

Ultra clean autos wwp

Biz objective : Gain more customers

Part of funnel : Web home page - Logic : This is the weakest, most outdated part of their online presence, and the target audience is more active attention, than passive

Model top player : Clean car collective - Very good web page, seems most effective part of their funnel. The web page has a cool theme, great pictures, includes pictures of work done (dream state), testimonials, trusted, quality products they use, different packages they offer, CTA's, mobile service, guarantee

Who am I talking to? These people are busy professionals and busy parents mainly., In the Hawkes Bay area, age 25 plus. Someone with dirty, smelly car, looking for professional service, well priced, can fit them in promptly, great communication, easy service, great quality, hard working, proactive communication, efficient, thorough, friendly and approachable team, accomodating of busy schedule, they have very untidy vehicle, take pride in their work,

Where are they at now? Actively searching for a car detailing solution for their dirty car

Current state: They currently have a dirty, maybe smelly vehicle

Dream state: They want their vehicle to be looking fresh,shiny, like brand new. They want their vehicle to smell pleasant

Market awareness: Level 3 Solution aware (Call out solution, then offer product as best form of solution)

Market sophistication: Stage 4 Market tires of mechanism (Position product as unique, bigger, best)

Current level of desire: 6 they may be embarrassed of their vehicle, and want to have a shiny, new looking car

Current level of certainty in idea: Probably 3 - 4, they know about the service, they just won't know if the service will be to a high standard or not.

Current level of trust in company: 3

Where I want them to go: I want them to enquire further with the business, or book a service

Percieved costs: How much will it cost? Will it be worth the price? Will they be able to work around my schedule? How long will it take? Is my vehicle going to be out of action for too long?

Will I have to drop off and pick up vehicle?

Certainty threshold: Will they do a good job, Do they provide guarantees? Are they professional?

Trust threshold: Are they friendly and approachable? Do they seem honest?

What are the steps I need to take to get them from where they are, to where I want them to go?

How will I get their attention? I will use enticing headlines and beautiful images of work done

How will I increase levels? Desire: Relate to current pain and offer dream state with pics and script,

Certainty and trust: Increase by showing before and after pics, customer testimonials, mention 26 plus years in business

Lower thresholds: Mention pick up and drop off service (works around their schedule), show results of completed work

Outline

Welcome to Ultra Clean Autos – Transform Your Ride and Rediscover the Joy of Driving

Located at 517 Lyndhurst Road, Frimley, Hastings, Ultra Clean Autos is your trusted partner for comprehensive vehicle valet services. Whether you're a time-strapped professional, a parent with a hectic schedule, or managing an entire fleet, we're here to give your vehicle the attention it deserves – all while working seamlessly around your busy day.

Why Choose Us?

At Ultra Clean Autos, we know how frustrating it can be when your car starts to feel more like a neglected storage unit than a source of pride. The layers of dust, the stubborn grime on the seats, and the lingering odors can take the joy out of even the shortest drives. Beyond that, imagine how others see it – your friends, family, and even neighbors might notice the dirt and neglect, reflecting on you. That's why our mission is to turn things around and leave you with a vehicle that feels as crisp and pristine as the day it left the showroom – without any hassle for you. We cater to all vehicle sizes and use top-tier materials to deliver the finish that makes you proud to be seen driving.

Don't let a neglected car tarnish your image. Get in touch now and experience the transformation before your next big drive or gathering.

Need convenience? We offer a seamless pick-up and drop-off service, so you can stay focused on your day while we handle the dirty work. Simply schedule your service, and we'll have your vehicle back to you in as little as [2-3 hours]* – spotless, refreshed, and ready to go. We pride ourselves on delivering efficient, professional service with a turnaround time that fits your busy schedule.

Our Premium Services Include:

- **Full Valet – Interior & Exterior:** Experience that fresh-off-the-lot sparkle inside and out.
- **Interior-Only Valet:** Perfect for busy families or pet owners who need to refresh their vehicle's interior.
- **Paint Enhancement & Correction:** Restore the deep, flawless shine that turns heads on every drive.
- **Ceramic Coatings:** Achieve a mirror-like gloss and robust protection with our state-of-the-art coatings.

- **Pet Hair Removal:** Banish every trace of fur and dander, leaving your seats spotless and allergen-free.
- **Deep Cleaning & Stain Removal – Mats, Seats, Carpets:** We tackle tough stains and revive your interior fabrics with precision care.
- **PPF (Paint Protection Film):** Guard your paint against chips, scratches, and wear with virtually invisible protection.
- **Ozone Treatment (Odour Removal):** Eradicate unpleasant smells and infuse your car with a fresh, clean atmosphere.
- **Water Spot Removal (Glass & Paint):** Say goodbye to unsightly water spots and enjoy crystal-clear windows and a flawless finish.

Elevate Your Driving Experience

Our dedicated team combines expertise with a passion for perfection. We pride ourselves on delivering a service that is not just thorough but also designed to fit your life. From the moment you book with us, you'll enjoy proactive communication, flexible scheduling, and results that will have you falling back in love with your car.

Book Your Service Today

Ready to drive with confidence and pride again? Contact us now to schedule your valet service, and take advantage of our pick-up and drop-off service for the ultimate convenience. Experience the difference that a truly spotless, gleaming vehicle can make – without lifting a finger.