One page marketing plan: home improvement and trades

Fill it in, review it monthly

YOUR GOAL FOR THE NEXT 90 DAYS

1. What to fill

Services to fill	Why it matters	Target per month
Service 1		
Service 2		
Service 3		

2. Where enquiries will come from

Channel	What you will do	Monthly budget
Google Ads (people searching)		
Meta Ads (finished projects, retargeting)		
Google Business Profile and reviews		
Landing page per service		

3. Track and follow up

Tracking

Calls and forms counted once. Booked work recorded. Who is responsible: _____

Follow up

Reply within: _____ minutes. Call task: _____ Reminder after ____ days.

4. The numbers to review each month

Number	Last month	This month	Action
Cost per quoted job and booked job			
Quote to booked rate			
Speed of first reply			
Return on ad spend			

Tip: Follow up every quote on a schedule: same day, day 3, day 7 and day 14.