Welcomemat Sponsors, Speaks, and Shares New Product at the 2026 Southwest Car Wash Association Show

February 26, 2026

Atlanta, Ga - February 26, 2026 -
Welcomemat, a leader in car wash marketing with more than twenty years of industry experience, announced its sponsorship and participation in the 2026 Southwest Car Wash Association (SCWA) Show. Held annually in Fort Worth, Texas, the SCWA Show is one of the premier events for car wash owners and operators across the region. This year?s event will take place February 25?27, 2026.

As a long-standing partner to car wash businesses nationwide, Welcomemat continues to demonstrate its commitment to helping operators grow sustainable revenue through proven, community-based marketing strategies. The company?s presence at SCWA 2026 underscores its dedication to supporting industry education, innovation, and collaboration.

Welcomemat?s participation reflects its ongoing mission to equip car wash operators with practical, results-driven marketing solutions tailored to today?s evolving consumer landscape. As competition increases and consumer expectations shift, operators are seeking smarter, more efficient ways to grow memberships, increase traffic, and strengthen customer loyalty. By fostering collaboration and sharing proven

strategies, Welcomemat empowers operators to build stronger local connections and achieve measurable, long-term growth.

A key highlight of the event will be a featured roundtable discussion led by Brian Mattingly, President of Welcomemat. The session, titled ?Fast Track Session: Grow Membership and Retail Traffic Through Community-Based Tactics,? will focus on one of the industry?s most pressing priorities: increasing membership enrollment while also driving consistent retail traffic.

The interactive roundtable format will bring together car wash operators to exchange ideas, discuss real-world challenges, and explore actionable marketing strategies designed to strengthen local brand presence and customer loyalty. Topics will include leveraging community partnerships, using data to target high-value households, integrating digital and offline campaigns, and creating promotions that convert first-time visitors into recurring members.

?Community engagement remains one of the most powerful tools for car wash operators looking to build recurring revenue and long-term customer relationships,? said Mattingly. ?This roundtable is designed to foster open dialogue and provide practical insights that operators can implement immediately to grow both memberships and single-wash traffic.?

In addition, Welcomemat will debut its new SEO Map Pack Optimizer, a solution designed specifically to help multi-location car washes dominate high-intent local searches. As paid media costs continue to rise and click quality declines, visibility in Google?s map pack has become critical for operators competing for customers actively deciding where to wash. The SEO Map Pack Optimizer strengthens Google Business Profile performance by aligning content, data signals, and reputation management to improve local rankings and protect valuable organic discovery. By balancing paid and organic strategies, this new approach ensures car washes appear where it matters most?at the exact moment customers are choosing?driving not just traffic, but sustainable membership growth.

The SCWA Show attracts hundreds of industry professionals each year, offering educational seminars, networking opportunities, and access to leading vendors and service providers. As a sponsor, Welcomemat will connect with operators seeking innovative ways to differentiate their businesses in increasingly competitive markets. Attendees are encouraged to visit the Welcomemat team at booth #825 to learn more about the company?s fully integrated marketing platform and how it drives measurable results.

For over two decades, Welcomemat has specialized in data-driven, hyper-local marketing programs built specifically for the car wash industry. Its comprehensive digital marketing platform combines advanced digital advertising, weather-based targeting, smart traffic technology, and deep point-of-sale integrations to deliver performance-driven outcomes.

Additional offerings include digital fundraising programs, local and advanced SEO, reputation management, customer retention and automation tools, email and SMS marketing, and social media management?all unified within a single dashboard for complete visibility and control. This integrated approach enables operators to track performance, optimize campaigns, and make informed marketing decisions that directly impact revenue.

The 2026 Southwest Car Wash Association Show will take place February 25?27 in Fort Worth, Texas. Car wash operators and industry professionals interested in accelerating membership growth and retail performance are encouraged to attend the session and connect with the Welcomemat team.

For more than 20 years, Welcomemat has helped car wash operators grow their businesses through a fully integrated digital marketing platform built specifically for the car wash industry. By combining data-driven technology with community-based strategies, Welcomemat delivers measurable growth and long-term customer loyalty.

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Welcomemat

Welcomemat is an Atlanta-based digital marketing platform providing data-driven solutions for car wash and automotive service operators, integrating digital ads, SEO, social media, email/SMS campaigns, and real-time performance tracking.

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