2027 HOME BUILDER 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	**Design your next home**	**2027 home-planning notebook**	Send a room-by-room wish-list worksheet and tips for setting building priorities.	Post a short reel: 3 choices to make before designing a new home.	New-year builder Q&A / local homebuyer seminar	Give planning notebooks to attendees with a design checklist.
FEB	**Meet the people who build**	**Branded carpenter pencil set**	Introduce your construction team and explain each stage of a home build.	Feature a builder or craftsperson explaining their favorite detail.	Behind-the-scenes model-home tour / builder meet-and-greet	Share pencil sets with guests at the builder introduction.
MAR	**Spring home tours**	**Reusable branded tote bag**	Invite prospects to tour available homes or preview a new community.	Post model-home walkthrough clips and a favorite-feature poll.	Spring open house / regional home and garden show	Give totes for brochures and home-tour planning materials.
APR	**Thoughtful home efficiency**	**Seed-paper bookmark**	Email questions to ask about insulation, lighting and efficient home features.	Highlight verified efficiency features in an educational carousel.	Earth Month community tour / sustainability workshop	Share bookmarks featuring a simple energy-saving tip.
MAY	**Quality & building safety**	**Mini branded tape measure**	Explain inspection milestones, quality checks and buyer walkthroughs.	Share a short video of a quality-control process (with permission).	Building safety workshop / construction trade association event	Hand out tape measures with a home measurement checklist.
JUN	**Outdoor living inspiration**	**Branded picnic blanket**	Send a checklist for planning a functional patio, yard or outdoor room.	Show outdoor-living design ideas from completed homes.	Summer model-home open house / neighborhood picnic	Offer picnic blankets at a summer customer event.

A SIMPLE MONTHLY ROLLOUT

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

WE PUT YOUR BRAND TO WORK

Follow email opt-out, privacy and homebuilder advertising rules.
Check gifting policies; do not tie gifts to regulated referrals.

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JULY - DECEMBER

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	CLIENT GIFT
JUL	**Summer model-home visits**	**Insulated water bottle**	Invite buyers to summer tours and share a smart home-tour checklist.	Reel: what to notice about natural light, storage and room flow.	Weekend model-home tour / community summer event	Give water bottles to registered event guests.
AUG	**Make moving easier**	**Moving checklist magnet**	Send a 30-day moving and utility-change checklist for future homeowners.	Post a first-week-in-your-new-home checklist carousel.	New-neighbor welcome event / relocation resource fair	Include checklist magnets in new-home welcome packages.
SEP	**Prepare your home**	**Compact LED flashlight**	Email an emergency kit and home-document organization checklist.	Post simple tips on backup lighting and emergency contacts.	Community preparedness fair / homeowner safety session	Give flashlights with a household preparedness card.
OCT	**Fall home care**	**Branded multi-bit screwdriver**	Share seasonal maintenance tips for gutters, seals and home systems.	Video: 3 easy homeowner maintenance checks for fall.	Homeowner care clinic / neighborhood fall festival	Offer tools with a seasonal home-care checklist.
NOV	**Thank homeowners & partners**	**Branded ceramic coffee mug**	Send a gratitude message and optional homeowner feedback request.	Share a thank-you to your team and customers with permission.	Homeowner appreciation coffee / community gathering	Present mugs with handwritten appreciation notes.
DEC	**Plan the year ahead**	**2028 wall calendar**	Email a next-year planning checklist for buyers and current homeowners.	Share a 2028 design inspiration board and planning prompts.	Year-end community open house / client holiday gathering	Give wall calendars with seasonal home-care reminders.

MAKE IT AFFORDABLE AND REPEATABLE

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

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