



A Roadmap to Success: How Mud Mile Drives Growth for MOJO Family of Brands

\$3,000%
ROI

10x
MEMBER GROWTH

PARTNER SINCE
2018

At a Glance

MOJO Family of Brands is scaling fast with plans to operate 500 car washes nationwide. Mud Mile, fuels those expansion plans with a flexible marketing strategy focused on modular content and maximum impact. From surging membership sales to record-breaking grand openings, we're driving growth for one of the nation's largest car wash businesses.

Driving Eyes, Cars, and Hearts

- Grew membership sales 10x across MOJO Family of Brands Silverstar Car Wash portfolio in two years
- Delivered a 3,000% ROI on digital ad campaigns for two new locations
- Drove 8,000+ store visits through Google paid search in a single month

From a Local Car Wash to a National Footprint

In 2018, Mud Mile began partnering with Silverstar Car Wash, a then-locally owned car wash in Sioux Falls, South Dakota. Within five months, memberships had doubled, and Silverstar quickly began expanding into other Midwest markets.

This growth caught the attention of Mammoth Holdings, (now MOJO Family of Brands) which acquired Silverstar in 2022. After seeing what Mud Mile could do, MOJO Family of Brands brought our team on to help achieve its biggest goal: becoming the go-to car wash brand in the country.

Since then, we've increased memberships tenfold across Mammoth's fast-growing portfolio, which now includes over 150 locations in 18 states (and counting).

Modular Content With Maximum Mileage

With dozens of brands under its umbrella, MOJO Family of Brands needs a scalable marketing approach. Unlike traditional agencies that deliver one-off campaigns or charge premiums for extra edits, we use our Modular Content Strategy to create flexible, multi-purpose content with long-term value.

Instead of single-use campaigns, we build entire content libraries. At grand openings, we capture extra B-roll, photos, and soundbites we can continually use to create new marketing content, even years down the road.

We also identify ways to standardize MOJO Family of Brands marketing approach across brands and markets. These include three playbooks we can use at any location nationwide:

- A grand opening playbook to generate buzz and promote membership sales at new locations
- A momentum playbook to keep car counts high with a sustainable digital strategy
- A special blitz playbook to create short-term campaigns for locations that need a boost

This strategy allows us to develop quick, high-quality campaigns for every car wash, whether we're promoting a grand opening in Iowa or a special promotion in Florida.



ROI That Goes the Extra Mud Mile

With these strategies under the hood, we aren't just meeting marketing goals for MOJO Family of Brands — we're exceeding them. Together, we've achieved:

- A 3,000% ROI on digital ads for two brand-new locations in Savannah, Georgia
- Membership counts at 45% above projections just weeks after grand openings
- A 400% spike in new members after a three-week blitz for Mammoth's two lowest-performing brands
- Over 8,000 store visits from Google paid search placements in one month

"Working with Mud Mile, it allows us to expand and open up our capabilities, what we normally wouldn't be able to do. They're always there to help, give you recommendations. It's just a very easy partnership."



Looking to drive your brand forward? Let's talk.

Contact us at discover@mudmile.com or 402-403-9573.