The 90-Day Contractor Marketing Plan

A week-by-week plan to get more and better leads in 90 days

By the SmallBiz Marketing team
Contractor marketing specialists · 20+ years of marketing experience

smallbizmarketing.net

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PART 1

The essentials

The core steps, in order. Start here.

SECTION 02

How this plan works

Each week has a few focused tasks. Follow them in order. Each one builds on the last, using the other SmallBiz playbooks for detail.

SECTION 03

Your first 60 minutes

- Block two hours a week on your calendar for marketing
- Write down this month's estimate requests and jobs won as your starting point
- Choose your three priority services and cities

SECTION 04

Month 1: Foundation

- Week 1: website page plan and homepage copy
- Week 2: service pages and project photos
- Week 3: Google Business Profile complete
- Week 4: review requests to your last 10 clients

RECOMMENDED TOOL

Wix

Website platform for your foundation.

Visit Wix at wix.com →

SECTION 05

Month 2: Visibility

- Week 5: keyword list and first city page
- Week 6: two more city pages

- Week 7: directory listings cleaned up
- Week 8: two local partner links

RECOMMENDED TOOL

Semrush

Track your rankings and see what competitors rank for.

Visit Semrush at semrush.com →

SECTION 06

Month 3: Systems

- Week 9: job management software set up
- Week 10: quote template and automations
- Week 11: referral emails to past clients
- Week 12: review your numbers and plan the next 90 days

RECOMMENDED TOOL

Jobber

Quotes, scheduling, invoicing and review requests.

Visit Jobber at getjobber.com →

RECOMMENDED TOOL

Housecall Pro

Mobile-first alternative with marketing tools built in.

Visit Housecall Pro at housecallpro.com →

SECTION 07

What to track every month

- Estimate requests from the website

- Calls from Google Business Profile
- New reviews
- Jobs won and average job size

SECTION 08

Weekly checklist

- [ ] This week's tasks done
- [ ] New photos added
- [ ] Every lead answered within a day

PART 2

Going deeper

The strategy behind each step, with frameworks and diagrams.

SECTION 10

Deep dive: why 90 days

Ninety days is long enough to build a real foundation and short enough to stay focused. Most contractor marketing fails not because of bad tactics but because of inconsistency. This plan gives you a small number of tasks each week so marketing becomes a habit.

- Small weekly tasks beat big bursts
- Each month builds on the last
- Review and plan the next 90 days at the end

SECTION 11

Deep dive: choosing your priorities

Focus on the services with the best profit and the cities where you most want to work. Marketing every service everywhere spreads you thin. Pick three services and three cities for this 90-day cycle, and add more in the next one.

- Three services, three cities per cycle
- Choose by profit and desired location
- Expand in the next cycle

SECTION 12

Deep dive: reviewing your results

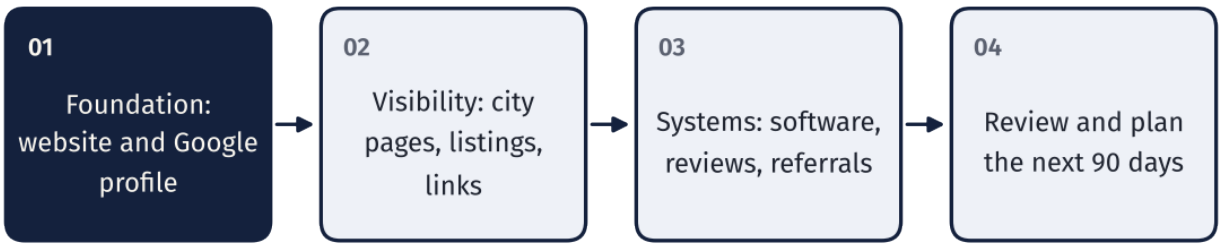
At the end of each month, compare your numbers to your starting point: estimate requests, Google profile calls, reviews and jobs won. Write down what worked and what didn't. Keep doing what works, fix what doesn't, and drop what doesn't matter.

- Compare monthly to your starting point
- Keep, fix or drop each activity
- Plan the next month's focus

SECTION 13

The big picture: 90 days to a marketing system

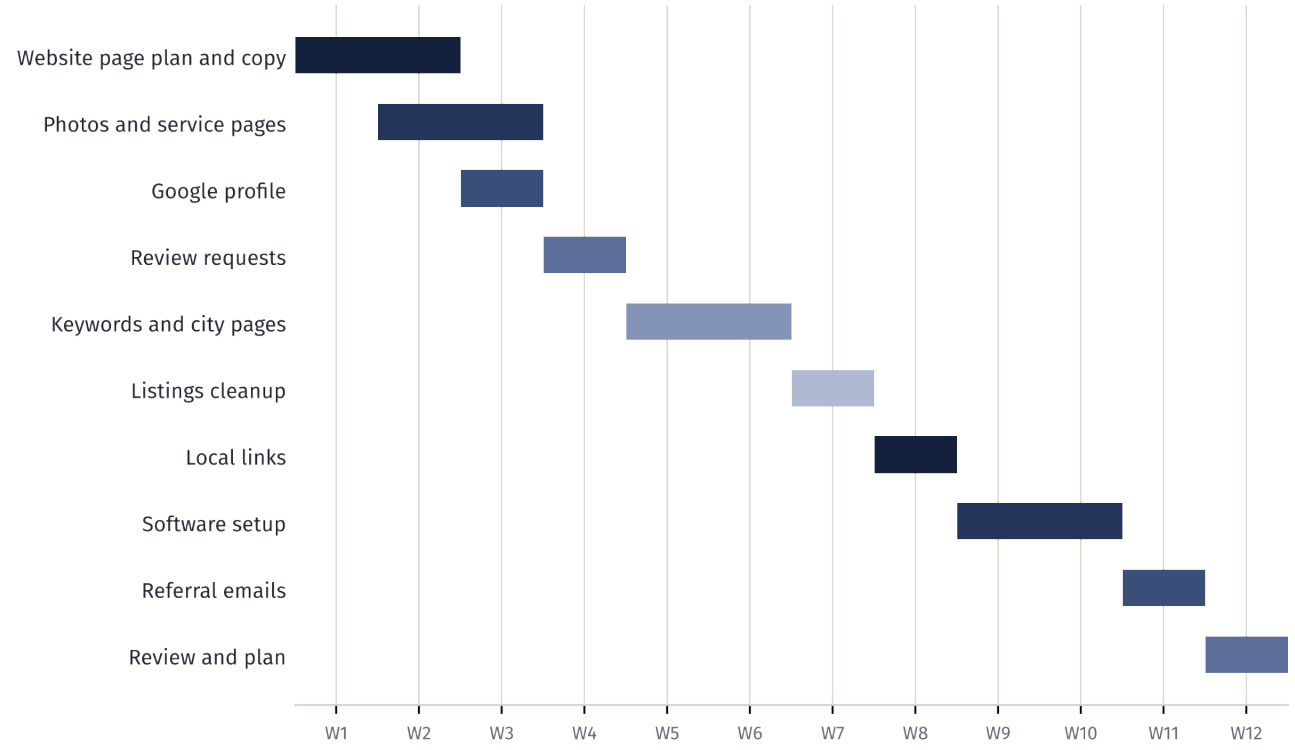
Most contractor marketing fails from inconsistency, not bad ideas. This plan breaks the work into small weekly tasks so marketing becomes a habit you can keep while running jobs.



Three months, three focus areas.

SECTION 14

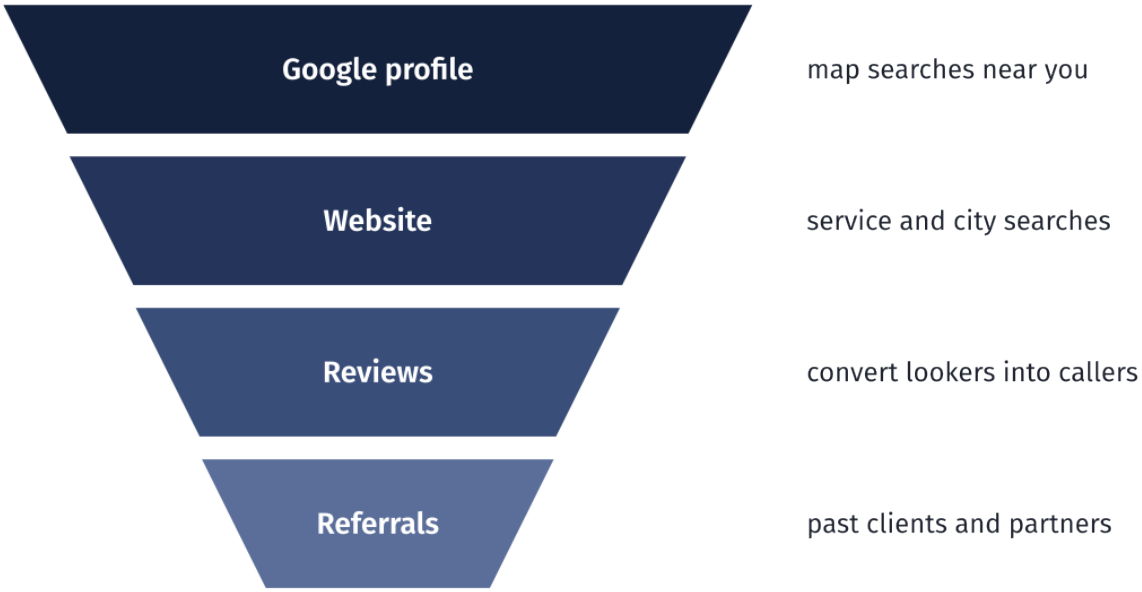
The 12-week plan at a glance



Every task in order, week by week. W = week.

SECTION 15

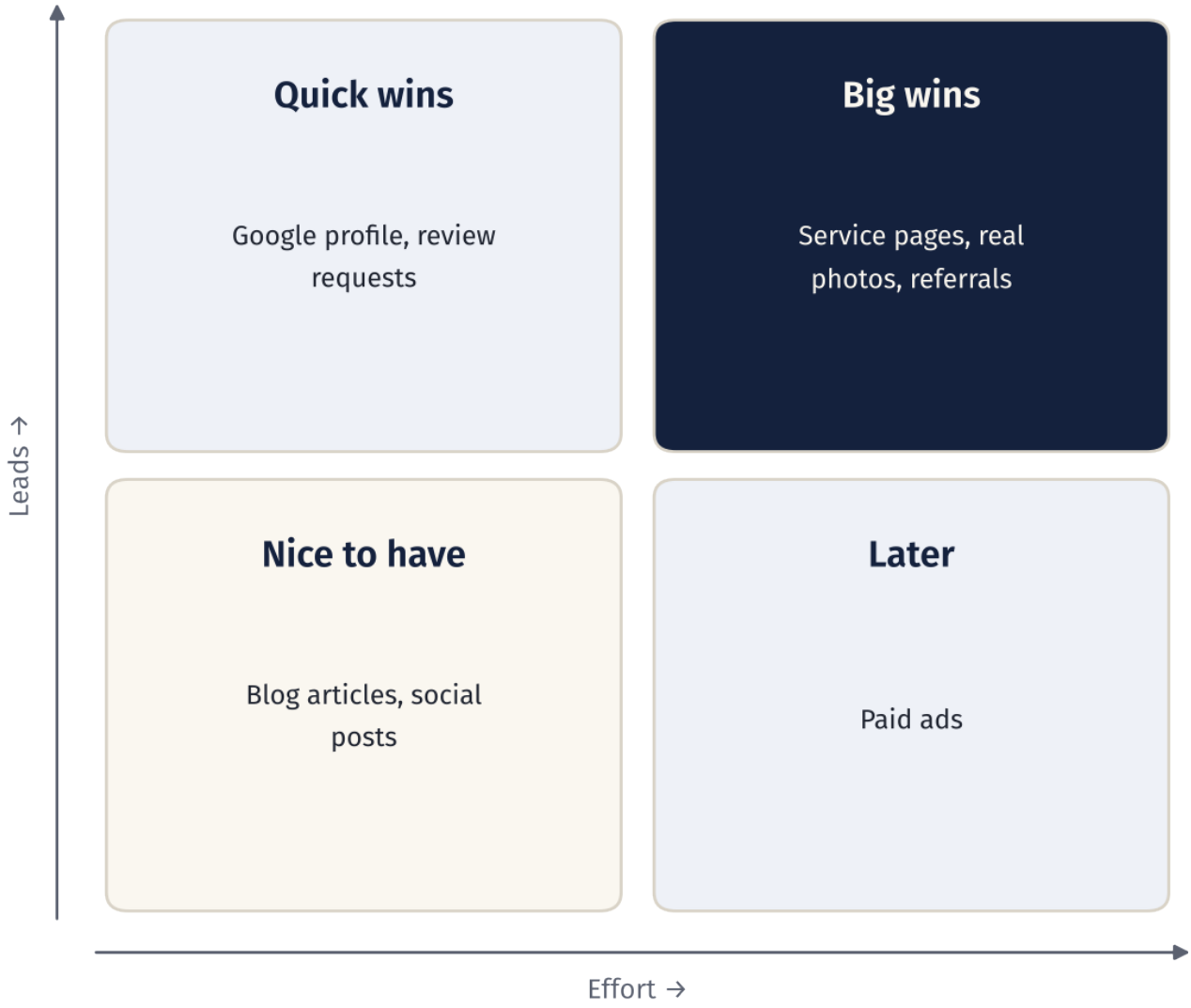
Where your leads will come from



The four lead sources this plan builds.

SECTION 16

Where to spend your time first



Use this to decide what to do when time is tight.

SECTION 17

Real-world scenario: 90 days of steady work (illustrative)

This is an illustrative example. Alex runs a busy remodeling company with no marketing system. Leads come in waves, and slow months are stressful.

Alex blocks two hours a week and follows this plan: a better website and Google profile in month one, city pages and listings in month two, and software, reviews and referrals in month

three.

At the end of 90 days, Alex has a complete Google profile, more reviews, pages for each main service and city, and a referral routine, plus a clear view of where leads come from.

The lesson: small weekly steps add up to a marketing system that keeps working during busy seasons.

SECTION 18

Troubleshooting: staying on track

Fell behind on the plan	Skip to the current week and come back to missed tasks later.
Too busy with jobs	Protect a single one-hour block each week.
Not sure what's working	Ask every new lead how they found you and record it.

PART 3

Tools you can use today

Examples, templates, worksheets, calendars and trackers.

SECTION 20

Worked example: a weekly marketing block

EXAMPLE

Tuesday 7-8 AM: website or Google profile task for the week.

Friday 4-5 PM: upload new photos, send review requests, answer messages.

SECTION 21

Worksheet: your 90-day goals

Estimate requests per month now and goal

Google reviews now and goal

Average job size now and goal

Three priority services

Three priority cities

SECTION 22

Monthly scorecard

- [ ] Month 1: website and Google profile complete
- [ ] Month 2: city pages, citations and links done
- [ ] Month 3: software, automations and referrals running

SECTION 23

Common mistakes to avoid

- Trying everything at once
- Stopping after month one because results are slow
- Not tracking where leads come from

SECTION 24

FAQ

What if I fall behind?

Skip ahead to the next week and come back later. Consistency matters more than perfection.

When will I see results?

Reviews and profile improvements can help within weeks; SEO usually takes longer.

30-DAY ACTION CALENDAR

Your first 30 days

Do one task a day. Tick the box in your head, or print this page and cross off each day as you go.

DAY 1 Block marketing time	**DAY 2** Record starting numbers	**DAY 3** Pick 3 services	**DAY 4** Pick 3 cities	**DAY 5** List page plan
DAY 6 Write homepage headline	**DAY 7** Pick 12 photos	**DAY 8** Draft service page 1	**DAY 9** Draft service page 2	**DAY 10** Draft service page 3
DAY 11 Build pages	**DAY 12** Publish site	**DAY 13** Claim Google profile	**DAY 14** Set categories	**DAY 15** Add services
DAY 16 Upload photos	**DAY 17** Write description	**DAY 18** Get review link	**DAY 19** Ask 5 clients for reviews	**DAY 20** Reply to reviews
DAY 21 Ask 5 more clients	**DAY 22** Post on Google	**DAY 23** Add photos to site	**DAY 24** Check forms work	**DAY 25** Ask 5 more clients
DAY 26 Review leads	**DAY 27** Fix weakest page	**DAY 28** Post again	**DAY 29** Record numbers	**DAY 30** Plan month 2

TRACKER

90-day scorecard

Measure	Start	Month 1	Month 2	Month 3
Estimate requests				
Google profile calls				
Total reviews				
Website visits				
Jobs won				
Average job size				
Referrals				
Hours spent on marketing				

SECTION 27

copy-ready templates

TEMPLATE · COPY AND CUSTOMIZE

Weekly marketing block

Tuesday, 1 hour: this week's website or Google task.

Friday, 1 hour: upload photos, send review requests, answer messages.

TEMPLATE · COPY AND CUSTOMIZE

Monthly review questions

What brought the most leads this month? What took time but brought nothing? What will I do more of next month?

SECTION 28

glossary

Lead	A homeowner who contacts you about a project.
Conversion	When a visitor or lead takes the next step, like requesting an estimate.
Lead source	Where a lead came from, like Google or a referral.

SECTION 29

Recommended tools

Every tool recommended in this playbook, in one place. Some links may be affiliate links; we only recommend tools we use or would set up for clients.

RECOMMENDED TOOL

Wix

Website platform for your foundation.

Visit Wix at wix.com →

RECOMMENDED TOOL

Semrush

Track your rankings and see what competitors rank for.

Visit Semrush at semrush.com →

RECOMMENDED TOOL

Jobber

Quotes, scheduling, invoicing and review requests.

Visit Jobber at getjobber.com →

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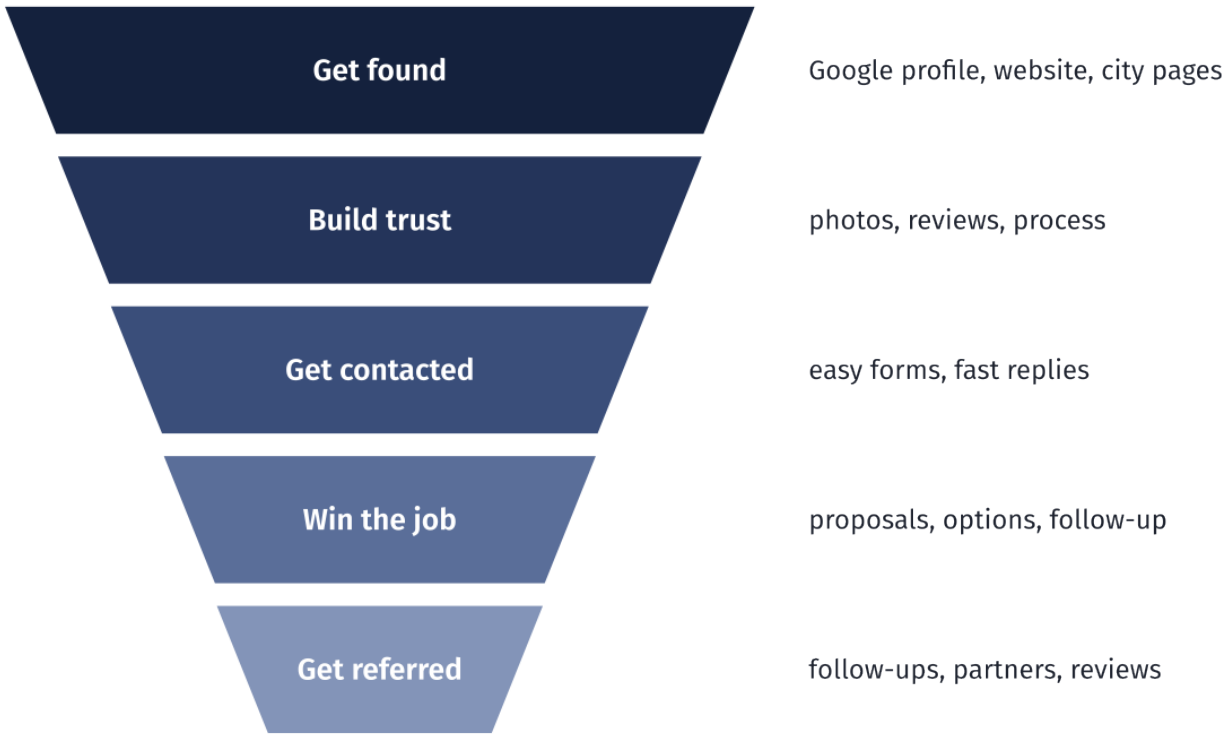
Mobile-first alternative with marketing tools built in.

Visit Housecall Pro at housecallpro.com →

SECTION 30

Bonus: the contractor marketing system on one page

Every playbook in this series fits into one simple system. Homeowners find you, trust you, contact you and refer others. Each part supports the next.



The five stages of contractor marketing and the tools for each.

SECTION 31

Bonus: your weekly marketing hour

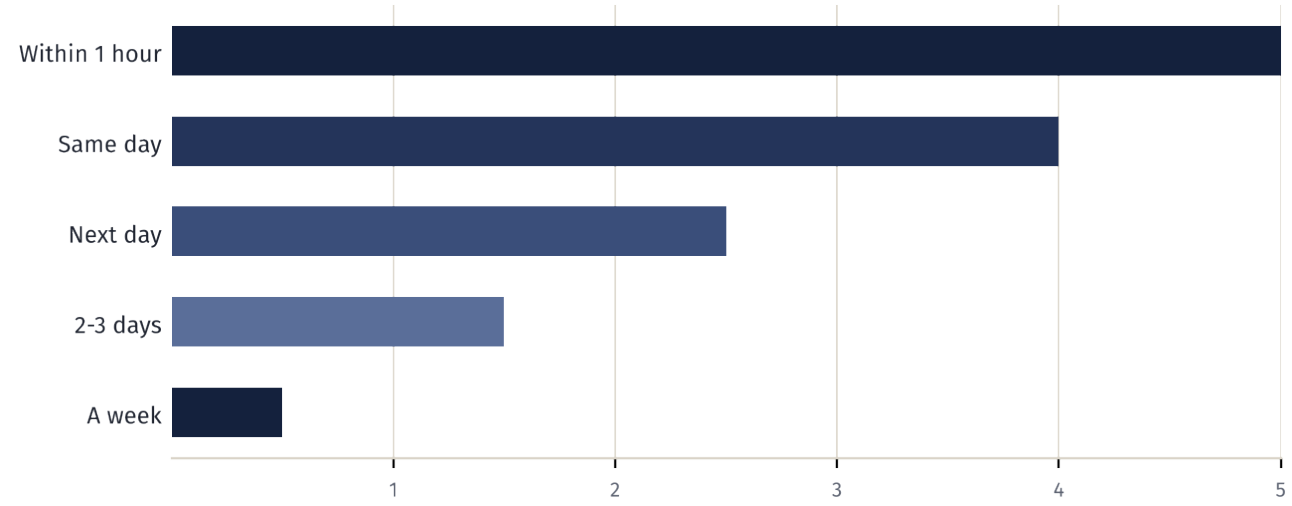
You don't need a marketing department. One focused hour a week, done consistently, beats occasional bursts of effort.

- First 15 minutes: answer every new lead and message
- Next 15 minutes: send review requests for finished jobs
- Next 15 minutes: upload new project photos to your website and Google
- Last 15 minutes: work on one improvement from your current playbook

SECTION 32

Bonus: how fast to reply to a lead

Homeowners often contact several contractors at once. The first professional reply makes a strong impression.



Our view of how reply speed affects your chances of winning the job, rated 1 to 5. Based on experience, not a study.

SECTION 33

Bonus: master checklist

- [ ] Website with a page for each main service
- [ ] Contact form on every page
- [ ] Google Business Profile complete and active
- [ ] Review request after every job
- [ ] Real project photos added monthly
- [ ] Pages for your top cities
- [ ] Job management software for quotes and payments
- [ ] Follow-up with past clients and partners
- [ ] One marketing hour every week

SECTION 34

Bonus: when to get help

Doing it yourself works if you have the time. If your calendar is full of jobs, it's often worth having a professional set up the foundation so you can focus on the work you do best. SmallBiz Marketing builds premium contractor websites and Google setups and can run your monthly marketing for you.

ABOUT SMALLBIZ MARKETING

SmallBiz Marketing builds premium websites and Google visibility for home-improvement contractors. Our team brings 20+ years of marketing experience, and every playbook is built from the same systems we use for client websites.

Rather have it done for you?

We build premium websites and Google setups for contractors, live in 5 days. Tell us about your business through the contact form at smallbizmarketing.net/contact.

Contact us →

Contractor website	$2,495
Website + Google setup	$3,495
Monthly growth plan	$995/mo

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