

Cleaning Business Promotional Offer Templates

Practical cleaning business template • Customize fields before use

Brand customization: *This TidyOps-branded example shows a finished presentation. Replace the logo, colors, company details, and placeholders with your own brand before use.*

already have flyers, brochures, referrals, reviews, win-back, and social content. This fills the gap for creating promotions without training cleaning companies to compete only on price.

The resource should cover first-clean offers, recurring-service incentives, seasonal promotions, add-on offers, reactivation campaigns, referral promotions, and—importantly—the economics needed to avoid giving away the job's profit.

Template ID: TPL-MKT-008

Version: 1.0

Updated: September 2026

Provided by TidyOps

1. New Customer Dollar-Off Offer

SAVE \$[AMOUNT] ON YOUR FIRST CLEANING

New to [Company Name]?

Receive \$[Amount] off your first qualifying cleaning service.

Offer Code: [CODE]

Valid Through: [Date]

GET AN ESTIMATE

[QR CODE]

[Estimate Link]

Terms: Valid for new customers on [Eligible Services]. Minimum service price of \$[Amount]. [Other Material Conditions].

2. New Customer Percentage Offer

▣% OFF YOUR FIRST CLEANING

Try [Company Name] and save ▣% on your first eligible cleaning.

REQUEST AN ESTIMATE

[Link]

Maximum Discount: \$[Amount]

Expires: [Date]

Offer Code: [CODE]

Include a maximum discount where necessary to protect the economics of large jobs.



3. Fixed-Price Introductory Offer

FIRST CLEANING FROM \$[PRICE]

Professional cleaning for qualifying [home/property] sizes starting at \$[Price].

ELIGIBILITY

[Property Size]

[Service Type]

[Service Area]

[Condition Assumption]

[Other Requirements]

Request your estimate:

[Link]

"Starting at" pricing should represent a genuine offer available to customers who meet the disclosed conditions.

4. Deep Cleaning Promotion

READY FOR A DEEPER CLEAN?

Book an eligible deep cleaning by [Date] and receive:

[Offer]

Deep cleaning may include:

✓ [Task]

✓ [Task]

✓ [Task]

[Estimate Link]

Terms: [Eligibility and restrictions]

5. Deep Clean + Recurring Conversion Offer

START WITH A DEEP CLEAN. KEEP IT CLEAN.

Book an eligible deep cleaning and establish qualifying recurring service to receive:

[Offer]

Recurring options:

Weekly

Every Two Weeks

Every Four Weeks

[Estimate Link]

This type of promotion can be more valuable than simply discounting a one-time job because it is designed around customer lifetime value.

6. Recurring Cleaning Offer

SAVE WHEN YOU START RECURRING CLEANING

New qualifying recurring customers receive:



[Offer]

when starting:

- ☐ Weekly Service
- ☐ Every-Two-Week Service
- ☐ Every-Four-Week Service

[Terms]

[Estimate Link]

7. First Recurring Visit Offer

MAKE CLEANING ONE LESS THING TO MANAGE

Start qualifying recurring cleaning and receive \$[Amount] off your first recurring visit.

[Estimate Link]

Minimum Commitment, if applicable: [Terms]

Be explicit about any required commitment.

8. Multi-Visit Credit

Rather than applying the entire incentive immediately:

GET \$[TOTAL] IN CLEANING CREDITS

Start qualifying recurring service and receive:

\$[Amount] credit after Visit 1

\$[Amount] credit after Visit 2

\$[Amount] credit after Visit 3

Total available credit: \$[Total]

[Terms]

This structure can reduce the cost of customers who book solely for a first-service discount and immediately cancel.

9. Free Add-On Offer

BOOK A CLEANING & GET [ADD-ON]

Book a qualifying [Service Type] and receive:

[Add-On]

at no additional charge.

Examples could include an add-on with low incremental labor or material cost.

[Estimate Link]

Terms: [Conditions]

10. Add-On Discount

ADD [SERVICE] FOR \$[PRICE]

Existing cleaning customers can add:

[Add-On Service]

to an eligible appointment for \$[Price].



Available through [Date / Availability Condition].

[Booking / Customer Link]

11. Bundle Offer

BUILD YOUR CLEANING PACKAGE

Book:

[Primary Service]

plus:

[Add-On 1]

and

[Add-On 2]

for:

\$(PACKAGE PRICE]

Regular combined price: \$(Amount], if accurate.

Package savings: \$(Amount]

[Estimate Link]

12. Spring Cleaning Promotion

SPRING CLEANING WITHOUT THE WEEKEND OF WORK

Schedule an eligible [Deep Cleaning / Spring Cleaning] service by [Date] and receive:

[Offer]

[Estimate Link]

Availability: [Accurate Availability Statement]

13. Holiday Cleaning Offer

GET YOUR HOME READY FOR THE HOLIDAYS

Book an eligible cleaning for [Holiday Period] and receive:

[Offer]

[Booking Link]

Use genuine availability and expiration dates rather than manufactured urgency.

14. Back-to-School Promotion

GET THE HOUSE BACK ON TRACK

Start qualifying recurring cleaning during [Promotion Period] and receive:

[Offer]

[Estimate Link]

15. New-Year Promotion

START THE YEAR WITH A CLEANER HOME

Book an eligible [Deep / Recurring] cleaning by [Date]:

[Offer]

[Link]



16. Move-In / Move-Out Promotion

MOVING?

Receive [Offer] on an eligible move-in or move-out cleaning.

Service must be completed by: [Date]

[Estimate Link]

17. Realtor Partner Offer

CLEANING FOR YOUR NEXT LISTING OR CLOSING

Realtor-referred customers receive:

[Offer, if applicable]

Eligible services:

- ✓ Move-In
- ✓ Move-Out
- ✓ Deep Cleaning
- ✓ [Service]

Partner Code: [CODE]

[Terms]

18. Property Manager Volume Offer

TURNOVER CLEANING FOR PROPERTY MANAGERS

For qualifying property-management accounts:

[Volume / Service Offer]

Examples:

[Pricing tier]

[Priority scheduling policy]

[Volume credit]

[Bundled service]

Avoid promising priority or capacity that operations cannot actually deliver.

19. Customer Win-Back Offer

WE'D LOVE TO CLEAN FOR YOU AGAIN

Returning eligible customers receive:

[Offer]

on their next qualifying service through [Date].

[Booking Link]

Code: [CODE]

20. Referral Promotion

REFER A CUSTOMER. EARN [REWARD].

When your qualifying referral completes [Qualification Event]:

You receive: [Reward]



They receive: [Offer, if applicable]

[Referral Link]

[Program Terms]

21. Customer Appreciation Offer

THANK YOU FOR CHOOSING [COMPANY NAME]

As a thank-you to qualifying current customers:

[Offer]

Valid for [Eligible Service / Add-On] through [Date].

[Customer Booking Link]

22. Gift Card Promotion

GIVE THE GIFT OF A CLEANER HOME

Purchase an eligible cleaning gift card:

Pay \$[Amount] → Receive \$[Value]

or

Purchase \$[Amount] → Receive [Bonus]

[Gift Card Link]

Gift certificates and promotional gift cards can be subject to specific expiration, disclosure, unclaimed-property, consumer-protection, and accounting requirements. Review applicable rules before using this structure.

23. Limited Availability Promotion

[SERVICE] OPENINGS AVAILABLE

We currently have [accurate availability] for [Service Type] in [Area].

Book an eligible service and receive:

[Offer]

[Link]

Do not use fake scarcity.

24. No-Discount Promotion

Promotions do not have to mean lower prices.

NOW ACCEPTING NEW RECURRING CUSTOMERS IN [AREA]

Available schedules include:

[Frequency]

[Frequency]

[Frequency]

Request your cleaning estimate:

[Link]

This can be a better campaign when demand is already strong.

25. Priority Booking Promotion



RESERVE YOUR [SEASON] CLEANING EARLY

We're now scheduling [Service Type] for [Period].

Reserve an eligible appointment before [Date].

[Booking Link]

No discount is necessary if the value is access to genuine limited scheduling capacity.

26. Promotion Email

Subject: [Offer] from [Company Name]

Hi [First Name],

We're currently offering:

[Offer]

for qualifying [Service / Customer Type].

Valid Through: [Date]

Eligibility: [Short Conditions]

If you'd like to request service:

[Link]

Thanks,

[Company Name]

27. Promotional Text

Hi [First Name], [Company Name] is offering [Offer] on qualifying [Service] through [Date].

Details: [Link]. [Required opt-out language/process where applicable.]

28. Social Promotion

[OFFER HEADLINE]

Need help with [Cleaning Problem]?

For a limited, genuine promotion period, we're offering:

[Offer]

on qualifying [Service].

Valid through [Date].

See details:

[Link]

29. Flyer Promotion Block

SPECIAL OFFER

[OFFER]

For qualifying [Customer / Service].

Code: [CODE]

Valid Through: [Date]

[QR CODE]

GET AN ESTIMATE

[Website]

Material terms: [Short Terms]

30. Promotion Landing Page Framework

[OFFER HEADLINE]

[One-sentence value proposition]

WHAT YOU GET

[Service]

[Offer]

[Value]

WHO QUALIFIES?

[Eligibility]

HOW IT WORKS

31. Request an estimate

32. Enter code [CODE]

33. Book qualifying service

34. Receive applicable promotion

EXPIRATION

[Date / Condition]

TERMS

[Full Material Terms]

REQUEST AN ESTIMATE

[CTA]

Promotion Planning Worksheet

Before publishing an offer, complete this section.

Campaign Name:

Goal:

Audience:

Service:

Normal Price: \$

Offer:

Offer Cost: \$

Minimum Job Price: \$

Start Date:

End Date:

Service Area:

Maximum Redemptions:

Promo Code:

Landing Page:



Promotion Economics

A promotion that produces lots of bookings can still lose money.

Normal Job Economics

Normal Revenue: \$

Direct Labor: \$

Supplies: \$

Travel / Other Direct Costs: \$

Processing / Variable Costs: \$

Contribution Profit Before Promotion: \$

Promotional Job Economics

Normal Revenue: \$

Discount: \$()

Promotional Revenue: \$

Direct Costs: \$()

Contribution Profit After Promotion

\$

Contribution Margin

%

Example

Suppose:

Normal Price: \$240

Direct Costs: \$150

Normal contribution profit:

\$90

Normal contribution margin:

37.5%

Now offer \$40 off.

Promotional revenue:

\$200

Assuming direct costs remain \$150:

Promotional contribution profit:

\$50

Promotional contribution margin:

25%

A 16.7% customer discount reduced contribution profit by 44.4%.

That is why discount percentage alone is a poor way to evaluate a promotion.

Maximum Affordable Discount



One useful guardrail is:

Maximum Discount = Normal Price – Required Revenue at Minimum Acceptable Margin

If the business requires a 25% contribution margin and direct costs are \$150:

Required Revenue = $\$150 \div (1 - 25\%)$

Required Revenue = \$200

At a normal \$240 price:

Maximum Discount = \$40

This does not account for every business cost, tax consideration, or capacity constraint, but it provides a useful screening calculation.

Customer Lifetime Value Consideration

A lower first-job margin may make sense when the campaign reliably acquires valuable recurring customers.

Track:

First Job Revenue: \$

First Job Contribution: \$

90-Day Revenue: \$

12-Month Revenue: \$

12-Month Contribution: \$

Customer Acquisition Cost: \$

Promotion Cost: \$

Net Customer Value: \$

Do not assume a customer will become recurring simply because the promotion is intended to attract recurring customers.

Measure what actually happens.

Promotion Performance Tracker

Campaign

Leads

Bookings

Redemptions

Revenue

Discounts

Contribution



\$

\$

\$

Track:

Lead-to-Booking Rate

%

Redemption Rate

%

Average Discount

\$

Customer Acquisition Cost

\$

Revenue Per New Customer

\$

Recurring Conversion

%

90-Day Revenue

\$

12-Month Revenue

\$

Promo Code Structure

Use codes that make attribution easy.

Examples:

NEW25

SPRING26

DEEPCLEAN50

REALTOR26

WINBACK30

Avoid codes containing sensitive customer information.

Promotion Guardrails

Before launching:

- ☐ Margin checked
- ☐ Minimum charge protected
- ☐ Eligible services defined
- ☐ Eligible customers defined
- ☐ Start/end dates defined
- ☐ Maximum discount defined

- ☐ Redemption limits defined
- ☐ Combination rules defined
- ☐ Cancellation/refund handling defined
- ☐ Promo code configured
- ☐ Landing page ready
- ☐ Scheduling capacity checked
- ☐ Staff informed
- ☐ Terms reviewed
- ☐ Tracking configured

Discount Stacking

Decide whether promotions can be combined.

Can combine with referral credit?

☐ Yes ☐ No

Can combine with gift card?

☐ Yes ☐ No

Can combine with recurring discount?

☐ Yes ☐ No

Can combine with another promotion?

☐ Yes ☐ No

Maximum Total Discount:

Document the rules before customers start asking.

Cancellation & Refund Treatment

Define what happens if:

Customer cancels qualifying service:

Service is partially refunded:

Recurring commitment ends early:

Promotion was issued as account credit:

Customer disputes eligibility:

These terms may require legal review.

Promotion Results Review

After the campaign, ask:

Did it generate incremental customers?

Did customers simply shift bookings they would have made anyway?

Were promoted jobs profitable?

How many became recurring customers?

Which acquisition source performed best?

Did the campaign create scheduling problems?



Should we repeat it?

☐ Yes

☐ Modify

☐ No

Better Alternatives to Discounting

Before cutting price, consider offering:

Low-cost add-on

Scheduling convenience

Service bundle

Recurring-service benefit

Referral credit

Customer loyalty benefit

Priority access where genuinely available

Value-added service

No promotion at all

Sometimes the best marketing decision is to protect price.

Advertising & Promotion Notice

Promotions may be subject to advertising, pricing, consumer-protection, tax, gift-card, communications, privacy, and other requirements.

Material restrictions and eligibility conditions should be communicated clearly.

Do not use fictitious regular prices, false expiration dates, misleading "limited time" claims, fake scarcity, or offers customers cannot realistically obtain.

Email and SMS promotions may have additional consent and opt-out requirements.

Template Notice

This template is a general business and marketing resource and is not legal, accounting, tax, financial, advertising, or marketing-compliance advice.

Review promotional economics using your actual costs and have terms reviewed where appropriate.

Template Version: 1.0

Updated: September 2026

Template ID: TPL-MKT-008

Provided by TidyOps

For the template library:

This one also suggests a useful future TidyOps capability: a promotion shouldn't just be a coupon-code field. TidyOps could enforce eligibility, date ranges, service restrictions, maximum discounts and stacking rules at the estimate/invoice level, while reporting the resulting leads, bookings, contribution margin, recurring conversions, and 90-day

revenue.

That would let an owner see something much more useful than “SPRING26 was redeemed 42 times”: “SPRING26 acquired 31 new customers, 14 became recurring, we gave up \$1,480 in initial revenue, and the cohort generated \$18,600 over the next 90 days.”

Template ID: TPL-MKT-008

Slug: cleaning-business-promotional-offer-templates

SEO Title: Cleaning Business Promotion Ideas & Offer Templates

Meta Description: Get free cleaning business promotion templates for new customers,

Category: Sales & Marketing

Formats: DOCX, PDF, Copyable Web Templates

Version: 1.0

Updated: 2026-09

Legal Review Flag: Promotional pricing / advertising / communications disclaimer

Primary CTA: Manage Cleaning Pricing & Promotions with TidyOps

Product Route: Services / Pricing / Leads / Customers / Reporting