2027 PAINTING CONTRACTOR 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, fresh rooms**	**Color-planning notebook**	Send a room-refresh checklist and simple color-planning tips.	Share 3 calming interior color combinations; feature the notebook.	Home-design Q&A; / community workshop	Give notebooks with a room-planning checklist.
FEB	**Cabinet & trim updates**	**Branded microfiber cloth**	Show how cabinet and trim refinishing can refresh a space.	Post a permission-based before/after cabinet transformation.	Home improvement or design showroom demo	Provide cloths with care tips for painted surfaces.
MAR	**Spring exterior check**	**Logo tape measure**	Offer a spring inspection checklist: peeling, cracking and fading.	Video: 3 signs exterior paint needs professional attention.	Spring home & garden show / HOA gathering	Hand out tape measures with inspection tips.
APR	**Responsible project prep**	**Reusable branded tote**	Share prep tips and local guidance for responsible paint disposal.	Demonstrate clean jobsite organization and drop cloth setup.	Earth Day community cleanup / neighborhood fair	Give totes with a home-project planning card.
MAY	**Boost curb appeal**	**Custom color-palette magnet**	Send a pre-listing curb appeal checklist for homeowners.	Post exterior palette ideas and a sample magnet.	Real estate office lunch-and-learn / home expo	Give palette magnets with a consultation invitation.
JUN	**Summer exterior care**	**Branded cooling towel**	Explain how scheduling and weather affect exterior jobs.	Show safe worksite preparation and shade breaks.	Summer homeowner resource fair	Offer cooling towels at outdoor community booths.

A SIMPLE MONTHLY ROLLOUT

Week 1: education email | Week 2: social tips | Week 3: public workshop | Week 4: useful client takeaway

CA contractors: include CSLB license number in ads. Follow EPA lead-safe RRP rules where applicable.
Events are illustrative, not confirmed listings. Use opt-in email lists; seek permission before before/after posts.

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JULY - DECEMBER

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	CLIENT GIFT
JUL	**Beautify the neighborhood**	**Reusable water bottle**	Highlight a community beautification project and paint upkeep.	Share community project progress with permission.	Neighborhood cleanup / volunteer painting day	Give bottles to volunteers and event visitors.
AUG	**Commercial spaces refresh**	**Branded clipboard**	Send a checklist for offices, shops and property managers.	Carousel: scheduling low-disruption commercial repainting.	Local business / property manager networking	Provide clipboards with facility inspection sheets.
SEP	**Prepare for fall weather**	**Home-care checklist magnet**	Share tips for spotting surface wear before wetter months.	Short reel: where to inspect trim, seals and painted edges.	Fall home improvement / community fair	Offer magnets with seasonal maintenance reminders.
OCT	**Details make a difference**	**Mini LED flashlight**	Explain the value of careful trim, doors and finish inspections.	Show how angled light reveals finish details.	HOA meeting / renovation information table	Give flashlights with a final-walkthrough checklist.
NOV	**Customer appreciation**	**Logo ceramic coffee mug**	Send a sincere thank-you and simple painted-surface care tips.	Feature a team gratitude message and completed projects.	Small business open house / community mixer	Send mugs to clients; never condition on reviews.
DEC	**Plan next year's projects**	**2028 branded desk calendar**	Share a 2028 home and business painting planning checklist.	Post a 12-month planning tip and recent project highlights.	Year-end property manager / client check-in	Give calendars with a handwritten thank-you.

MAKE IT AFFORDABLE AND REPEATABLE

Choose 1-2 products per quarter, not 12. Reuse a theme across your channels, and order ahead of events.

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