2027 HEATING & AIR CONDITIONING 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	**New year, better home comfort**	**2027 filter reminder magnet**	Email a simple winter comfort checklist and offer an HVAC system review.	Post a quick filter-change reminder and thermostat tip.	Winter homeowner Q&A / HOA meeting	Give magnets with a space for the next filter date.
FEB	**Reliable winter heating**	**Branded mini flashlight**	Share warning signs of heating trouble and when to call a professional.	Reel: how to recognize uneven heating and common warning signs.	Home and garden show / winter service clinic	Offer flashlights to maintenance-plan customers.
MAR	**Get ready for AC season**	**Pocket thermometer**	Invite homeowners to schedule an AC tune-up before warmer weather.	Share a spring checklist: filters, airflow and pro inspection.	Spring home show / neighborhood fair	Hand out thermometers with a tune-up checklist.
APR	**Energy-smart comfort**	**Reusable shopping tote**	Send practical energy-saving tips and explain available local rebates.	Carousel: smart thermostat habits and home sealing basics.	Earth Month fair / community workshop	Give totes with a home-efficiency tip card.
MAY	**Beat the first heat**	**Branded cooling towel**	Share a pre-summer readiness checklist and available service slots.	Behind-the-scenes video: what a professional AC check covers.	Spring neighborhood festival / HOA outreach	Offer cooling towels at local outreach booths.
JUN	**Summer cooling confidence**	**Insulated water bottle**	Email heat-season system care tips and a reminder to book service.	Share hot-weather comfort tips and when to request help.	Community summer fair / local sports event	Give bottles with seasonal comfort tips.

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

Follow email consent, privacy and local contractor advertising rules.

Use accurate efficiency claims; adapt campaigns to your climate.

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JULY - DECEMBER

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	CLIENT GIFT
JUL	**Mid-summer comfort support**	**Foldable branded hand fan**	Send a safe no-cooling checklist and explain when to call a technician.	Post a short video on spotting signs of AC trouble early.	Farmers market / summer community festival	Distribute branded fans during summer outreach.
AUG	**Indoor air and family comfort**	**Microfiber cleaning cloth**	Share ventilation, filtration and indoor air quality basics.	Myth-versus-fact post about air filters and indoor dust.	Family resource fair / neighborhood event	Give cleaning cloths with a filter reminder card.
SEP	**Prepare heating systems**	**Magnetic service checklist**	Invite customers to schedule heating checks before colder weather.	Share three fall maintenance reminders for homeowners.	Property manager meeting / fall home show	Offer service magnets at fall consultations.
OCT	**Fall home safety**	**LED keychain flashlight**	Email seasonal reminders about CO alarms, ventilation and safe heating.	Post a safety checklist linking to trusted safety guidance.	Community safety fair / fall festival	Pair LED lights with a home safety checklist.
NOV	**Thank loyal customers**	**Insulated travel mug**	Send a thank-you email and invite feedback on the service experience.	Highlight your technicians and share customer stories with permission.	Chamber mixer / customer appreciation event	Present mugs with handwritten thank-you notes.
DEC	**Plan ahead for 2028**	**2028 desk calendar**	Send a year-end comfort planning checklist and service-plan overview.	Share a year-in-review post and next-year maintenance tips.	Holiday community fair / partner appreciation visits	Give calendars with the service contact number.

MAKE IT AFFORDABLE AND REPEATABLE

Choose 1-2 promotional products per quarter, not 12. Repeat each campaign across your channels.

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