



**Happy Valley Communications  
Fall 2014**

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Client:

Simple Car Wash is a mobile, waterless car wash founded by Penn State senior Taylor Mitcham.

Client contact:

Taylor Mitcham

[taylor@simplewaterless.com](mailto:taylor@simplewaterless.com)

Website: [simplewaterless.com](http://simplewaterless.com)

Twitter: @Simple\_CarWash

Facebook: [facebook.com/SimpleCarWash](https://www.facebook.com/SimpleCarWash)

Happy Valley Communications Team

Account Executive:

Alyssa Kaplan

[Alyssabkaplan.com](http://Alyssabkaplan.com)

Alyssa is a senior pursuing a degree in advertising/public relations with a minor in business, from Ardmore, PA.

Account Associates:

Molly Gentile

Molly is a junior from Spring Grove, Pennsylvania. She is majoring in public relations with minors in business and recreation, park, and tourism management. This is her second year as an account associate for Happy Valley Communications.

Jess Stefanowicz

Jess Stefanowicz is a junior Public Relations major and Psychology minor. Originally from Massachusetts, she came to Penn State not knowing a soul on campus but quickly knew it was the best decision she ever made. She joined HVC in Fall 2014 after previously being a part of the PR/Marketing Team on Valley Magazine and a Corporate Relations Captain for Penn State Homecoming. She is currently a member of Alpha Delta Pi serving as their THON Family Relations Chair, and a committee member on Donor and Alumni Relations for THON.

Amanda McIlvain

Amanda McIlvain is a sophomore majoring in Public Relations with minors in Business, Sociology, and International Studies. Amanda was born and raised in Ellicott City, Maryland.

Katelyn Anderson

Katelyn Anderson is a junior pursuing a degree in Marketing with an International Business minor. She is from Milford, PA.

Kendall Mar

Kendall Mar is a sophomore at Penn State intending to major in public relations and minor in entrepreneurship and innovation. She is a Sacramento, Calif. native and has been an account associate for HVC for three semesters.

## **Client Objectives**

The main goals for the semester include raising brand awareness for Simple Car Wash in the State College community. Overall, the client wanted to retain the current customer base while expanding the customer base. To accomplish this goal, we knew that revamping Simple Car Wash's social media accounts would be an important avenue.

## **Target Audience**

The primary target audience is members of the State College community, who live in the area all year. The secondary target audience is Penn State students.

## **Research**

At the beginning of the semester, we spent time learning about Simple Car Wash, their methods, business, and current marketing and social media efforts.

Additionally, Mitcham had expressed to HVC in the Fall her openness to revamping her website for Simple Car Wash, [simplewaterless.com](http://simplewaterless.com). She had found a free trial online that only provided four templates to choose from. Account Associate, Jess Stefanowicz, was able to research possible website options for Mitcham and broke down the costs of each website business package and their features.

Options presented to Mitcham that were the team's favorites included Wix, Weebly, and SquareSpace. These options were all found to be rather low-cost and easy to use. Each offered an option for the domain of [simplewaterless.com](http://simplewaterless.com) to remain, and there were thousands of template options to choose from for a new design. Most importantly, these website options would continue to allow customers to use Simple Car Wash's website for appointment bookings, and Mitcham would be able to keep track of her appointments through these websites.

A change to Simple Car Wash's website was not done this semester as it was collectively decided to not be of major priority to Simple Car Wash at the time, but we were happy that we were able to provide multiple options for Mitcham to consider for the future as her business continues to grow and thrive and if a website re-vamp is in her future.

Simple Car Wash had received some local media coverage prior to their involvement with HVC, which included an article in The Daily Collegian reporting on their ribbon-cutting ceremony back in August of 2014, and a feature from Onward State in November. One of our goals as a team was to create a draft for media pitches, and to utilize it in contacting media outlets to promote Simple Car Wash both inside the Penn State community and throughout Centre County, PA.

We researched local media outlets both for television, radio, and print, and were able to begin pitching as a team in late November. Our outreach for Centre County medias included WJAC, WPSU, Fox 8, and StateCollege.com. We continued to reach out to contacts on-campus that included Valley Magazine, the Penn State chapter of HerCampus, and The Daily Collegian.

## **SWOT Analysis**

### **Strengths:**

- Convenient / mobile
- Eco-friendly / good for the environment
- Great results (before and after pics)
- Innovative
- Philanthropy / offers fundraising opportunities
- Operation 1 for 100
- Established website
- Washes cars indoors and outdoors
- Established appointment system (email and phone)

### **Weaknesses:**

- Not much awareness or knowledge about waterless car washes in State College area
- Two different emails for appointment booking
- Brand awareness
- Social media
  - Poor use of Twitter and Facebook
- Media awareness

### **Opportunities:**

- Local media
  - PSU News
  - PSN
  - Onward State
  - Daily collegian
  - WJAC
  - WPSU
  - Valley Magazine
  - Her Campus
  - Fox 8
- Local events to raise brand awareness
- Global Entrepreneurship Week

### **Threats:**

- Competitors
  - University Drive Car Wash
  - Redline Speed Shine
  - Team Blue Hand Car Wash

## **Semester Overview**

Our team had a very successful semester with Simple Car Wash. We created a press kit, implemented a coupon special, increased social media presence, pitched to various media outlets, and updated their graphics.

One of our first projects was creating a press kit. The press kit included a fact sheet, a press release, a biography, and a sample media alert. The fact sheet really focused on the waterless aspect of Simple Car Wash, while the press release focused on the Football Season Special. The media alert and biography were used for feature stories on Taylor Mitcham, Simple Car Wash's founder. The biography was also used to help Taylor win The Pennsylvania and Marcellus Business Central's annual "Foremost Under 40."

Football season is a huge part of life in the State College area so we helped Simple Car Wash to develop a Football Season Special. The special offered a coupon for \$10 your next car wash during the Penn State football season. It was intended to bring in more customers and was promoted through the press release and social media.

Social media was a huge success for us. At the beginning of the semester we created a social media plan that included weekly posts for both Facebook and Twitter. These posts were successfully sent out each week and helped to increase Simple Car Wash's social media presence. Our creative department also updated Simple Car Wash's logo, created new graphics for their 1 for 100 Donation Program, and filmed a promotional video in collaboration with Creative Associate Corey Ross-Robertson. We then implemented a social media campaign for the promotional video. As a result of all of this, the total post reach and total number of likes on Facebook both increased. We also left Simple Car Wash with a bank of social media tips and sample posts for the future.

The last thing we worked on for Simple Car Wash was pitching to different media outlets. We got responses from PSNTV, HerCampus, and WTAJ Central PA Live. Taylor was also featured in Onward State and on Penn State News.

## Social Media

Simple Car Wash is currently active on Facebook and Twitter. After evaluating each account at the beginning of the semester, it was our team's goal to strengthen various aspects of each social media platform. Our central objectives were to increase the quantity of likes/followers and to improve the consistency and quality of the posts. Both these points were achieved through the development of weekly social media plans for both accounts as well as boosting the number of accounts that Simple Car Wash follows. Lastly, our team created an extensive bank of sample posts and ideas for Simple Car Wash to draw from in the future.

## Social Media Planning

Each team member alternated in the responsibility of developing weekly social media plans for both Twitter and Facebook. The plans consisted of seven posts that were time sensitive and relevant to Simple Car Wash's following. Team members were expected to think creatively and critically when constructing their plan(s). The content of posts were related to Simple Car Wash's services, promotions, community involvement, and media coverage. Additionally, our team edited and added text to photos from Simple Car Wash's Facebook page to create a higher level of distinction and originality from previous posts.

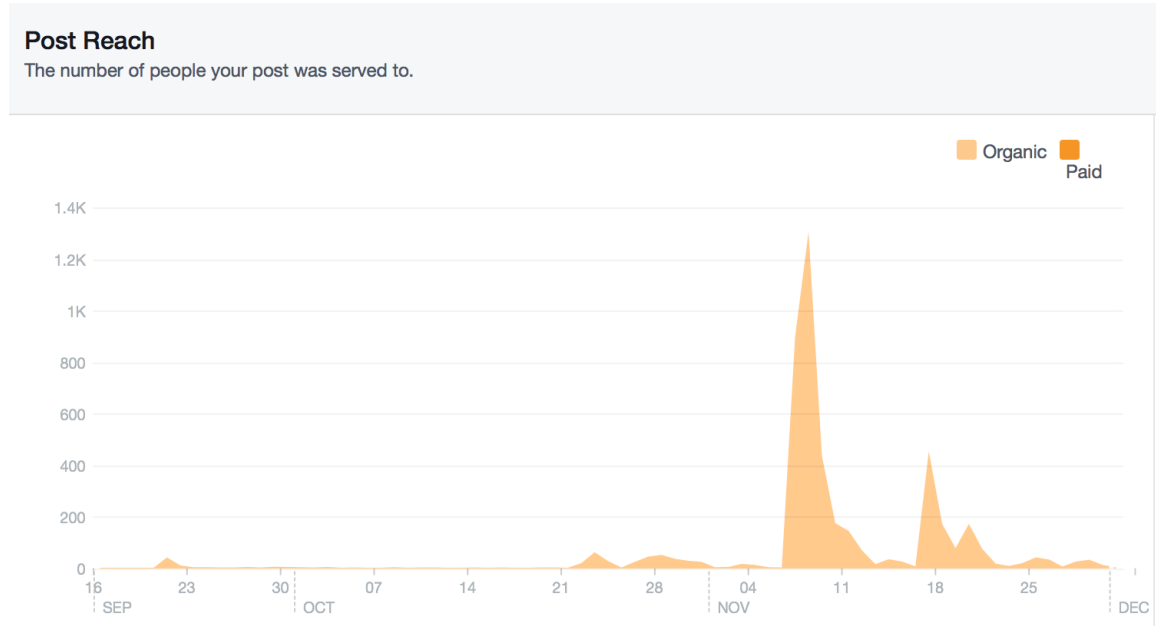
## Social Media Results

Over the course of the semester, Simple Car Wash's Facebook page raised 21 likes from 101 to 122. Its Twitter account gained 19 new followers, rising from 23 to 42. In addition, the improvement of quality to each post on both platforms resulted in an increased number of likes, favorites, and retweets.





Simple Car Wash's Facebook reach also increased significantly.



Toward the end of the semester, the team compiled a document with social media ideas for the future.

## **Media Coverage**

Our team was very successful with pitching to the media. We were able to reach out to media outlets throughout State College including WJAC, PSNTV, WPSU, Valley Magazine, HerCampus, Fox 8, StateCollege.com, and the Daily Collegian.

PSNTV, HerCampus, and WTAJ responded back to our emails stating they would be interested in writing stories on Taylor Mitcham's Simple Car Wash. PSNTV emailed back within a few days stating that they would get back to us when they are able to produce a story with her. HerCampus looks forward to incorporating Taylor Mitcham into the Campus Celebrity section of their site. They stated that they were always looking for ambitious young students to feature, and they knew Mitcham would be great for it!

As for WTAJ's Central PA Live, our team actually did not originally contact them, however they received incite from FOX 8 and emailed us explaining they were interested in having Mitcham talk about her business on the show. We have made the most progress with WTAJ, for Taylor was able to make an appearance on Dec. 11 at their studio and share her story.

Pitching to these different media outlets was a great way to expand and promote Mitcham's incredible start up. She was also featured in many newspapers and blogs including Onward State, Penn State News, and the Daily Collegian.

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## **Press Kit Materials**

For Immediate Release  
For Media Planning Purposes Only

October 10, 2014

### **STUDENT ENTREPRENEUR OPENS ECO-FRIENDLY CAR WASH SERVICE**

State College, PA – Simple Car Wash was created by Taylor Mitcham in August 2014 after she had trouble washing her car during the harsh winters in central Pennsylvania. As a senior at Penn State, she did not have the time or money to take her car to a regular car wash, and she could not wash it on her own due to the products freezing on her car.

The average car wash can waste between 10 and 140 gallons of water. Waterless car washes save water and are environmentally friendly. Simple Car Wash strives to make a car wash simple for you, your car, and the environment.

**Who:** Taylor Mitcham is a Penn State senior who created Simple Car Wash out of need for a convenient, environmentally-friendly car wash service.

**What:** Simple Car Wash is completely waterless, eco-friendly, and mobile. Book an appoint through their website, and wash engineers will come clean the customer's car. Simple Car Wash also supports local philanthropies and is interested in partnering with more organizations through fundraisers.

**When:** Simple Car Wash officially opened for business in August, 2014. Customers can book appointments for whenever and wherever is most convenient.

**Where:** Simple Car Wash services the State College Borough and surrounding communities.

## **Simple Car Wash Communications Plan**

### Objectives

Simple Car Wash is a new business in the State College area. The main objective for the Simple Car campaign is to increase their brand awareness in order to retain current customers and expand their new customer base. We will do this by increasing the social media presence, supporting local philanthropies and increasing publicity.

### Audience

Simple Car Wash's primary audience is local residents of State College and surrounding areas. This demographic currently makes up their largest customer base. Their secondary audience consists of Penn State students. Simple Car Wash currently has a small audience of international students in the Heights and Lions Crossing, but wish to expand their customer base to all students. Other new audiences include parents and alumni visiting Penn State.

### Goals and Timetable

Our goals for this semester include updating social media, increasing involvement in philanthropy and community events, and boosting press coverage. We will set up a social media plan for Simple Car Wash to use this semester and for the future. We will create mock posts with ideas for topics and lengths, a posting schedule, events to write about, and the proper procedure to reply to followers. We will update the social media sites and the website to better show off the Simple Car Wash brand. We will also make these sites easier for customers to use.

Throughout this semester, we will pitch a fundraiser to local philanthropies and set up at least one event with a local philanthropy. We will also pitch stories about Simple Car Wash to local media outlets in order to get press coverage. Possible media outlets include Lion FM 90.7, The Daily Collegian, Centre Daily Times, Valley Magazine, Comm Radio, PSNTV, and Her Campus at Penn State. Our team intends to complete all of these goals by the end of the semester in December 2014.

### Evaluation

We will measure the success of this campaign by measuring the increase in followers and interactions on social media, the number of media clips and philanthropic events attended or donated to, and most importantly, the number of new customers that schedule appointments throughout the semester.

### Meet Taylor Mitcham

Taylor Mitcham is the founder and owner of Simple Car Wash, which has brought the revolutionary concept of waterless car washes to Centre County, Pennsylvania.

The idea of Simple Car Wash came to Taylor as she was trying to find a way to wash her car. Waterless car washes were popular at home in California, but she noticed that there were no waterless car wash resources in Centre County. After trying the waterless products on her own car, she was able to find the perfect solution. She soon realized that citizens of Centre County would benefit from a business offering car washes with this biodegradable product. Simple Car Wash officially launched in the summer of 2014.

Taylor prides herself on Simple Car Wash's "Operation 1 for 100". After researching how traditional car washing can be detrimental to the environment, Taylor has pledged to donate \$1 to Centre County charities and organizations for every 100 gallons of water saved with Simple Car Wash.



Not only is Taylor able to handle the challenges and demands of running a small business, but she is currently a senior at Penn State University majoring in minoring engineering.

Learn more about Simple Car Wash at [www.simplewaterless.com](http://www.simplewaterless.com).

Simple Car Wash  
State College, PA 16802  
Phone: (814) 343-0218  
[appointments@simplecarwash.com](mailto:appointments@simplecarwash.com)

## **FACT SHEET**

### What is Simple Car Wash?

Simple Car Wash is a small business based in State College, PA, serving State College, Centre County and surrounding communities. The company celebrated its grand opening in August 2014. Simple Car Wash makes having a clean car simple with its mobile, waterless and eco-friendly car cleaner.

### What is a “Waterless” Car Wash?

Simple Car Wash uses a revolutionary, biodegradable, organic formula that cleans, polishes, and protects your car from airborne contaminants without using a drop of water. It leaves a shiny finish with no scratches, while giving you an eco-friendly car washing experience.

### Simple Car Wash is Mobile:

Simple Car Wash will come to the customer. Simply call or book an appointment online, and Simple Car Wash will come to your cars location at the designated appointment time. Whether you are at work, home, indoors, or outdoors, Simple Car Wash makes it easy for customers to have their car washed virtually anywhere and at their own convenience.

### Operation 1 for 100:

Every day, more than 800 million gallons of water in the U.S. are wasted on car washes, and high amounts of chemicals and run-off that come from traditional car washes have a negative impact on the environment. Simple Car Wash wants to combat this growing problem and has pledged to donate \$1 for every 100 gallons of water saved through their washes to local charities and organizations in Centre County.

### Social Media:

Website: <http://simplewaterless.com>  
Facebook: [www.facebook.com/SimpleCarWash](http://www.facebook.com/SimpleCarWash)  
Twitter: [@Simple\\_CarWash](https://twitter.com/Simple_CarWash)

**Press Release**

For Immediate Release

Eco-friendly Car Wash Offers Football Season Coupon

STATE COLLEGE, PA – October 30, 2014 – Simple Car Wash, a waterless, mobile car wash, is holding a promotion for the entirety of Penn State’s football season. With the Football Season Special coupon, customers receive \$10 off their next Simple Car Wash cleaning service until December 1, 2014.

Simple Car Wash is a revolutionary car cleaning service that uses a waterless formula. The liquid substance safely cleans, polishes and protects any paint, glass, or chrome surface, dashboards, and door panels without using a drop of water. The formula also helps keep cars clean and protected from airborne contaminants. The waterless formula is biodegradable and made from organic ingredients. Traditional car washes waste more than 800 million gallons of water every day in the United States and contribute to the high amount of water run-off into the environment. With a waterless car cleaning from Simple Car Wash, customers do not have to worry about wasting water or harming the environment.

Along with being waterless and eco-friendly, Simple Car Wash is also convenient. Customers do not need to drive anywhere get their car washed. Simple Car Wash comes directly to you. Simple Car Wash offers a convenient online appointment scheduling system, or customers can set up an appointment over the phone by calling (814) 343-0218.

For more information, visit [simplewaterless.com](http://simplewaterless.com).



### **Simple Car Wash Events Pitch**

Simple Car Wash is a mobile, waterless car wash company that was founded in August 2014 by Taylor Mitcham, a Penn State student. They offer both exterior and interior cleaning services to motorcycles and automobiles. Simple Car Wash is a mobile car wash, meaning that they travel to their customers location at the designated appointment time. Simple Car Wash prides themselves on their dedication to their customers, high standard of service, and eco-friendly, biodegradable car wash formula. They are open Monday through Sunday from 7:00 a.m. - 10:00 p.m., and customers can schedule appointments by calling (814) 343-0218 or e-mailing [Appointments@simplewaterless.com](mailto:Appointments@simplewaterless.com). We are reaching out on behalf of Simple Car Wash because their hope is to become more involved with the State College and Centre County community. We believe any kind of collaboration between Simple Car Wash and \_\_\_\_\_ will be mutually beneficial, and will be a great way to create positive relationships between local businesses and community members.

Thank you for your time, and we hope to hear from you soon.

## Social Media Ideas

### Content Ideas

- More Before and After photos and photos participating in events!
- Exciting articles about SCW to advertise on the page
- Promote 1 For 100 and other philanthropic endeavors
- Articles that are relevant to cars/car washing in general
- Countdowns to events/promotions/etc.
- Promote the eco-friendly wash formula, a lot people would be interested in how it's made and its ingredients
- Take interior before and after photos too and post them
- Little bios about the wash engineers and other employees
- Job openings and internships
- Post things relevant to what's going on in the world (Holidays, news events that have to do with environment, etc.)
- Post about Taylor and her background (people have responded the post to pictures/posts about her)
- Customer of the Week/Month (with the customer's permission)
- Humorous pictures/articles to give the business personality and humanity
- Post about how much water SCW is saving/how much water is wasted on car washes
- Ask for feedback from customers! Facebook will be more useful business tool with one or two positive reviews
- Hashtags
  - #Transformation Tuesday
  - #CarTipTuesday
  - #TBT (Continue to promote the promo video, for example!)
  - #WashWednesday
  - #TGIF #Tagafriendfriday
  - #FunFactFriday
  - #FlashbackFriday
  - #FriendlyFollowFriday
    - This will help strengthen relationships between SCW and local businesses/organizations while also increasing their following
    - Ex. Penn State Business Fraternities, Nittany Consulting Group, SPA, Vamos!
- Mention Football and Bowl Season
- More promotional deals for more followers
- Links to booking appointments
- Links to articles about Simple Car Wash
- Make sure to interact with customers, followers, and people you follow that are tweeting relevant things (Retweet, favorite, reply)
- Post more about fundraisers that you help with
- Update on how well the 1 for 100 Program is going

Sample Posts: Facebook

- Check out this awesome before and after photo! Your car can look like this too if you book an appointment now! (Attach a before and after photo to this post)
- Simple Car Wash had a blast attending \_\_\_\_\_ Event! Check out the rest of the pictures in our \_\_\_\_\_ Album! (Attach a photo to this post)
- Check out MEDIA OUTLET’S article about us!”
  - Follow us on Twitter (@Simple\_CarWash) to stay up to date on news, contests, and other special offers!
  - Take advantage of the only thing good about Penn State Football coming to an end... a cheap car wash! Before the end of the season, get \$10 off with Simple Car Wash! Get your coupon at <http://simplewaterless.com/>
  - We’ve already saved \_\_\_\_\_ gallons of water and donated \$ \_\_\_\_\_ to this Charity!
  - This article has great tips for keeping your car clean and working properly! (Attach link to an article)
  - #CarTipTuesday Cold weather can be really hard on your cars exterior. Make sure it’s clean and ready for the winter with a wash and detail!
  - The new Simple Car Wash promotional video will be released TOMORROW! (Attach a photo)
  - Ever wonder what’s in our eco-friendly waterless formula? Well now you can find out! We use...(explain what it is and how it works)
  - Simple Car Wash is growing! We are currently looking for a Sales and Marketing Intern and Wash Engineers! If you’re interested in applying, visit <http://simplewaterless.com/testimonials.html>
  - Car dirty after running around for the holidays? Make sure you schedule an appointment with us at <http://simplecarwash.simplybook.me/index/about>.
  - Check out Simple Car Wash’s founder, Taylor, in Onward State! <http://onwardstate.com/2014/11/12/a-penn-state-students-waterless-car-wash/>
  - Simple Car Wash loves our customers! Meet our customer of the week, \_\_\_\_\_ (attach photo if available)
  - Check out these hilarious car fresheners for the holidays! <http://www.buzzfeed.com/autotraderdotcom/honest-car-fresheners-that-capture-the-real-holiday-sme?b=1>
  - Over 800 million gallons of water are wasted on car washes every day in the US. GO WATERLESS! <http://www.simplewaterless.com/products.html>
  - Too cold outside to go to the car wash? Good thing Simple Car Wash comes directly to YOU. Schedule your appointment now! <http://simplecarwash.simplybook.me/index/about>
  - Make sure to check out Simple Car Wash’s founder and CEO Taylor on Central PA Live Thursday, Dec. 11!
  - Missed Simple Car Wash’s feature on Central PA Live? Check it out here: (post link)
  - We would love to hear about your Simple Car Wash experience! Post your review here: [https://www.facebook.com/SimpleCarWash/reviews?ref=page\\_internal](https://www.facebook.com/SimpleCarWash/reviews?ref=page_internal)

Sample Posts: Twitter

- Follow us on Facebook to stay up to date on news, and special offers
- Brighten your Monday with a clean car! Call and book an appointment!”

- As it starts getting colder, remember to make sure your heater and defroster are in good working condition! #CarTipTuesday
- Get your car cleaned before the last tailgate of the season!
- Football Season coupon will expire soon! Call to use it soon!
- Get your car washed before driving over to our first bowl in years! Let's go Nittany Lions!
- #tagafriendfriday Tag for you both to be entered to win...
- Busy week? No time to get to a car wash? We come to you! Book an appointment today at <http://simplecarwash.simplybook.me>
- Want to do some fundraising for your own organization? We can help! Learn more at [www.simplewaterless.com](http://www.simplewaterless.com)
- So far in operation 1 for 100 we have donated \$\_ to \_\_\_\_ Charities!"

### Feature Story Pitch

Dear [WRITER/EDITOR NAME],

My name is [SENDER'S NAME], and I'm contacting you on behalf of Simple Car Wash. Simple Car Wash is a waterless, eco-friendly, mobile car wash service, founded by Penn State senior, Taylor Mitcham.

Mitcham opened Simple Car Wash in August 2014, after she had trouble finding a way to wash her car during the harsh winters in central Pennsylvania. Along with being the founder and owner of Simple Car Wash, Mitcham is also majoring in mining engineering and is a THON 2015 Rules and Regulations Captain. She brings her philanthropic work into her business with her 1 for 100 Donation program, where Simple Car Wash donates \$1 to local charities for every 100 gallons of water saved.

I think that this story is a great fit for [NEWS OUTLET]. Mitcham is an entrepreneur who goes to great lengths to give back to the community, all while being a full-time student. Learn more about Simple Car Wash at [www.simplewaterless.com](http://www.simplewaterless.com), and feel free to reach out to me if you have any questions or are are interested in setting up an interview.

Thank you for your time,  
[NAME]

--

## Social Media Proposal

Simple Car Wash  
State College, PA

Twitter @Simple\_CarWash  
Current followers: 31

### Goals:

- Engage interest and activity
- Increase amount of followers and RTs
- Make people click to the site

### What to Tweet:

- Short, concise posts with added link to site, coupon, Facebook page
- RT tagged reviews of services and photos
- Share numbers and statistics

### Strategies:

- Post at most 2-3 times a day with relevance and importance
- Tweet more in afternoons and evenings, and weekends
- Advertise promotions, coupons, services, contests, etc.
- Create relationship with customers; RT, respond to mentions
- Interact with users tweeting about Simple Car Wash
- Utilize ability to favorite, retweet, and #hashtag!!

### Sample Posts:

- Happy Game Day! Get your car looking as good as new before your tailgate!  
#PSUnrivaled #SimpleCarWash #WeComeToYOU
- RT and like our Facebook page to be entered to win a free Waterless Car Wash from Simple Car Wash on #WashWednesday! (Attach FB link)
- (Attach a Before-and-After Car Photo) #TransformationTuesday
- What did you think of your Waterless Car Wash? Let us know and receive a discount on your next wash! (Attach FB review page link)
- Did the weekend fun leave your car a mess? We'll clean the outside and inside for you! #CallSimpleCarWash

### Facebook Simple Car Wash: Car Wash and Detailing

106 likes  
0 reviews  
2 Visits

### Goals:

- Promote services and build awareness within State College, PA
- Increase number of page likes and discussion involvement
- Find new customers and deepen relationships; establish loyalty

What to share:

- Short, concise posts including photos and emoticons
- Connect and share Twitter posts on page
- Advertise contests and promotions more elaborately

Strategies:

- Post once or twice a week, unless promoting large event
- Post more on weekends/towards end of the week
- Highlight videos and photos shared
- Utilize the Reviews section of the page
- Easy access to site and contact/appointment information
- Use humorous quotes and memes to draw customers
- Interact with users commenting on posts.
- Hashtags are acceptable on Facebook, but should be used sparingly.

Sample Posts:

- Follow us on Twitter (@Simple\_CarWash) and RT contests, events, and discounts we will be promoting! (Attach a potential photo of the Twitter page or a photo of the Football Season Coupon!)
- (Attach a before-and-after photo!) Check out how clean we got this car! Simple Car Wash can make your car look as good as new, without any water! Make an appointment today!

Learn more about a waterless car wash and make an appointment here!

(<http://simplewaterless.com/products.html>)

- Do you have a local charity or organization you want Simple Car Wash to help? Want to do some fundraising for your own organization? Let us know!

(<http://simplewaterless.com/contact.html>)

Google + Simple Car Wash page

5,437 views

1 follower

Goals:

- Promote services and build awareness within State College, PA
- More customer discussion and conversation involvement
- Brand engagement
- Increase number of followers and views

Strategies:

- Cross post with Facebook and share most posts
- Connect Twitter steam to engage more customers
- Include more context to some posts for better engagement
- Highlight videos and photos shared
- Easy access to site and contact/appointment information
- Good titles of posts (Used for title tag and Google searching)
- Use hashtags and +1s

Sample Posts:

- Follow us on Twitter (@Simple\_CarWash) and RT contests, events, and discounts we will be promoting! (Attach a potential photo of the Twitter page or a photo of the Football Season Coupon!)
- Penn State Football Season Special! (Attach tailgating photo) For as long as our football season is going on, get \$10 off your next car cleaning service! Print off coupon here: <http://simplewaterless.com>
- Operation 1 for 100! We will donate \$1 for every 100 gallons of water we save to charities and organizations in Centre County. (Attach graph or statistics on saved water) Help us help Centre County by scheduling an appointment today! <https://simplecarwash.youcanbook.me/>  
Learn more about a waterless car wash at [simplewaterless.com](http://simplewaterless.com)



## **Video Script**

### **Taylor**

Simple Car Wash began in the winter of 2014, when I needed to wash my car, but my apartment didn't have a hose, and going to the car wash can be too time consuming and expensive for a college student. I needed to find an affordable alternative.

With a little research, I discovered waterless car wash formulas.

After using them on my own car, Simple Car Wash was born- A waterless car cleaning service that comes directly to you!

### **Voiceover**

Book an appointment with Simple Car Wash online or by phone between 7am and 10pm, seven days a week.

At your scheduled appointment time, one or more of our highly trained wash engineers will come to you and wash your vehicle. Simple Car Wash can wash your car anywhere, making it the most convenient way to get your car washed.

### **Taylor**

You may wonder, what's the secret to this waterless car wash formula?

It is a biodegradable, eco-friendly liquid made with all natural ingredients, and the substance lifts the dirt off of the car, allowing us to wipe it off leaving an extremely clean shine.

We want to make getting your car washed simple for you, your car, and the environment.

Book an appointment with Simple Car Wash today.

Find out more at our website [www.simplewaterless.com](http://www.simplewaterless.com)

(display business information on screen)

Estimated time: 1 minute 10 seconds

**Link completed to video: <http://youtu.be/R5sHsDmviOE>**

Graphics



**OPERATION 1 FOR 1** 

*We'll donate \$1 for every  
100 gallons of water we save!*



**OPERATION 1 FOR 1** 

*We'll donate \$1 for every  
100 gallons of water we save!*



**OPERATION 1 FOR 1** 

*We'll donate \$1 for every  
100 gallons of water we save!*

## Media Coverage

Penn State News



Taylor Mitcham demonstrates her waterless car wash system with a buff and shine.

Image: MomentImagery.com

### Are you a student who wants to start a business? Here's a success story

Dane Vanover  
November 7, 2014

Onward State

## | A Penn State Student's Waterless Car Wash



BY BRANDILYN HECKMAN ON NOVEMBER 12, 2014 AT 5:30 AM

NEWS

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A waterless car wash. To most people, that sounds like some made up oxymoron, but to senior Taylor Mitcham, it's a business.

After living in Los Angeles for most of her life, Mitcham was familiar with [waterless car washes](#). The idea of washing your car with a spray of formula rather than water is not new, but Mitcham thought that it would fit well at Penn State. As a busy college student without a hose or even towels to clean the outside of her car, Mitcham bought wash solution and started cleaning when an idea hit her. Shouldn't there be someone to do this for her?

She soon realized that by using a biodegradable carwash solution and microfiber cloth, she could create a business

Central PA Live segment: [http://www.wearecentralpa.com/story/d/story/simple-car-wash/13042/1fZ1Ssk9SE-y6DrV\\_YCFwg](http://www.wearecentralpa.com/story/d/story/simple-car-wash/13042/1fZ1Ssk9SE-y6DrV_YCFwg)