

FREE RESOURCE / MARKETING & GROWTH

30-Day Contractor Marketing Plan

A practical, budget-aware month of actions, real examples, and how-to steps using Google, Facebook and free Google Sheets.

Who it is for Owners of construction and service businesses who need a consistent source of qualified inquiries - not more random posting. Works for solo operators and small crews.

What you will accomplish in 30 days

WEEK	MAIN GOAL	TANGIBLE RESULT
1	Make your offer understandable	One clear service message and a mobile-friendly contact path.
2	Improve Google discoverability	Accurate business profile, real photos and review-request process.
3	Show proof and publish	Two genuine project examples and several scheduled social posts.
4	Test one channel; measure	Simple lead tracker and a decision about what to repeat.

Before Day 1: set four simple baselines

Write down: (1) website visits or inquiries from the past 30 days if known; (2) estimates issued; (3) jobs approved; (4) where customers say they found you. Unknown numbers are fine - start measuring now.

Your main marketing message

We help [who / property type] **with** [specific service] **in** [actual service area]. **To get started:** [specific phone / inquiry action].

Example: "We repair and replace residential decks in the greater Cedar Falls area. Send photos and your project address to request a scope review." Use your real offerings - no invented service areas or qualifications.

The rule for this plan One focused channel used consistently and tracked beats managing six platforms poorly. If jobs or cash flow are tight, prioritize free/low-cost steps before paid advertising.

Guide includes a day-by-day checklist (pages 2-3), Google Business Profile walkthrough (page 4), Meta scheduling and content scripts (page 5), Google Sheets lead tracker (page 6), and a 30-day review worksheet (page 7).

DAYS 01-15 / DAILY ACTION LIST

First half: become easier to find

Most actions take 15-30 minutes; larger website or verification tasks can take longer. Carry unfinished items forward without skipping the basics.

DAY	DO THIS	DONE WHEN...
01	Choose your top 3 profitable, deliverable services.	Write one clear sentence per service and note the job types you will not take.
02	Identify the customer and actual coverage area.	Choose residential/commercial work and list real cities or ZIP codes served.
03	Audit your homepage on your phone.	Check: service, location, phone/form, trust proof and next step all visible.
04	Make contact friction small.	Test your phone link, web form, business email and response notifications.
05	Write three real project FAQ answers.	Include what changes cost or scope; avoid an unverified fixed price.
06	Find or claim your eligible Google Business Profile.	Use page 4; do not create a duplicate listing or a false office location.
07	Verify profile accuracy.	Confirm legal display name, primary category, service area, hours and URL.
08	Upload 3-5 real work photos.	Get permission; show work safely and accurately, with plain captions.
09	Review how customers see your profile.	Search business name and city while signed in; fix missing or outdated details.
10	Create your honest review request.	Copy the Google review link and draft a neutral post-job request.
11	Send 2-3 appropriate review requests.	Ask actual past customers; no discounts or gifts in exchange for reviews.
12	Choose a customer question for your site.	Draft a short service explanation: scope, variables and next step.
13	Publish or improve that service page.	Add original photos and a prominent inquiry link or phone number.
14	Record which contacts originated from Google.	Start the Google Sheets tracker on page 6 with real lead sources.
15	Review week-two progress.	What changed? Which inquiries came in? Note the next bottleneck.

Google verification timing is controlled by Google. If you cannot finish on Day 6 or Day 7, continue the remaining marketing tasks while the verification request is pending.

DAYS 16-30 / DAILY ACTION LIST

Second half: prove and measure

Use authentic customer examples. Never share private addresses, people or project details without permission.

DAY	DO THIS	DONE WHEN...
16	Choose 2 recent completed jobs.	Get permission and collect before/after or progress photos.
17	Write a short story for job #1.	Describe the problem, relevant scope choices and actual result.
18	Write a short story for job #2.	Add an authentic photo and clear local-service call to action.
19	Publish your first Facebook Page post.	Use a ready-to-edit example from page 5.
20	Schedule 2-3 useful Page posts.	Use Meta Business Suite; check the calendar and image permissions.
21	Share one educational tip.	Answer a frequent client question, without turning it into a hard sell.
22	Follow up with open estimates.	Use customer preferences and decision dates; do not spam silent leads.
23	Identify one worthwhile promotion channel.	Choose search, Page audience, referrals or a local partnership.
24	Choose ONE trackable offer or CTA.	Example: "Request a deck repair inspection" - not "Call for anything."
25	Set a spending cap if using paid ads.	Decide what you can afford to lose in a short test; no need to spend.
26	Run one small campaign or referral push.	Keep message, area and call to action consistent.
27	Log all inquiries and lead sources.	Distinguish raw leads from jobs you can actually serve.
28	Check response speed and missed calls.	Fix forms, voicemail, scheduling and follow-up gaps.
29	Compare qualified leads to estimates.	Identify missing scope or poor fit, not just clicks and likes.
30	Review the month and pick next action.	Continue the best channel, fix one bottleneck, stop wasteful work.

Track what matters Views and clicks may be useful diagnostics. The business outcome is qualified inquiries, estimates, approved work and collected payment - with costs and capacity considered.

Improve your Google Business Profile

For businesses eligible for a Google Business Profile. A trade that visits customers can often use a service-area setup; do not invent a storefront.

A. Claim or create an eligible profile

01	Search before creating On Google Search or Maps, search your business name and city. If an existing unclaimed profile appears, follow "Claim this business"; do not duplicate it.
02	Start a new one only if needed Visit business.google.com/add (typed in your browser). Select "Add your business to Google," supply actual company details, then follow verification steps Google offers.
03	Select the correct business type If you travel to clients and do not receive them at your address, use a service-area business and hide the address; do not list an unstaffed virtual office.
04	Complete verification Use the available method shown by Google. Approval may take time, and some account actions are limited until verification finishes.

B. Make it useful to nearby customers

Business information: While signed into the profile manager, use **Edit profile** to confirm your actual name, best-fit category, accurate service areas (cities or ZIP codes), hours, phone and website. Do not add keywords to the business name.

Real project photography: On your Business Profile, open **Photos > Add photos**. Upload bright, genuine job photos with permission. Avoid heavy filters, false before/after or confidential site details.

Useful update: If the Posts feature is available, use **Posts > Add post > Update**. Share one recent completed job or seasonal service explanation and an accurate call to action.

C. Ask for genuine reviews - step by step

1. Sign into your Google Business Profile. 2. Select **Read reviews > Get more reviews**. 3. Copy the review link. 4. Send the link to customers after real work.

COPY / EDIT	Review request text "Hi [Name], thank you for trusting [Company] with [project]. If you have a moment, an honest Google review about your experience helps other customers understand what we do. Here is the link: [review link]. Thank you!"
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Avoid review manipulation Never buy reviews, offer rewards in exchange for reviews, gate requests to only happy customers, or pressure someone to leave a positive rating.

Official Google instructions: support.google.com/business/answer/2911778 | [/9157481](#) | [/6103862](#) | [/16816815](#) | [/7342169](#)

FACEBOOK WALKTHROUGH / CONTENT YOU CAN REUSE

Schedule posts instead of scrambling

Use a Facebook business Page and Meta Business Suite, not your personal profile. Page access and menu labels may vary.

Schedule three Page posts in one sitting

01	Open your business Page Switch into the Page you manage. Open Meta Business Suite from the Page, or visit business.facebook.com and select the correct business.
02	Create a useful post Select Create post. Choose the Facebook Page, add one short message, a legitimate photograph or video, and a single next action.
03	Schedule at an appropriate time Open Scheduling options, enable the date/time setting (often "Set date and time"), choose an available future date, then select Schedule.
04	Confirm it is there Open Planner or Content > Scheduled. Check post, account, media and date. Adjust or remove anything no longer accurate.

Three posts to customize this month

POST 1	Proof of work "The issue: [customer problem]. Our approach: [short factual scope]. The outcome: [actual result]. We handle [service] in [real coverage area]. Planning a similar project? Message us with [information needed]."
POST 2	Teach a buyer "Before booking [type of project], check these three things: 1) [site condition], 2) [access / materials], 3) [timing or permits]. These details help us give a clearer estimate. Questions? Contact [company]."
POST 3	Direct next step "Scheduling [service] consultations for [real service area]. If your project involves [good-fit scenario], send [location, brief description, optional photos] and we will explain next steps."

One photo rule Use only real work you own or have permission to share. Do not claim a job, credential, result or guarantee you cannot substantiate.

Meta Business Suite generally offers free Page scheduling; availability, permitted time ranges and UI labels can change. Check your own Planner before relying on an unattended campaign.

GOOGLE SHEETS WALKTHROUGH / NO CRM REQUIRED

Know which marketing brings jobs

A simple spreadsheet is enough to test whether visitors and inquiries become real estimates and approved work.

Create your free lead tracker

01	Create a spreadsheet Open sheets.google.com, sign in, choose Blank (+), then rename it "Contractor Lead Tracker".
02	Add the header row Enter these headers in row 1: Date Source Project Qualified? Estimate \$ Approved? Approved \$ Follow-up date.
03	Log one inquiry per row Use a consistent Source such as Google, Facebook, Referral, Website, Yard Sign, or Other. Mark Qualified? Yes only when work and location fit.
04	Track stages separately Do not mark a silent prospect "Lost." Record an estimate amount when issued and an approved amount only after genuine approval.
05	Add totals In a blank summary area, use the four formulas shown below. Review each week and correct inconsistent Yes/No entries.

Example rows (fictional amounts)

DATE	SOURCE	PROJECT	FIT?	EST.	APPROVED?	APPROVED \$
10/03	Google	Gate repair	Yes	\$850	Yes	\$850
10/05	Facebook	Kitchen painting	No	-	No	-
10/08	Referral	Roof inspection	Yes	\$2,800	No	-

Copy these formulas into a blank part of the sheet

QUESTION	GOOGLE SHEETS FORMULA
Total leads	=COUNTA(A2:A)
Qualified leads	=COUNTIF(D2:D,"Yes")
Approved jobs	=COUNTIF(F2:F,"Yes")
Approved revenue	=SUM(G2:G)

For a practical ad comparison, record your total actual ad spend separately. For each source, compare qualified leads, approved jobs and approved revenue - not only clicks. Check that "Approved \$" contains numeric currency values, not text with dollar signs typed into cells.

Keep customer details private and never share this lead tracker publicly. Google Sheets setup: support.google.com/docs/answer/6000292.

PRINTABLE WORKSHEET / MONTH-END DECISIONS

Your 30-day marketing scorecard

Review real business outcomes, then decide which one channel deserves another month.

METRIC	START OF MONTH	END OF MONTH
Inquiries received	_____	_____
Qualified inquiries	_____	_____
Estimates issued	_____	_____
Jobs approved	_____	_____
Approved revenue	_____	_____
Marketing / ad spend	_____	_____

Marketing channel review

CHANNEL	QUALIFIED LEADS	APPROVED JOBS	SPEND
Google / Maps	_____	_____	_____
Facebook / Instagram	_____	_____	_____
Customer referrals	_____	_____	_____
Other	_____	_____	_____

The three questions that determine next month

1. What produced the best-fit inquiries? _____
2. Where did inquiries stall? Contact response / qualification / estimate / follow-up / capacity
3. What ONE system will we improve first? _____

Repeat / Improve / Stop Repeat: the channel producing qualified jobs at sensible cost. Improve: the stage losing customers. Stop: activity that consumes time without a realistic path to revenue.

Next month: three achievable commitments

[] Publish one helpful service page. [] Share one real project each week. [] Review and respond to inquiries weekly.

General educational guidance with a U.S. focus for Google Business Profile. Advertising, licensing, endorsement and privacy rules vary by location. No marketing result is guaranteed. Keep this guide for monthly reference.