



FREE GUIDE · TRADE PLANNING

Seasonal Marketing Calendar

Month-by-month marketing focus for HVAC, roofing, landscaping, and plumbing - when to push SEO content, increase ad spend, and prep GBP posts.

Estimated time: 15 minutes

Pro tip: Increase ad budget 4-6 weeks before your trade's peak - not the week demand already spiked.



Your strategy team

Senior home service marketers
Roofing · Plumbing · HVAC & more

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Free marketing audit available



How to use this guide: Adapt to your climate zone. Northern markets shift heating/cooling peaks; southern markets may invert timing.

Month	HVAC	Roofing	Landscaping	Plumbing
January	Furnace repair push, tune-up memberships	Ice dam / winter damage content	Plan spring campaigns, equipment prep	Frozen pipe emergency ads
February	Maintenance plan renewals	Storm prep education (hail markets)	Early bird spring cleanup offers	Water heater replacement SEO
March	AC tune-up pre-season	Spring inspection campaigns	Spring cleanup - scale ads	Sump pump, drain cleaning
April	AC install & repair ramp	Peak inspection season	Mulch, aeration, fertilization	Outdoor line, irrigation tie-ins
May	Peak AC ad spend	Hail/storm response (if applicable)	Peak maintenance routes	Emergency AC condensate, clog season
June	Max budget - heat waves	Replacement quotes, financing	Design-build upsells	High emergency call volume
July	Sustain AC, retarget tune-ups	Mid-summer storm follow-up	Irrigation repair, drought services	Same - monitor CPL daily
August	Shoulder: start furnace content	Late summer install push	Fall seeding prep content	Back-to-school commercial if relevant
September	Furnace tune-up campaigns	Hurricane season prep (coastal)	Fall cleanup packages	Water heater, heating tie-ins
October	Heating repair ramp	Gutter, roof winterization	Leaf removal, winterization	Pipe winterization offers
November	Emergency heat, maintenance plans	Insurance claim education	Snow removal contracts (if offered)	Holiday guest prep, drain calls
December	Emergency heat only - high CPC OK	Plan next year storm calendar	Gift cards, light installs	Frozen pipe readiness

Planning notes

Pair with your CRM job history - your metro may peak earlier or later than national averages. Track year-over-year by week, not just month.



Quick Answers

Should I pause ads in slow months?

Lower spend, don't go dark - maintain Map Pack and retargeting.

How much to increase for peak?

Often 1.5-2.5× base budget 4 weeks before historical peak week.

Want a second set of eyes?

Book a free marketing audit. We'll review your trade, cities, Map Pack position, ad waste, and where qualified leads are going in your market.

Book Free Consultation

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