2027 PLUMBING 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	**Start the year leak-smart**	**Leak-check reminder magnet**	Send a winter leak checklist and invite homeowners to schedule a plumbing check.	Carousel: signs of hidden leaks and why early attention matters.	HOA homeowner Q&A / property manager breakfast	Give leak-check magnets with a service contact number.
FEB	**Protect pipes and fixtures**	**Branded mini flashlight**	Share warning signs of dripping fixtures and when to call a plumber.	Reel: what to look for during a quick under-sink visual check.	Neighborhood home-care workshop / local business mixer	Offer mini flashlights with a plumbing tip card.
MAR	**Spring plumbing checkup**	**Branded mini tape measure**	Email a spring checklist covering shutoff access, hoses and drains.	Post five simple spring plumbing observations for homeowners.	Spring home and garden show / HOA outreach	Hand out tape measures at consultations and event booths.
APR	**Every drop counts**	**Branded shower timer**	Send practical water-saving ideas and fixture-efficiency reminders.	Share easy conservation tips for bathrooms and kitchens.	Earth Month fair / community sustainability event	Give shower timers with a home water-use tip card.
MAY	**Outdoor plumbing readiness**	**Branded garden hose nozzle**	Remind customers to check outdoor faucets, hoses and visible leaks.	Show outdoor faucet warning signs and seasonal care tips.	Neighborhood home expo / garden club event	Offer hose nozzles with seasonal maintenance visits.
JUN	**Summer travel and home care**	**Reusable water bottle**	Send a vacation-ready plumbing checklist and water shutoff reminder.	Video: where homeowners can locate their main water shutoff.	Summer community fair / homeowner association event	Give water bottles with a vacation home-care checklist.

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 service claims and comply with applicable giveaway policies.

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JULY - DECEMBER

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	CLIENT GIFT
JUL	**Ready for plumbing surprises**	**LED keychain flashlight**	Email a water shutoff location worksheet and emergency contact tips.	Post a short water shutoff awareness demonstration.	Community preparedness fair / local safety expo	Pair flashlights with an emergency plumbing contact card.
AUG	**Smart drain-care habits**	**Drain-care reminder magnet**	Share kitchen and bathroom drain-care tips for busy households.	Carousel: everyday items that can cause drain clogs.	Back-to-school community fair / apartment manager meet-up	Give drain-care magnets to new and returning customers.
SEP	**Water heater awareness**	**Service reminder magnet**	Explain when water heater warning signs warrant professional service.	Post common water heater questions and maintenance reminders.	Property management breakfast / homeowner workshop	Give service date magnets after inspections and maintenance.
OCT	**Fall home protection**	**Waterproof document pouch**	Send a fall plumbing checklist for leaks, drains and service records.	Reel: organize warranty details and emergency contact information.	Fall home show / neighborhood safety fair	Offer document pouches for receipts and plumbing records.
NOV	**Thank loyal customers**	**Insulated travel mug**	Send a personal thank-you and share simple year-end care reminders.	Highlight your service team and customer stories with permission.	Chamber mixer / customer appreciation open house	Present mugs with handwritten thank-you notes.
DEC	**Plan ahead for 2028**	**2028 wall calendar**	Email a next-year plumbing maintenance planner and scheduling link.	Share a year-in-review and seasonal home-care checklist.	Holiday community drive / year-end business mixer	Give calendars with helpful seasonal service 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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