well, you get the idea of setting up these triggers.





Then, when you create the email series —whether in MailChimp, HubSpot, Constant Contact, Microsoft Dynamics, Salesforce or any other system—it will send based on the contract end dates.

Every month, an email goes to someone who is 12, 9, 6, 3 months out from their contract expiration. All your sales team needs to do is follow up on who opened it.



Check out our article, [**“Is Email Marketing Worth It?”**](#) for more information.



6 Networking and Industry or Local Events

There are likely industry associations that your customers or prospective customers are a part of. Seek out local chapters or local events that you can attend.



From CSCNetwork Annual Convention 2024



Attend Trade Shows & Conferences

Learning more about the industry and your customer's world can make you better at solving their problems. It also gives you more brand visibility and recognition.

Host Webinars on Relevant Topics

If you could do a webinar for prospects or customers to talk about how uniform rental programs can impact/improve employee productivity, safety and even the bottom line, you'll get their attention.

- *Those in F&B: What if you did something about how linens can make or break the customer experience?*

Participate In or Sponsor Industry-Specific Events, Even Community Events

Talk about these things in your sales & marketing efforts, too! People (prospects, customers, employees, future employees, etc.) liked to do business with those they know, like and trust.

*Remember... if you don't talk about you, **no one else will either.***



7 Customer Testimonials & Reviews

✓ Gather and showcase positive feedback from satisfied customers.

We've had many clients use review request cards with their Route Service Reps. This has helped increase their Google Business Profile ranking, it's given them great testimonials to use in other marketing collateral, and it becomes social proof for prospects.

✓ Create video testimonials for more impact

Video and short-form video are here to stay. Hearing customers talk about why they like your business and why they trust you for their own business is like a word-of-mouth referral on steroids.



8 Measure and Analyze Results

You measure AP/AR, pieces per minute, capacity of equipment, route efficiency and more. Knowing your Key performance indicators for sales and marketing is important to track progress. **What gets measured gets improved.**



Use analytics tools to track website traffic, where visitors are coming from, lead forms, cost per lead. Are the best leads or inquiries coming from organic search, paid ads, or are sales closing faster with email marketing and lead nurturing?

Data will tell you a story. Regularly review and adjust your strategies based on data.



9 Embrace Technology and Innovation



Part of the reason we all attended AlliantCon24 in the first place is the Modern Laundry.

You invest in new equipment, efficient and environmentally friendly detergents, RFID systems, and so much more.

You're already embracing these things for your production and delivery—now it's time to invest in marketing technology and innovation, too.

LAST CHECKLIST ON THE NEXT PAGE!





Highlight your investments in modern laundry technologies in the content you share, and on your website. Demonstrate your capacity, processes and how sophisticated your plant is so that prospects will see the investments you've made to provide complete deliveries, high quality garments, helpful customer service and more.

Showcase how you're adapting to industry changes. Give them more of the "So What?" and that while they're dedicated to running their business effectively, you're making sure they have a rental program that no one on their team has to worry about.

Emphasize your commitment to continuous improvement. This can be demonstrated in your history, in a timeline to show new equipment, new hires, new ERP or operating systems, even training of your team.



YOU CAN DO THIS!

There is a profound difference between a marketing strategy and a sales strategy. However, they work together to complement, support and scale activities to get the right leads and close sales with the best prospects.

Your participation in AlliantCon24 and other industry groups shows your company is adaptable and keeps up with the latest trends in your industry.



Want more resources? We invite you to explore our [marketing blog](#).

