

GLOBAL INSTITUTE OF
LAUNDRY MANAGEMENT

COURSE 3

**LAUNDRY MARKETING &
PROFIT GROWTH ACCELERATOR**

Acquire Customers • Convert Demand • Grow Profitably

Build a measurable system for customer acquisition, conversion, retention and profitable growth.

Online • Self-paced • Advanced

Course Overview

Purpose: Build a complete, measurable growth system for an operationally ready Professional Live Garment-Care Studio.

What learners will achieve: Diagnose the main growth constraint, build focused acquisition channels, convert enquiries, improve order value and retention, evaluate growth economics and execute a disciplined 90-day operating rhythm.

Who it is for: Owners and managers of operating garment-care businesses facing low leads, weak conversion, low repeat business, weak channel performance or unprofitable growth.

Growth readiness gate: Stable service quality and turnaround, available production capacity, understood service margins, an approved marketing budget and 60–90 days of usable customer, order and revenue information.

Not for: Beginners without an operating business, operationally unstable stores, or anyone expecting advertisements and discounts to replace service quality and disciplined execution.

Course boundary: Store setup belongs to Course 1. Internal operations and cost control belong to Course 2. Hands-on cleaning methods belong to practical training. Course 3 focuses on acquisition, conversion, retention and growth economics.

Delivery Standard

Component	Final specification
Start Here	Four orientation videos before Module 1
Core curriculum	15 modules across five growth stages
Video lessons	40–45 core lessons, plus four Start Here videos
Typical lesson length	6–10 minutes
Total learning time	Approximately 6–8 hours
Learning method	Watch → Understand → Demonstrate → Apply → Review
Practical work	One action task in every module
Resources	Nine essential downloads, placed in relevant modules and the central Resource Vault
Assessment	One final assessment of 25 multiple-choice questions
Pass standard	60%
Credential	GILM Certified Laundry Growth & Profit Specialist

Start Here — Course Orientation

Purpose: Prepare the learner to use the course, resources and action tasks correctly before Module 1.

- SH-1 — Welcome to Course 3
- SH-2 — Understand the Three Growth Engines
- SH-3 — How to Complete the Course and Use the Resource Vault
- SH-4 — Prepare Your Business Information and Understand Certification

The Start Here section appears once, before the course. Every module then begins with a short module introduction.

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STAGE 1 — GROWTH FOUNDATION

Module 1 — Growth Readiness, Diagnosis & Target Setting

Objective: Identify the true constraint before spending money on growth.

Outcome: Establish a reliable funnel baseline, monthly target and single priority bottleneck.

Topics covered

- Growth readiness: quality, capacity, margins, data and budget
- Revenue streams: walk-in, pickup/delivery, society, referral, subscription and B2B
- Baseline funnel: enquiries → qualified leads → first orders → repeat customers
- Bottlenecks: leads, conversion, average order value, repeat, capacity or contribution
- Revenue streams and service mix versus profit
- Monthly target setting and priority selection

Action task: Complete the Growth Bottleneck, Target and LGOS Dashboard and identify one primary constraint.

STAGE 2 — CUSTOMER ACQUISITION ENGINE

Module 2 — Hyperlocal Catchment & Customer Opportunity Mapping

Objective: Identify the most valuable demand clusters inside the practical service radius.

Outcome: Build a prioritized local acquisition map based on density, need, access and economics.

Topics covered

- Primary customer segments and use cases
- Core zone versus expansion zone
- Apartment, hostel, office, institution and household clusters
- Competitor, pricing and promise mapping
- Customer-density and reachable-market estimation
- Pickup-route and acquisition-cost considerations

Action task: Complete the Hyperlocal Market-Mapping Tool and select the top three acquisition zones.

Module 3 — Google Business Profile: Local Visibility & Conversion

Objective: Improve discovery and customer actions across Google Search and Maps.

Outcome: Operate a complete, trustworthy profile and measure calls, directions and enquiries without guaranteeing rankings.

Topics covered

- Profile ownership, verification and security
- Accurate name, category, hours, services and service area
- Photo, update and offer calendar
- Review request and response workflow
- Local trust signals and customer questions
- Calls, directions, website actions and enquiry tracking
- Monthly profile audit

Action task: Complete the Google Business Profile Growth Checklist and publish a four-week activity plan.

Module 4 — Hyperlocal Digital Lead & Campaign Engine

Objective: Build a controlled digital acquisition funnel instead of isolated advertising.

Outcome: Plan, test and evaluate campaigns using lead, booked-order and contribution measures.

Topics covered

- Target segment, campaign objective and offer alignment
- Click-to-WhatsApp and enquiry funnels
- Local social content and proof strategy
- Campaign structure and creative testing
- Lead qualification and response speed
- Cost per lead and cost per booked order
- Budget limits and Scale / Correct / Stop decisions
- Applicable consent, privacy and record-keeping rules

Action task: Use the Digital Ads & Campaign Planner to design one measurable test campaign.

Module 5 — Apartment, Society & Residential Cluster Acquisition

Objective: Acquire households through permission-based residential activation.

Outcome: Create a proposal, activation and follow-up system with measurable economics.

Topics covered

- Decision-maker and permission mapping
- Management pitch and proposal
- Activation-day, pickup-point and scheduled-route models
- Trial-order economics and margin limits
- Resident lead capture and consent
- Follow-up and conversion sequence
- Cluster conversion and profitability review

Action task: Prepare one proposal and approach two qualified residential clusters.

Module 6 — Referral & Advocacy Growth Engine

Objective: Turn satisfied customers into measurable qualified introductions.

Outcome: Launch a referral programme with clear economics, timing, tracking and misuse controls.

Topics covered

- Referral eligibility and request timing
- Single-sided versus dual-sided rewards
- Reward economics and margin ceiling
- WhatsApp and counter referral scripts
- Referral codes and source tracking
- Misuse and duplicate-reward controls
- Referral conversion and acquisition-cost review

Action task: Configure the referral section of the CRM system and run a 30-day referral test.

Module 7 — Offline Visibility, Partnerships & Local Activation

Objective: Create accountable awareness through physical local channels.

Outcome: Run storefront, partner and community activities that can be tracked to leads and orders.

Topics covered

- Storefront visibility and directional signage
- Banner and leaflet placement discipline
- Referral partners and neighbourhood businesses
- Local events and community activations
- Pickup-point and route visibility
- Source codes and offline lead tracking
- Offline activity return review

Action task: Use the Apartment, Society & Offline Acquisition Kit to run one trackable activity.

STAGE 3 — CONVERSION & MONETIZATION ENGINE

Module 8 — Lead-to-Order Conversion System

Objective: Convert enquiries into suitable paid orders through a repeatable sales process.

Outcome: Improve response, qualification, recommendation, objection handling and conversion measurement.

Topics covered

- Customer needs: price, convenience, quality, urgency and trust
- Lead qualification and discovery questions
- Service recommendation and proof
- Counter, phone and WhatsApp conversion flow
- Price, comparison, delay and discount objections
- Clear call to action and follow-up cadence
- Lead stages, lost reasons and conversion rate

Action task: Practise the Sales Conversion & Objection Script Book and review ten enquiry cases.

Module 9 — Offer Design & Ethical Conversion Engineering

Objective: Create offers that improve trial and conversion without destroying margin or trust.

Outcome: Design and test segment-specific offers with capacity and contribution safeguards.

Topics covered

- Offer objective and target segment
- First-order, reactivation and referral offers
- Genuine risk reduction and ethical urgency
- Minimum order, validity and redemption conditions
- Capacity, margin and misuse guardrails
- Baseline, conversion and incremental contribution
- Continue / Modify / Stop testing system

Action task: Build one offer with clear economics, conditions and success criteria.

Module 10 — Profitable Average Order Value Growth & Upselling

Objective: Increase contribution per order through relevant add-ons and bundles.

Outcome: Raise average order value while monitoring acceptance, operational fit and incremental margin.

Topics covered

- Average order value, pieces per order and contribution per order
- Relevant add-on and service-pairing logic
- Bundle design and pricing guardrails
- Counter and WhatsApp upsell scripts
- Seasonal and garment-care opportunities
- Upsell acceptance and incremental-margin tracking

Action task: Use the Profitable Offer, Upsell & Subscription Calculator to test two approved recommendations.

Module 11 — Subscription & Prepaid Revenue Systems

Objective: Build recurring revenue without creating unprofitable commitments.

Outcome: Design a segment-appropriate plan using capacity, utilization and contribution rather than copied price points.

Topics covered

- Household, hostel and frequent-user plan models
- Included service, quantity and expected utilization
- Capacity reservation and contribution calculation
- Fair-use, overage, validity and renewal rules
- Rollover, pause, refund and cancellation policy
- Selling, onboarding and renewal scripts
- Retention, churn and plan-profitability review

Action task: Use the calculator to design one commercially viable subscription or prepaid plan.

Module 12 — B2B & Bulk Revenue Development

Objective: Acquire qualified bulk accounts without creating capacity or cash-flow problems.

Outcome: Prospect, qualify, price and progress suitable opportunities through a controlled pipeline.

Topics covered

- Suitable B2B profiles and demand patterns
- Volume, quality, turnaround and capacity qualification
- Trial process and service-level expectations
- Minimum viable contract and route economics
- Proposal, pitch and follow-up sequence
- Invoicing, payment terms, credit limits and overdue control
- Account profitability and renewal review

Action task: Use the B2B Client Acquisition & Quotation Kit to qualify five prospects and approach two.

STAGE 4 — RETENTION & GROWTH ECONOMICS

Module 13 — WhatsApp CRM, Consent & Retention

Objective: Build structured, respectful repeat-business communication.

Outcome: Segment customers and run measurable retention activity with consent, opt-out and data-governance controls.

Topics covered

- Customer database structure and segmentation
- Consent source, purpose and timestamp
- Welcome, post-service and repeat-cycle sequences
- Festival, reactivation and win-back campaigns
- Message-frequency limits and opt-out suppression
- Access, retention and deletion discipline
- Repeat rate, reactivation and unsubscribe monitoring

Action task: Set up the WhatsApp CRM, Referral & Retention System and build a four-week sequence.

Module 14 — Growth Economics, Channel ROI & Profitable Scaling

Objective: Turn marketing activity into evidence-based investment decisions.

Outcome: Measure acquisition and retention economics and allocate budget toward profitable channels.

Topics covered

- Leads, qualified leads and orders by channel
- Lead-to-order conversion and customer acquisition cost
- Campaign contribution and marketing return
- Payback period, average order value and repeat rate
- Referral acquisition and subscription churn
- Channel-mix comparison
- Scale / Correct / Stop budget rules
- Monthly growth review

Action task: Complete a monthly channel review and issue one Scale, Correct or Stop decision.

STAGE 5 — EXECUTION SYSTEM

Module 15 — LGOS — Laundry Growth Operating System

Objective: Convert the course into a consistent 90-day execution discipline.

Outcome: Run daily, weekly and monthly routines derived from the growth target rather than arbitrary activity counts.

Topics covered

- Revenue target → orders → customers → conversions → qualified leads → activities
- Daily pipeline, response and follow-up routine
- Weekly channel, conversion, order value and retention review
- Campaign experiment register
- Capacity coordination with operations
- Owners, deadlines and corrective actions
- 30/60/90-day sprint plan
- Start / Stop / Continue review

Action task: Begin the 90-Day LGOS Growth Sprint using the Growth Dashboard.

Final Resource Vault — 9 Essential Downloads

Each resource appears inside its relevant module and in one central Resource Vault. No additional compulsory downloads are required.

No.	Resource	Module placement	Primary job
1	Growth Bottleneck, Target & LGOS Dashboard	Modules 1, 14 and 15	Diagnose, set targets and execute.
2	Hyperlocal Market-Mapping Tool	Module 2	Prioritize local demand clusters.
3	Google Business Profile Growth Checklist	Module 3	Maintain visibility, trust and enquiry controls.
4	Digital Ads & Campaign Planner	Module 4	Plan and evaluate controlled campaign tests.
5	Apartment, Society & Offline Acquisition Kit	Modules 5 and 7	Manage residential and offline acquisition.
6	Sales Conversion & Objection Script Book	Module 8	Standardize counter, phone and WhatsApp conversion.
7	Profitable Offer, Upsell & Subscription Calculator	Modules 9, 10 and 11	Protect margin while increasing monetization.
8	B2B Client Acquisition & Quotation Kit	Module 12	Qualify, quote and follow up bulk opportunities.
9	WhatsApp CRM, Referral & Retention System	Modules 6 and 13	Manage consent, referrals, follow-up and reactivation.

Certification

- Complete the required course lessons.
- Complete the module action tasks for implementation practice.
- Attempt one final assessment containing 25 multiple-choice questions.
- Achieve a minimum score of 60%.
- Receive the “GILM Certified Laundry Growth & Profit Specialist” credential after passing.

Assessment questions will be based only on concepts and applications taught in the course. Commercial results are not guaranteed and depend on local demand, capacity, pricing, service quality and execution.

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