

FUELING GROWTH

Strategic Marketing Checklist for Your Busy Season

Get Ready for Your Busiest Season Yet

Preparing your business for the busy season takes more than just stocking trucks and scheduling routes — it requires a proactive marketing strategy. This checklist is designed to help you cover every angle: what you and your team should focus on, and how Coalmarch will support you with the tools, campaigns, and expertise to drive growth. Use it as your roadmap to attract new customers, keep loyal ones coming back, and make the most of your marketing investment when demand is at its peak.



WEBSITE & ONLINE PRESENCE

Coalmarch Marketing

- ☐ Update website content and pages based on any business changes (services, promos, branding).
- ☐ Optimize for seasonal keywords and ensure technical SEO and metadata are current.
- ☐ Enhance landing pages with strong calls-to-action (forms, click-to-call, booking).
- ☐ Ensure the site is fast, mobile-friendly, and conversion-ready.

Your Responsibility

- ☐ Review seasonal promotions, service priorities, and messaging to share with Coalmarch.
- ☐ Flag any new services or service area expansions that need to be reflected online.
- ☐ Test online booking, phone numbers, and chat to ensure smooth customer experience - update processes where necessary.



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CREATIVE & PRINT DESIGN

Coalmarch Marketing

- ☐ Create polished, on-brand materials that present a consistent, professional image at every customer touchpoint - you name it, we can design it!
- ☐ Integrated Design Strategy: Ensure collateral mirrors digital ads and website updates so customers see consistent branding at every touchpoint.

Your Responsibility

- ☐ Inventory current print materials (door hangers, brochures, yard signs, business cards).
- ☐ Approve creative direction for new pieces before busy season.
- ☐ Ensure team has branded materials for customer touchpoints - both in the office and out in the field



PAID DIGITAL ADVERTISING

Coalmarch Marketing

- ☐ Build and audit Google Ads and Local Services by Google campaigns to ensure we're prepped and ready for busy season
- ☐ Test ad copy and formats to maximize lead generation.
- ☐ Geo-target campaigns to priority service areas based on growth targets
- ☐ Utilize historical data to identify areas for additional landing pages to aid in conversion

Your Responsibility

- ☐ Define seasonal service priorities for 2026 to ensure campaign alignment
- ☐ Share budget expectations and cost per lead goals with Coalmarch.
- ☐ Confirm target service areas for growth.



BRANDING & MESSAGING

Coalmarch Marketing

- ☐ Refresh brand messaging across campaigns and creative assets.
- ☐ Ensure design and messaging reinforce a consistent brand identity.
- ☐ Leverage years in business or key milestones to build trust.

Your Responsibility

- ☐ Confirm uniforms, trucks, and signage reflect current branding.
- ☐ Share differentiators and seasonal value propositions with team
- ☐ Approve brand and promo messaging in advance.
- ☐ Plan community involvement — events, charities, or causes — to show your values beyond services.



REVIEWS & REPUTATION MANAGEMENT

Coalmarch Marketing

- ☐ Respond to reviews with professional, brand-consistent messaging.
- ☐ Strategize where to generate reviews
- ☐ Leverage reviews on the website to build trust and generate leads.

Your Responsibility

- ☐ Train or retrain techs and office staff to request reviews at key touchpoints.
- ☐ Monitor and share feedback trends with Coalmarch.
- ☐ Evaluate review generation and employee engagement software like Applause!



DATA & TARGETING

Coalmarch Marketing

- ☐ Use marketing data and ad insights to fine-tune targeting.
- ☐ Allocate budget strategically to high-opportunity zip codes.
- ☐ Update reporting dashboards to track leads year over year.

Your Responsibility

- ☐ Provide insights into top service areas, customer types, and past busy-season demand
- ☐ Share internal sales/service data that can guide campaigns.
- ☐ Align on seasonal growth goals.



SEASONAL PROMOTIONS & OFFERS

Coalmarch Marketing

- ☐ Build new promotions into ad campaigns and landing pages.
- ☐ Highlight offers in creative assets.
- ☐ Monitor promo performance and optimize mid-season.

Your Responsibility

- ☐ Decide on promotions or bundles (e.g., mosquito + tick package).
- ☐ Outline pricing strategies and discounts early.
- ☐ Train team to upsell/cross-sell seasonal offers.





CUSTOMER RETENTION & UPSELL STRATEGY

Coalmarch Marketing

- ☐ Highlight bundled services or ongoing plans in website content and ad messaging.
- ☐ Design branded leave-behinds (service checklists, referral cards, next-visit reminders) that help technicians support retention in the field.

Your Responsibility

- ☐ Identify customers eligible for additional services.
- ☐ Train technicians to mention seasonal add-ons during visits.
- ☐ Send newsletters or updates to reinforce value.



CALL HANDLING & LEAD MANAGEMENT

Coalmarch Marketing

- ☐ Set up or audit call tracking numbers tied to campaigns.
- ☐ Review calls to identify lead quality and areas for content or ad optimization
- ☐ Advise on best practices for lead handling and conversion.

Your Responsibility

- ☐ Audit call handling process (response times, scripts, staffing).
- ☐ Train team to convert seasonal leads quickly and consistently.
- ☐ Ensure voicemail/after-hours response systems are in place.

FUEL YOUR GROWTH This Busy Season and Beyond

At Coalmarch, we know that preparing for the busy season isn't just about checking boxes — it's about building a partnership that drives lasting growth.

By combining your team's expertise in the field with our proven marketing strategies and industry knowledge, we'll help you capture more leads, build your reputation, and stay ahead of the competition.



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Ready to make this your best season yet?
Call 919-439-6066 to get started.