

Your Q4 Marketing Roadmap

A simple guide to finish the year strong — without the stress.

Monthly Goal-Setting Prompts (Oct–Dec)

- What's your #1 business goal this month?
- Which audience or service should you focus on?
- What's one marketing task that must be completed?



Campaign Ideas for Construction, Trades & B2B

- "End-of-Year Project Showcase"
- "Client Gratitude" holiday social series
- "Year in Review" Infographic
- "Last Call" promotions before year end
- New Year, New Goals Sneak Peek
- Gift or referral thank-you campaign
- Countdown to the New Year
- Winter prep tips

Content Calendar Highlights

- Layout weekly themes to guide your posts
- Add built-in slots for videos, team features & testimonials
- Make your prompts easy for each platform (social, email, website)
- Include seasonal tie-ins like holidays or industry events
- Batch create graphics to save time
- Schedule posts in advance
- Plan ahead

**SUCCESSFUL
4th QUARTER
AHEAD**

Q4 Wrap-Up Checklist

- Audit your website & Google Business Profile for any necessary updates/edits
- Review campaign performance for highs, lows, and any patterns
- Send client appreciation notes or gifts
- Finalize your Q1 marketing plan