RSGONZALES

# A Month-by-Month HVAC Marketing Plan for 2027

## January to March: Heating Calls, Tax-Refund Season and Maintenance Renewals

| MONTH | FOCUS | CHANNELS | THE ONE ACTION THAT MATTERS |
|---|---|---|---|
| **January** | Heating repairs and maintenance renewals | Local Service Ads, Google search ads, email | Email every maintenance plan member whose renewal falls this quarter |
| **February** | Replacement offers for tax-refund season | Meta ads, email, your website's financing page | Launch a replacement and financing offer the week refunds start landing |
| **March** | The first shoulder month | Google Business Profile, website, reviews | Book spring AC tune-ups before the first warm week |

## April to June: AC Tune-Ups and Getting Ready for the Rush

| MONTH | FOCUS | CHANNELS | THE ONE ACTION THAT MATTERS |
|---|---|---|---|
| **April** | AC tune-up season | Email, Google Business Profile posts, Meta ads | Fill the tune-up calendar for the next six weeks |
| **May** | Phones and capacity before the rush | Your CRM, call routing, ad schedules | Call your own business line at lunch and after hours, and fix every call that goes unanswered |
| **June** | The first heat wave | Local Service Ads, Google search ads | Raise budgets on the channels that book same-day repairs |

## July to September: Peak Season, Reviews and Answering Every Call

| MONTH | FOCUS | CHANNELS | THE ONE ACTION THAT MATTERS |
|---|---|---|---|
| **July** | Answering every call | Local Service Ads, Google search ads, your CRM | Check missed calls every week and close each gap the same week |
| **August** | Reviews from every summer job | Review requests, Google Business Profile | Ask for a review on every finished job, the same day |
| **September** | Keeping the marketing on after the rush | Meta ads, email, your website's heating pages | Follow up on every replacement quote still open from the summer |

## October to December: Heating Tune-Ups, Shoulder-Season Offers and Next Year's Plan

| MONTH | FOCUS | CHANNELS | THE ONE ACTION THAT MATTERS |
|---|---|---|---|
| **October** | Furnace tune-ups and maintenance plans | Email, Google Business Profile posts, Meta ads | Sell heating tune-ups while your technicians have open days |
| **November** | The first cold snap | Local Service Ads, Google search ads | Turn heating budgets up before the first freeze, not after it |
| **December** | Reviewing the year and writing the next plan | Your CRM reports, call tracking | Block one afternoon to pull the year's numbers and set the 2028 calendar |