SMALL BATCH AGENCY

12-MONTH MARKETING ROADMAP

Residential Painting Company

Prepared for the team. What we'd do — and in what order — over the next 12 months, based on what the audit turned up.

HOW TO READ THIS

One arc, four quarters, one clear next move

Q1 fixes the plumbing. Q2 turns on demand. Q3 scales what's working. Q4 locks in retention and referrals. Each quarter has its own theme, its own success measures, and its own set of initiatives.

FOUNDATION

Q1 · Fix what's leaking

Mobile speed, listings and NAP, review generation, GBP Posts. Nothing else works without these.

VISIBILITY

Q2 · Show up where the neighbors search

AEO-friendly service pages, Google Ads rebuild, ranked tracking, monthly email cadence.

SCALE

Q3 · Double down on what's working

Paid social awareness, service landing pages, case-study content, live attribution.

RETENTION

Q4 · Keep the customers we won

Referral program, reactivation, community and networking, Year-2 roadmap.

The bet: Residential Painting Company has strong bones — an active GBP, a 5.0 rating, real reviews, and a lead-handling process most local competitors don't have. The audit shows we're losing to visibility, not to skill. This plan fixes visibility, then compounds it.

THE 12-MONTH ARC

Four quarters, four themes

One clear theme per quarter — the single thing that moves the business that quarter. Later quarters build on earlier ones.

Q1 · MONTHS 1-3

FOUNDATION

Fix what's leaking

- Mobile page speed
- Listings + NAP
- Review generation
- GBP Posts

Q2 · MONTHS 4-6

VISIBILITY

Show up where the neighbors search

- AEO content
- Google Ads optimization
- Local rank climbing
- Email cadence

Q3 · MONTHS 7-9

SCALE

Double down on what's working

- Paid social awareness
- Landing pages
- Content compounding
- Attribution

Q4 · MONTHS 10-12

RETENTION

Keep the customers we won

- Referral program
- Reactivation
- Community + networking
- Y2 plan

Q1 · MONTHS 1-3

FOUNDATION

Fix what's leaking

OBJECTIVE

Turn existing traffic into measured, captured leads — and stop losing local-pack visibility to citation errors.

WHAT SUCCESS LOOKS LIKE

- Mobile page load under 3 seconds
- NAP consistent on the top 25 directories
- 12+ new Google reviews
- GBP Posts publishing weekly

WHAT	HOW	OWNER
Website speed rebuild	Compress the photo gallery, lazy-load images, and re-test mobile Core Web Vitals.	**SBA + Client Dev**
Listings + NAP citation cleanup	Push a consistent NAP feed through a Data Axle / Yext-style aggregator, then verify the top 25.	**SBA**
Review generation flow	Post-job text with a Google review link. Automate through the CRM.	**SBA + Client**
GBP Posts cadence	One post per week — photos of recent jobs, seasonal offers.	**SBA**
Baseline every KPI	GA4, GBP insights, review counts, page speed — all logged.	**SBA**

Q2 · MONTHS 4-6

VISIBILITY

Show up where the neighbors search

OBJECTIVE

Move from invisible (10+ rank) to top-10 for 'Painter near me' and adjacent service queries.

WHAT SUCCESS LOOKS LIKE

- Ranking in top 10 for 3+ target keywords
- Cost per lead trending down 15%+
- One published FAQ / service page per month
- Monthly email launched and consistent

WHAT	HOW	OWNER
AEO-friendly service pages	One page per service — Interior, Exterior, Cabinets, Commercial — answer-first, LocalBusiness + Service schema.	SBA
Google Ads audit + rebuild	Restructure existing campaigns, tighten geotargeting to the metro, negative-keyword sweep.	SBA
Local rank tracker	Weekly grid check for 5 target keywords. Report monthly.	SBA
Monthly email program	One 'Recently Painted' or seasonal-tip email per month to existing list.	SBA
Meta Pixel install	So we can turn on retargeting in Q3.	SBA

Q3 · MONTHS 7-9

SCALE

Double down on what's working

OBJECTIVE

Efficient growth on proven channels; new bets (paid social, landing pages) tested with tracked conversions.

WHAT SUCCESS LOOKS LIKE

- Establish CPL baseline
- Organic sessions +15%
- Meta awareness campaign live and measured
- Attribution dashboard reporting live

WHAT	HOW	OWNER
Meta awareness campaign	Photo-driven ads targeting local homeowners — video walkthroughs, before / after.	SBA
Service landing pages	Interior-paint and cabinet-refinish pages with dedicated CTAs and paid traffic.	SBA
Content compounding	Blog / video cadence — case studies, seasonal painting guides.	SBA + Client
Attribution dashboard	Which channels are driving which jobs, and at what cost.	SBA
Case studies × 3	Written and photographed pieces on standout projects for the site + ads.	SBA

Q4 · MONTHS 10-12

RETENTION

Keep the customers we won

OBJECTIVE

Grow lifetime value and referrals; lock in a repeatable operating rhythm heading into Year 2.

WHAT SUCCESS LOOKS LIKE

- Referral program live and generating leads
- Reactivation campaign to past customers
- Community sponsorships or events lined up
- Year-1 review + Year-2 roadmap delivered

WHAT	HOW	OWNER
Referral program launch	Structured — post-job ask, incentive, tracking. Existing customers are your fastest lever.	**SBA + Client**
Past-customer reactivation	Seasonal email to prior customers: 'Ready for the exterior refresh?'	**SBA + Client**
Community + networking	One local sponsorship (home show, chamber, HOA newsletter) + BNI-style networking.	**Client**
Case-study library	Ongoing — every notable job gets photographed and written up.	**SBA + Client**
Year-1 review + Y2 roadmap	Same audit cadence, quantified this time.	**SBA**

MONTH BY MONTH

Activities calendar

The 12-month plan, broken down into what actually happens each month. Every row is a quarter; every card is a month with the specific work.

Q1 FOUNDATION Months 1-3	**Month 1** KICKOFF • Website speed audit + start mobile compression fixes • NAP audit across the top 25 directories • Baseline GA4 events (form, phone, email clicks) • Draft review-request flow + install in CRM	**Month 2** SHIP FIXES • Deploy mobile speed fixes; re-test Core Web Vitals • Push NAP corrections through data aggregator • Turn on review-request automation (post-job) • First GBP Post published; cadence starts	**Month 3** VERIFY + REPORT • Confirm NAP corrections propagating • First 5-10 new Google reviews landing • Weekly GBP Posts + monthly performance report • Q1 review + Q2 kickoff planning session
Q2 VISIBILITY Months 4-6	**Month 4** OPEN THE LANES • Google Ads restructure + geotargeting tightened • Meta Pixel installed (for Q3 retargeting) • First AEO service page live: Interior Painting	**Month 5** CONTENT IN MOTION • Second AEO service page: Exterior Painting • First monthly email to existing list • Local rank tracker baselined for 5 keywords • Google Ads first optimization pass	**Month 6** COMPOUND + REPORT • Third AEO service page: Cabinets • Email #2 (seasonal painting tips) • Rank movement reviewed against baseline • Q2 review + Q3 kickoff planning session
Q3 SCALE Months 7-9	**Month 7** TURN ON PAID SOCIAL • Meta awareness campaign launched (photo-driven) • First service landing page: Interior + CTA • Case study #1 photographed + written • Email #3 (before / after showcase)	**Month 8** ITERATE + EXPAND • Meta campaign creative iteration • Second landing page: Cabinet Refinishing • Case study #2 + first blog post • Email #4 (case study highlight)	**Month 9** ATTRIBUTION + REPORT • Attribution dashboard live • Case study #3 + second blog post • Email #5 (fall exterior push) • Q3 review + Q4 kickoff planning session
Q4 RETENTION Months 10-12	**Month 10** DESIGN REFERRALS • Referral program design + tracking set up • Community sponsorship / event scouted • Email #6 (referral program announcement) • Case-study library organized on site	**Month 11** ACTIVATE THE BASE • Referral program live + first referrals tracked • Reactivation campaign to past customers • First community sponsorship or networking event • Email #7 (past-customer reactivation)	**Month 12** CLOSE THE YEAR • Year-1 performance review presentation • Year-2 roadmap kickoff • Email #8 (holiday / year-end) • Numbers + case studies compiled for Y2

ALWAYS-ON RHYTHM

The work that never stops

Separate from the quarterly initiatives, this is the recurring rhythm that runs every week, every month, every quarter — for all 12 months.

EVERY WEEK

- 2 × social media posts (Facebook + Instagram)
- 1 × Google Business Profile Post (photo of recent work, offer, or tip)
- Text the Google-review link to every completed customer
- Monitor + reply to new Google reviews within 24 hrs
- Job photos from the field pulled into a shared folder
- Google Ads pacing + negative-keyword sweep
- Flag any exceptional jobs for case-study consideration

EVERY MONTH

- 1 × email to the customer list (seasonal tip, case study, or offer)
- Written performance report + 60-min strategy call
- Local rank check on target keywords
- GBP insights review + Post calendar for next month
- Approve next month's content + email calendar
- One before/after photo pair captured for the site + social

EVERY QUARTER

- Full performance review + roadmap adjust
- Ad creative refresh (new photos, new messaging)
- Website + SEO health audit
- One written case study published on the site + social
- One local networking event attended (BNI, Chamber, HBA)
- One community activity — home show, sponsorship, HOA newsletter
- Structured referral ask to past customers

MEASURES OF SUCCESS

How we'll know it's working

Every quarter is judged against these numbers — reviewed in our monthly report and re-set every 90 days.

METRIC	Q1	Q2	Q3	Q4
Local pack rank ('Painter near me')	10+	Top 15	Top 10	Top 5
Google reviews (total)	10 → 30	50	75	100+
Mobile page load	< 3s	< 2s	< 2s	< 2s
NAP-accurate directories	25 / 25	25	25	25
Website leads / month	Baseline	+25%	+50%	+75%
Cost per lead (paid)	Set	-15%	-25%	-30%
Referral leads / month	—	—	Track	+10/mo

SMALL BATCH
AGENCY

LET'S GO BUILD IT

Ready to start with Q1?

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