2027 CONSTRUCTION MARKETING CALENDAR

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

JANUARY - JUNE

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	GIFT / GIVEAWAY
JAN	**Plan the project pipeline**	**Pocket project planner**	Share a project planning checklist and invite early estimate requests.	Post a 2027 project kickoff checklist and team goals.	Builder association / chamber planning mixer	Give planners to clients tracking upcoming projects.
FEB	**Show what your crew can do**	**Branded tape measure**	Introduce your services, completed work and estimate process.	Share a before-and-after project with client permission.	Trade association meeting / supplier open house	Offer tape measures at qualified prospect meetings.
MAR	**Spring project readiness**	**Carpenter pencil set**	Send a spring site walk and scope-of-work reminder.	Post a site prep reel and explain your project process.	Local home show / contractor networking event	Hand out pencil sets with project inquiry cards.
APR	**Safety-first communication**	**Safety checklist clipboard**	Share your approach to site coordination and safety planning.	Show a toolbox-talk setup without exposing private sites.	Supplier safety demo / community career day	Give clipboards to supervisors and field partners.
MAY	**Recognize skilled trades**	**Branded cooling towel**	Highlight craftspeople and the care behind quality work.	Post employee spotlights with their permission.	Construction career fair / employee recognition	Thank crews with branded cooling towels.
JUN	**Keep summer projects moving**	**Insulated water bottle**	Send tips for scheduling work and site access in summer.	Share a project milestone update and crew recognition.	Summer builder expo / customer site tour	Offer bottles at approved team and customer events.

A SIMPLE MONTHLY ROLLOUT

Week 1: helpful email | Week 2: social post | Week 3: local event | Week 4: useful gift

WE PUT YOUR BRAND TO WORK

Review client gift rules, project permissions and marketing approvals.

Promotional items do not replace required protective equipment or site safety practices.

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JULY - DECEMBER

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	GIFT / GIVEAWAY
JUL	**Jobsite heat awareness**	**Branded lunch cooler**	Send a seasonal scheduling update and site logistics tips.	Post hydration reminders alongside your safety procedures.	Contractor breakfast / summer crew appreciation	Give lunch coolers as employee appreciation gifts.
AUG	**Facility and property upgrades**	**LED keychain flashlight**	Offer a checklist for late-summer repairs and improvements.	Show a short walkthrough of a completed upgrade.	Property manager meeting / facility expo	Offer lights to facility and property contacts.
SEP	**Fall construction planning**	**Pocket bubble level**	Invite clients to review fall schedules and next-year bids.	Post a quick quality-control tip from your team.	Commercial property networking / builders exchange	Share pocket levels with project decision-makers.
OCT	**Weather-ready project planning**	**Weatherproof notebook**	Send a wet-weather scheduling and site-access checklist.	Explain how your team communicates schedule changes.	Facilities meeting / fall contractor showcase	Give weatherproof notebooks to field contacts.
NOV	**Thank clients and trade partners**	**Insulated coffee tumbler**	Thank customers and partners; share recent project results.	Feature a team milestone and project partner shout-outs.	Client breakfast / trade partner appreciation	Offer practical thank-you tumblers, subject to gift rules.
DEC	**Year-end review and 2028 prep**	**2028 desk calendar**	Share your year in projects and early 2028 planning steps.	Post a year-end project montage and crew thank-you.	Year-end customer visits / planning meetings	Provide calendars with useful company contact details.

MAKE IT AFFORDABLE AND REPEATABLE

Choose 1-2 promotional products per quarter, not 12. Adapt campaigns to your markets and budget.

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