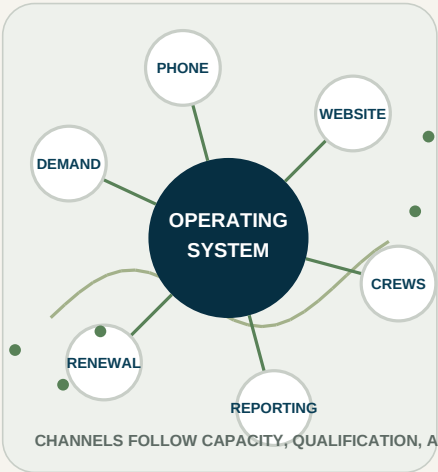


PAID MEDIA

The Landscaping Seasonal Campaign Calendar

A month-by-month plan that builds demand before the spring rush, fall cleanup, snow season, and winter systems work.



THE CONSTRAINT

Seasonal marketing fails when the campaign starts after the buyer has already chosen a contractor. The company needs creative, pages, tracking, and intake ready before search and call volume change.

USE THIS WHEN

Use this to plan the next twelve months across marketing, sales, and operations.

DO NOT START HERE

Do not use one annual budget split evenly across months. Demand and capacity do not behave evenly.

Inputs to gather before the first meeting

- 1 Seasonal service calendar
- 2 Crew and estimator capacity
- 3 Renewal dates
- 4 Creative and landing-page lead times

The five-step playbook

Run the steps in order. A channel should never move faster than the operation that receives the work.

01 Mark the demand windows

List spring cleanups, maintenance starts, design-build planning, irrigation, fall services, snow, renewals, and winter operational projects.

02 Work backward from buyer action

Set the date the phone should ring, then allow time for creative, pages, approvals, tracking, learning, and sales follow-up.

03 Switch the winter objective

When crews cannot absorb leads, move effort toward renewals, website work, automation, reporting, recruiting, and next-spring preparation.

04 Protect peak response

Increase call coverage, qualification, and scheduling support before campaign volume rises. Marketing without intake capacity produces lost work.

05 Review the calendar monthly

Weather, staffing, backlog, and close rate change the plan. Keep the seasonal structure but move budget and priorities with the operation.

Measure the operating result

These measures keep the playbook tied to booked work, delivery capacity, and client retention.

01

Campaign readiness date

02

Peak response time

03

Booked work by season

04

Renewal completion

Thirty-day rollout

WEEK 1

map services and demand windows.

WEEK 2

assign build and approval dates.

WEEK 3

add capacity and response plans.

WEEK 4

publish the twelve-month operating calendar.

Stop and scale rules

- Launch before the demand window, not inside it.
- Winter changes the product, not just the price.
- Capacity and response coverage approve every campaign increase.

Launch checklist

- ☐ Demand windows marked
- ☐ Creative deadlines assigned
- ☐ Landing pages scheduled
- ☐ Winter work defined
- ☐ Response coverage planned
- ☐ Monthly review owned

One playbook fixes one constraint. We run the whole growth system. AI, website and reporting from \$2,000/mo. Ad spend is excluded.

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