

LAUNDRY WISE / BREEZY

PR and Launch Guidance Kit

A 30-day launch system for laundry locker operators rolling out new locations, network expansions, and store automation projects.

For laundry locker operators

A practical playbook for launch and growth

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Inside this kit

- 30-day launch roadmap and PR workflow
- Digital launch essentials for website, Google, Apple, social, email, and SMS
- Partner outreach playbook for apartments, offices, gyms, hotels, and universities
- Review, referral, retention, and crisis response templates
- US compliance and platform notes with official resource links

Best for

- Apartment launches
- Office and campus rollouts
- Store automation relaunches

Core promise

Convenience. Trust. Fast repeat use.

How to use this kit

Treat this as a practical launch system, not a branding exercise. Decide what you are launching, pick one core customer promise, line up your assets, and then work the 30-day plan in order.

What a strong launch message looks like

The first job is clarity. Choose one main promise for each location, then support it with a simple proof point and a clear call to action.

Element	What it does
Promise	What benefit matters most to this audience? Example: 24/7 drop-off and pickup inside your building.
Proof	What makes the claim believable? Example: launch partner, service window, simple instructions, real photos, or a founder quote.
Action	What should people do next? Example: try your first order, book a demo, or sign up before launch week.

Quick start

1. Pick your launch date and your single lead audience.
2. Finalize your offer, photos, partner quote, and FAQ.

3. Update your website, Google profile, Apple place card, and social channels.
4. Build a local media and partner list, then send outreach in a tight window.
5. Collect first-order feedback, respond fast, and convert new customers into repeat users within 30 days.

Primary message by location type

Location type	Customer promise	Best proof	Primary CTA
Apartment or condo	Laundry that works on the resident schedule, not store hours	Building announcement, on-site signage, first-order code	Try your first order
Office or campus	Drop off on the way in, pick up on the way out	Employer or property endorsement, simple turnaround promise	Pre-register before launch
Gym or studio	Keep activewear moving without extra errands	Same-day or next-day option, hygiene and convenience story	Drop your gym kit this week
Automated store	Use your trusted cleaner before or after staffed hours	Before and after photos, extended hours, familiar team support	Use lockers after counter hours
University	Student-friendly laundry that fits around classes and move-in / move-out cycles	Student housing message, budget bundle, fast how-it-works explainer	Claim your launch week offer

Messaging formula

For **[audience]**, **[your business]** now makes laundry and dry cleaning easier by offering **[service type]** at **[location]**.

Customers get **[top two benefits]** plus **[proof point]**, and can **[single action you want them to take]**.

Keep the public message simple. Save technical detail for the FAQ, onboarding email, and staff training.

Launch asset pack

- Hero photo of the locker bank or automated store area
- One-sentence value proposition and a short how-it-works graphic
- Founding team or local operator quote

- Partner quote from the building, property, employer, or community contact
- Offer terms, launch dates, service area, and support contact
- FAQ covering pricing, turnaround, pickup, garment types, and support

30-day launch roadmap

The best launches compress planning, outreach, and follow-through into a single month. That keeps the message fresh and gives local partners a clear moment to promote.

Timing	Focus	Actions	Outputs
T-30 to T-21	Foundation	Finalize offer, quote, FAQs, photos, landing page, local media list, and partner list. Claim or refresh profile listings and confirm launch date.	Approved message set, asset pack, outreach list
T-20 to T-10	Tease and prepare	Post teasers, load launch email, brief staff, create Google post, Apple place card updates, and invite launch partners. Soft pitch local media and community calendars.	Teaser content, scheduled launch assets, staff readiness
T-9 to Day 0	Announce	Send press release and pitch, publish website and social launch posts, push partner newsletter copy, confirm signage, and run a full service dry run.	Public announcement live, partners activated, press outreach complete
Day 1 to Day 7	Capture demand	Respond fast, ask first customers how they heard about you, collect photos and testimonials, resolve every issue quickly, and request compliant reviews after completed orders.	First-order data, reviews, usable social proof
Day 8 to Day 30	Optimize	Retarget non-converters, pitch new partner types, publish a mini case study, launch referral offer, and update FAQs based on real questions.	Repeat use plan, partner pipeline, performance insights

Helpful rule of thumb

- If a task improves discoverability, it belongs before launch.
- If a task builds trust, it belongs on launch day and in the first week.
- If a task drives repeat use, it belongs in the first 30 days after launch.

PR playbook for a local launch

Local PR works best when the story is not "we installed lockers." The story is: "a local audience just got an easier way to handle a routine problem."

Strong launch angles

- A new amenity for residents, tenants, students, or employees
- A local laundry or dry cleaning business expanding convenience without another storefront
- A smart use of underutilized building space that improves resident or employee experience
- A 24/7 service story for busy professionals, families, or commuters
- A modernization story for an established cleaner that is extending access and improving workflow

Press asset checklist

Asset	Why it matters	Best practice
Business bio	Gives reporters fast context	Keep it to 3 to 4 sentences with city, service, and audience.
Founder or operator quote	Adds voice and credibility	Speak about the customer problem, not the product spec.
Partner quote	Shows real local relevance	Use a building manager, employer, or community partner where possible.
Photo set	Makes coverage easier to publish	Capture wide shot, close-up, action shot, and human photo.
Launch offer	Gives the public a reason to act now	Keep it simple and easy to explain in one line.
FAQ	Reduces friction for reporters and customers	Cover hours, pickup, turnaround, garment types, and support.

Media list priorities

- Neighborhood and city business reporters
- Community newsletters and apartment or tenant communications
- Chamber of commerce and local business association channels
- Morning radio and local lifestyle shows with "what is new in town" segments
- Hyperlocal blogs, community calendars, and property management newsletters

Interview prep

- Why did you launch this location now?
- Who is this designed to help first?
- How does the service work in 20 seconds or less?
- What makes this easier than the old way?
- What should a first-time customer do next?

Simple PR cadence

- **5 to 7 business days before launch:** send a short pitch and media note.
 - **48 hours before launch:** resend with photo options and exact launch details.
 - **Launch morning:** issue the press release and post the public announcement.
 - **Within 7 days after launch:** follow up with photos, early usage, and a short proof point.
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Digital launch essentials

The digital footprint should answer three questions immediately: what the service is, who it is for, and what to do next. The goal is fast clarity, not volume.

Website and landing page must-haves

- Clear headline naming the service, audience, and location
- Simple 3-step "how it works" section
- Service area, hours, turnaround expectations, and support contact
- Pricing or a clear path to get pricing
- Launch offer, first-order CTA, and partner or customer proof
- FAQ for garment types, pickup timing, payment, and issue resolution

Channel checklist

Channel	What to publish	Best CTA
Google Business Profile	Update hours, photos, and launch posts. Keep Q&A and reviews watched closely.	Directions, call, or first order
Apple Business Connect	Claim the place card, add logo, hours, photos, and promotional content where relevant.	Open Maps, call, or visit website
Instagram and Facebook	Teasers, launch photos, short how-it-works video, FAQ stories, and partner tags.	Tap bio link or message us
LinkedIn	Partnership and growth story for employers, property groups, and B2B contacts.	Book a partner conversation
Email	Launch note to your list plus partner newsletter copy.	Use your launch offer this week
SMS	Use only for consented marketing and short reminder-style messages.	Reply or tap to place your order

Simple content mix for launch week

- 1 teaser post announcing the date and audience.
- 1 launch-day post with the locker or store photo and the first-order offer.
- 1 short "how it works" explainer.
- 1 partner acknowledgement post.
- 1 FAQ or customer confidence post.

Partnership growth playbook

The fastest path to early demand is borrowed trust. Give partners a clean, simple story that helps their audience while making promotion easy for them.

Partner type	What they care about	Offer to propose	First CTA
Apartment or HOA	Resident satisfaction, amenity differentiation, less friction for busy households	Exclusive resident code, flyer copy, launch week table, co-branded email	15-minute walk-through
Employer or office	Employee perk, convenience, retention, lower errands during the week	Employee-only code, lunch and learn, desk drop flyer, onboarding perk	Intro to HR or operations
Gym or studio	Member convenience and activewear rotation	Workout gear promo, front desk card, co-tagged social post	Trial at one location
Hotel or short stay	Guest convenience and overflow support	Guest laundry offer, concierge card, housekeeping support pilot	Pilot for one property
University or housing	Student convenience, move-in and move-out peaks	Student starter offer, housing newsletter blurb, orientation insert	Intro to housing lead
Local retailers or cafes	Shared footfall and local goodwill	Reciprocal offer and countertop sign	Swap one offer this month

What to hand partners

- A one-paragraph summary they can paste into an email or resident newsletter.
- One square social graphic and one story-sized graphic.
- A short code or URL that tracks their referrals.
- A named contact for questions on launch day.

Reviews, referrals, and retention

The first 30 days should build trust, not shortcuts. Great service, neutral review asks, fast issue resolution, and a simple referral offer usually outperform gimmicks.

Review plan

- Ask only after a completed order or a clearly positive service moment.
- Ask every eligible customer the same neutral way. Never gate review requests by sentiment.
- Make Google the main review ask for most locations. Do not offer incentives for reviews.
- For Yelp, do not ask for reviews. Keep the page complete and easy to find instead.
- Respond to positive and negative feedback promptly and professionally.

Referral plan

- Use a give-and-get offer such as \$10 off for the new customer and \$10 off for the referrer.
- Keep the reward tied to a completed first order, not to a review.
- Share one referral code per building, employer, or partner where possible so you can track what works.

Retention rhythm for the first month

- **Day 1:** thank-you plus issue-free confirmation or order-ready update.
- **Day 3 to Day 7:** neutral review request after a successful experience.
- **Day 10 to Day 14:** second-order reminder tied to a real use case.
- **Day 21:** seasonal or bundle offer.
- **Day 30:** referral invitation and partner spotlight.

Seasonal promotions that fit US laundry demand

- Back-to-school and student move-in
- Fall coat and comforter care
- Holiday formalwear, uniforms, and table linen refresh
- Spring move-in / move-out bundles
- Summer travel, activewear, and weekly convenience offers

US compliance and brand safety guardrails

This kit is practical guidance, not legal advice. US federal rules and platform policies can materially affect review, endorsement, email, and SMS programs, so keep the basics clean and review high-risk campaigns with counsel.

Topic	Practical rule
Reviews and testimonials	Do not use fake reviews or pay for positive sentiment. If you give anything of value for a testimonial or endorsement, the relationship needs clear disclosure. For Google, avoid review incentives entirely.
Influencers and partners	If a creator, ambassador, resident leader, or partner is compensated or receives free service, they should disclose the relationship clearly and visibly.
Email marketing	Use accurate sender information and subject lines, include a valid postal address and an unsubscribe method, and honor opt-outs quickly.
SMS marketing	Use marketing texts only where you have proper prior consent, keep records, support STOP-style opt-out, and do not make marketing consent a condition of purchase.
Platform policies	Keep profile information accurate, avoid fake engagement, and follow each platform's review and content rules.
Transactional vs marketing	Order-ready alerts and service updates are different from promotional messages. Keep promotional content separated and documented.

High-risk items that deserve a quick legal review

- Influencer or resident ambassador programs
- Giveaways tied to posting or endorsement activity
- Automated marketing text campaigns
- Multi-location review programs and reputation vendors

Keep on file

- Email unsubscribe process and suppression list handling.
- SMS consent language, timestamps, and opt-out flow.
- Any influencer, ambassador, or partner agreement that includes promotion.
- Review request copy, offer terms, and crisis response templates.

Official resources to keep bookmarked

- FTC Consumer Reviews and Testimonials Rule Q&A
- FTC Endorsement Guides: What People Are Asking
- FTC Disclosures 101 for Social Media Influencers
- FTC CAN-SPAM Act: A Compliance Guide for Business
- FCC one-to-one consent FAQ for telemarketing calls and texts
- Google Maps fake engagement policy
- Google Business Profile posts and photos help pages

- Apple Business Connect
- Yelp review guidance for businesses

Optional state and local checks

- State privacy rules for customer data and marketing records
- Sweepstakes or giveaway rules if you run launch contests
- Building, campus, or employer-specific promotional approvals

Launch day checklist and KPI dashboard

What you measure in the first month shapes what you scale. Track channels that produce first orders, repeat use, and partner conversations, not vanity reach alone.

Launch day checklist

- Website, Google profile, Apple place card, and social links are live and accurate
- Photos, FAQs, support number, and offer code are published
- Launch email and partner copy are sent
- Press release and pitch are issued
- Staff know the talking points and issue escalation path
- Capture launch-day photos and note the first customer questions

Weekly KPI view

Metric	Why it matters
First orders	Shows whether the launch message converted.
Repeat orders	Measures whether convenience translated into habit.
Partner-referred orders	Shows who is worth deeper collaboration.
Google calls, directions, clicks	Shows local profile visibility and intent.
Review count and average	Measures public trust and local proof.
Referral redemptions	Tracks word-of-mouth growth.
Response time to issues	Protects reviews and repeat business.
Press or backlink mentions	Improves credibility and discoverability.

Appendix A. Press release template

FOR IMMEDIATE RELEASE

[Business Name] launches [locker or automation offer] in [City, State]

[City, State], [Date]. [Business Name] has launched [describe the service in one clear sentence]. The new offer is designed to help [target audience] [main benefit].

Customers can [how it works in one short line] and receive [top benefit, turnaround, or convenience point]. The launch is being introduced at [location, partner, building, or campus], with [launch offer if relevant].

"[Founder or operator quote focused on the customer problem and why this matters locally]," said [Name, title].

"[Partner quote about convenience, amenity value, or community fit]," said [Partner name, title].

To learn more, visit [URL] or contact [email or phone].

Media contact: [Name] | [Email] | [Phone]

Appendix B. Media pitch email

Subject ideas

- New 24/7 laundry convenience launch for [City or neighborhood]
- [Business Name] launches at [building, campus, or area]
- Local cleaner adds after-hours service in [City]

Pitch template

Hi [Name],

A local story for your audience: [Business Name] is launching [service] at [location] on [date]. The idea is simple. Make [laundry or dry cleaning] easier for [audience] by giving them a more convenient way to drop off and pick up.

What makes this timely is [partner angle, local convenience angle, or modernization angle]. I have a short release, photos, and quotes ready if useful. Happy to send details or arrange a quick visit.

Best, [Name]

Appendix C. Partner outreach email

Subject: A simple launch idea for your [residents, members, or employees]

Hi [Name],

We are launching [service] at [location or in market], and I think it could be a useful convenience for your [residents, members, or employees]. The offer is built around [main benefit], and we can make promotion easy with ready-to-send email copy, a simple flyer, and a partner code.

Would you be open to a 15-minute conversation next week to see if this fits your audience?

Best, [Name]

Appendix D. Social, email, and SMS launch copy

Format	Template
Instagram or Facebook	[Business Name] is now live at [location]. If you have been looking for an easier way to handle laundry or dry cleaning, this is it. Drop off, keep moving, and pick up when it suits your schedule. Use code [CODE] for your first order.
LinkedIn	We are excited to launch [service] for [audience or partner]. This rollout helps make [benefit] easier while supporting a more efficient service model. If you manage a property, campus, or workplace and want to explore a similar launch, contact us.
Resident newsletter	[Business Name] is now available at [location]. Residents can use the new service for [key benefit]. Launch offer: [offer]. Learn more at [URL].
Launch email	Subject: Your new laundry convenience is live. [Name], we are live at [location]. You can now use [service] for [benefit]. Here is how to get started: [steps]. Use [offer] through [date].
Consented SMS	[Business Name] is now live at [location]. Use code [CODE] for your first order. [Short URL]. Reply STOP to opt out.

Appendix E. Review and issue response templates

Use case	Template
Google review email	Thank you for using [Business Name]. If your order went well, we would appreciate a quick review here: [link]. Your feedback helps other customers know what to expect.
Google review SMS	Thanks for your order with [Business Name]. If you would like to share feedback, you can leave a quick review here: [link]. Reply STOP to opt out.
Issue recovery message	Thank you for telling us. We are sorry for the inconvenience. Our team is looking into this now and will update you by [time]. If needed, we will provide the next best step and make it right.
Yelp friendly prompt	Find us on Yelp for updates, photos, and business information. Please always follow the platform's review guidance.

Appendix F. 30-second spokesperson talking points

- What problem are we solving for local customers?
- Who should try the service first and why?
- How does it work in one sentence?
- Why was this location chosen?
- What should people do today if they want to use it?

Appendix G. Crisis holding statements

Situation	Holding statement
Service issue	We are aware of the issue affecting some customers today and are actively working on it. We will share the next update by [time]. If your order is affected, please contact [support channel].
Locker issue	We are aware of a temporary locker issue at [location]. Our team is working to resolve it and will update customers directly as soon as access is restored.
Local concern or media question	We take customer service and local partnerships seriously. We are reviewing the situation now and will provide a clear update shortly.