

Contractors Marketing Playbook

A Comprehensive Guide by Optymizer

Contractor Marketing Calendar

Seasonal Lead Generation for Construction Businesses

■ ■ Seasonal Marketing Strategy (Plan 90 Days Ahead)

Spring (March-May) - Peak Season

- [] **Kitchen/bathroom remodel** campaigns start in February
- [] **Deck building** promotions (before summer)
- [] **Roofing inspections** after winter damage
- [] **Exterior painting** before heat of summer
- [] **Financing offers** for large projects (\$10K+)

Summer (June-Aug) - Outdoor Focus

- [] **Patio/outdoor living** campaigns
- [] **Siding replacement** before fall
- [] **Driveway/concrete** work
- [] **Home additions** (long projects, start early)

Fall (Sept-Nov) - Pre-Winter Rush

- [] **Window replacement** before winter
- [] **Insulation upgrades** (energy savings angle)
- [] **Gutter installation/repair**
- [] **Interior remodels** (winter projects)

Winter (Dec-Feb) - Interior Projects

- [] **Basement finishing** campaigns

- [] **Bathroom remodels** (indoor work)
- [] **Pre-spring planning** consultations
- [] **Storm damage repair** (emergency response)

■ Website Conversion Optimization

Homepage Must-Haves

- [] **Portfolio gallery** with before/after (minimum 20 projects)
- [] **Free estimate form** above fold (3 fields max: name, phone, project type)
- [] **"As Featured In"** logos (Angi, HomeAdvisor, local news)
- [] **Years in business** + **Licensed/Insured** badges
- [] **Service area map** with response time

Landing Pages by Service

- [] **Kitchen remodeling** (\$25K+ avg project)
- [] **Bathroom remodeling** (\$12K+ avg)
- [] **Home additions** (\$50K+ avg)
- [] **Roofing** (\$8K-15K avg)
- [] **Each page:** Project gallery + pricing transparency + CTA

■ Google Ads Strategy (High-Intent Keywords)

High-Value Project Keywords

- [] **"kitchen remodeling contractor [city]"** - \$15-30 CPC
- [] **"home addition builder near me"** - \$12-25 CPC
- [] **"bathroom renovation [city]"** - \$10-20 CPC
- [] **Call-only ads** for mobile (50% of searches)

- [] **Bid higher** 8am-6pm weekdays (business hours)

Lead Form Extensions

- [] **Project type dropdown** (kitchen, bathroom, addition, etc.)
- [] **Timeline** (immediate, 1-3 months, 3-6 months, planning)
- [] **Budget range** (qualifies leads early)

■ Social Proof System (Build Trust Fast)

Review Generation

- [] **Post-project photo request** (text within 24 hours of completion)
- [] **Google review link** in text message
- [] **Incentive:** \$50 gift card for photo + review
- [] **Goal:** 5+ reviews monthly

Portfolio Showcase

- [] **Instagram:** Daily before/after stories
- [] **Facebook:** Weekly project completion posts
- [] **YouTube:** Time-lapse videos of major projects
- [] **Website gallery:** Organized by room type

■ Lead Follow-Up System (Speed to Lead)

First Contact (Within 5 Minutes)

- [] Call prospect immediately (not email)
- [] Voicemail script: "I can come by THIS WEEK for free estimate"
- [] Text follow-up if no answer
- [] Email with portfolio link

Free Estimate Process

- [] ****Schedule within 48 hours**** (or lose to competitor)
- [] ****Bring portfolio tablet**** to show past work
- [] ****Take measurements + photos**** (shows seriousness)
- [] ****Send detailed quote within 24 hours****

■ Financing Options (Close More High-Ticket Jobs)

Payment Plans

- [] ****0% financing**** for 12 months (via Wisetack, HFS Financial)
- [] ****Low monthly payment calculator**** on website
- [] ****"As low as \$X/month"***** in ads
- [] Approval within minutes (on-site pre-qualification)

Pricing Strategy

- [] ****Transparent pricing ranges**** on website (builds trust)
- [] ****Package options**** (Good, Better, Best)
- [] ****Material upgrade options**** (upsell during estimate)

■ Metrics That Matter

Track Weekly

- ****Cost per lead**** (target: \$75-150)
- ****Estimate-to-close rate**** (goal: 30%+)
- ****Average project value**** (aim: \$15K+)
- ****Lead response time**** (under 5 minutes)

■ Quick Wins (Implement This Week)

1. ****Upload 20 before/after photos**** to Google Business Profile
2. ****Add free estimate form**** to homepage
3. ****Set up Google Ads**** for top service
4. ****Film 90-second project walk-through**** video
5. ****Add financing calculator**** to website

This calendar is used by 156+ successful contractors.

Ready to book your calendar 6 months out?

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