2027 ASPHALT PAVING MARKETING CALENDAR

One campaign. Four coordinated touchpoints. One memorable promotional product.

JANUARY - JUNE

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	CLIENT GIFT
JAN	**Plan pavement priorities**	**2027 desk calendar**	Email a pavement inspection and annual budgeting checklist for commercial lots.	Post 3 things to inspect: cracks, drains and worn markings.	Property manager kickoff breakfast / chamber mixer	Give calendars with a quick inspection reminder.
FEB	**Potholes & drainage**	**Pocket LED flashlight**	Share tips for spotting potholes, ponding and drainage concerns after storms.	Short video: a safe lot walk-through after wet weather.	HOA board meeting / commercial property networking	Offer flashlights with a site-issue reporting card.
MAR	**Spring project bids**	**Branded tape measure**	Send a quote-prep checklist: scope, access, timing and site photos.	Show a project before/after with owner permission.	Contractor expo / facilities networking event	Give tape measures with a project planning card.
APR	**Parking lot first impressions**	**Mini branded clipboard**	Email a striping, signage and lot-walk checklist for property managers.	Carousel: signs that markings may need attention.	Facility manager lunch / business property tour	Provide clipboards for notes during site visits.
MAY	**Maintain your investment**	**Maintenance tip magnet**	Send a simple guide to cleaning, crack care and timely evaluation.	Post a 4-point pavement maintenance checklist.	Property owners association meeting / local expo	Share magnets with handy inspection prompts.
JUN	**Summer project planning**	**Insulated water bottle**	Explain how to plan access, tenant notices and phased lot closures.	Share a crew-at-work video emphasizing safe work practices.	Commercial property showcase / community business fair	Give bottles at consultations with a planning worksheet.

A SIMPLE MONTHLY ROLLOUT

Week 1: helpful email | Week 2: social video | Week 3: property event | Week 4: useful gift

WE PUT YOUR BRAND TO WORK

Schedule surface work for suitable local weather and project conditions.
Follow contractor advertising rules and recipient gift / procurement policies.

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JULY - DECEMBER

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	CLIENT GIFT
JUL	**Keep traffic moving**	**Reflective keychain**	Email practical tips for notifying tenants about paving schedules.	Post an example of clear closure signage and project updates.	Business park mixer / facility management meetup	Offer keychains with a traffic-plan checklist.
AUG	**School & campus upkeep**	**Pocket notebook**	Send a school and campus parking area inspection checklist.	Reel: walkways, drop-off zones and parking lot wear.	School facilities event / back-to-business fair	Give facility contacts notebooks for maintenance notes.
SEP	**Understand surface care**	**Pocket asphalt care guide**	Explain how repairs, crack treatment and sealcoating differ.	Carousel: common questions about surface care and scheduling.	Facility maintenance expo / property manager event	Distribute guides with a quote-request QR code.
OCT	**Prepare for rainy weather**	**Compact branded umbrella**	Share a pre-rain inspection checklist: drains, cracks and ponding.	Post 3 checks property managers can make before storms.	HOA workshop / fall business networking event	Give umbrellas with a pavement care reminder.
NOV	**Thank your clients**	**Insulated coffee tumbler**	Send appreciation notes and invite an optional maintenance review.	Highlight completed projects and thank customers with permission.	Customer appreciation coffee / property manager mixer	Give tumblers with personalized thank-you notes.
DEC	**Plan the 2028 budget**	**2028 magnetic calendar**	Email a year-end review and next-year paving budget worksheet.	Share a simple annual planning timeline for parking lots.	Year-end facilities budgeting meetup / chamber event	Mail calendars with a QR link to request an assessment.

MAKE IT AFFORDABLE AND REPEATABLE

Choose 1-2 promotional products per quarter, not 12. Use each in emails, events and client follow-up.

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