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Summer Marketing Planner

From the Marketing That Actually Works Podcast • Episode 22 Resource

Don't let a busy summer build a revenue cliff in the fall.

This planner gives you a month-by-month checklist from June through September. It covers what to publish, when to send your pre-sell campaigns, and how to keep your pipeline full without taking time away from field work.

Why it matters: Companies that pause marketing during busy season pay 30-50% more per lead to restart in the fall. Every time you stop and start again, you're rebuilding momentum you already had.

HOW TO USE THIS PLANNER

Work through one month at a time. Check off tasks as you complete them. Most items take 15 minutes or less. The pre-sell campaigns in August are the highest-impact items in the entire planner, so don't skip those.

BEFORE YOU START: THE SUMMER MARKETING TRAP

Read this once so you understand why this planner exists. Then move to the monthly checklists.

Every year, the same cycle plays out. A pest control company invests in marketing during the slow months. Leads come in. Trucks get full. The operator says, "We're too busy for marketing right now, let's pause it."

Then September hits. Phones slow down. The same operator scrambles to restart everything. But Google Ads lost their optimization data. SEO momentum stalled. The email list went cold. Social media went silent. It costs more to get back to where they were than it would have cost to maintain.

The real cost: Restarting a paused Google Ads campaign typically costs 30-50% more per lead during the ramp-up period. Google has to relearn your account, your quality scores dropped, and your competitors who kept running never gave up their position.

The mindset shift: Summer is not the off-season for marketing. It is the off-season for your competitors' marketing. That means less competition for attention, lower ad costs, and more visibility for the companies that stay active.

JUNE — Peak season content and system setup

June is about riding the wave. Pest activity is at its highest, which means search volume is too. Publish content that matches what homeowners are searching for right now, and set up the automated systems that will run all summer.

CONTENT (BLOG + SOCIAL)

☐ **Publish blog post: seasonal pest topic #1**

Example titles: 'Why Are There So Many Ants in My Kitchen This Summer?' or 'Mosquito Prevention: What Actually Works in [Your City].' Target a pest that's active now in your market.

☐ **Publish blog post: seasonal pest topic #2**

Second pest topic for the month. Different pest than #1.

Example: tick prevention, wasp nest removal, or flea treatment for homes with pets.

☐ **Post 2x per week on social media**

Break each blog post into 3-4 social pieces: a pest photo from the field, a quick tip, a short video, a before/after. Two posts per week keeps you visible without being overwhelming.

☐ **Post at least 1 field photo or video per week**

Have a tech snap a photo of a treated property, a wasp nest removal, or a heavy ant trail. Real content from real jobs outperforms stock photos.

GOOGLE BUSINESS PROFILE

☐ **Post 1 update per week to your Google Business Profile**

A photo from a recent job plus one sentence: 'Just completed a mosquito treatment in [neighborhood].' Takes 5 minutes. Google rewards active profiles with better map pack visibility.

☐ **Verify hours and contact info are current**

If summer hours change, update them now. Incorrect hours cost you calls.

AUTOMATION SETUP

☐ **Set up automated review request texts (if not already running)**

If you haven't built this system yet, go back to Episode 16. Automated text messages after every completed service asking for a Google review. This runs all summer without any manual effort.

☐ **Build a lead nurture email drip sequence**

5 emails over 4-6 weeks for new leads who don't book on first contact.

Email 1: thanks for your inquiry.

Email 2: common pest questions.

Email 3: why ongoing plans save money.

Email 4: customer testimonial.

Email 5: limited-time offer or scheduling reminder.

Time investment: Once the automation is set up, June's ongoing tasks are about 2-3 hours per week. Two social posts, one GBP update, and one blog post every two weeks.

JULY — Content consistency and early fall planning

July is the month most operators start to slip. Trucks are full, callbacks are stacking up, and marketing feels optional. It isn't. This is the month your consistency pays off the most, because half your competitors have already gone quiet.

CONTENT (BLOG + SOCIAL)

☐ **Publish blog post: seasonal pest topic #3**

Continue matching active pests. July is strong for: mosquito control, fire ants, yellowjackets and wasps, carpenter ants. Pick what's most relevant to your market.

☐ **Publish blog post: 'One-Time Treatment vs. Quarterly Plan**

*This is your upsell content. Homeowners are dealing with pests right now, so they're most receptive to understanding why ongoing service makes more sense. Position your recurring plan as the smart choice.

☐ **Maintain 2x per week social posting**

Reuse the formula from June: field photos, quick tips, short videos, before/after. Consistency matters more than creativity here.

☐ **Film 1-2 short videos from the field**

A tech explaining what they're treating, a 30-second tip about pest prevention, or a before/after walk-through. Phone quality is fine. Post to social, Google Business Profile, and save for later repurposing.

GOOGLE BUSINESS PROFILE

☐ **Continue 1 post per week**

Same formula: job photo + one sentence. If you filmed videos this month, post one to GBP as well.

☐ **Respond to all new reviews within 48 hours**

Both positive and negative. Google and potential customers both notice response patterns.

EARLY FALL PLANNING

☐ **Identify your fall/winter services**

Rodent exclusion, wildlife prevention, spider treatments, stink bug control, and overwintering pest services. List the specific services you want to push starting in September.

☐ **Draft your fall pre-sell email campaign**

You'll send this in August, but draft it now while you have a clear head. Subject line idea: 'Rodent Season Is Coming. Here's How to Stay Ahead of It.' Include what the service covers, pricing or discount, and a booking link.

Fall services to pre-sell: _____

Early booking discount (if any): _____

Email send date target: _____

Why plan now: August will be busy. If you wait until August to plan the fall pre-sell campaign, it won't happen. Draft it in July, schedule it in August, and let it work.

AUGUST — Pre-sell campaigns and renewal outreach

August is the most important marketing month in this planner. The content you publish now and the emails you send this month directly determine whether September and October feel busy or painfully slow. This is where you build the bridge.

CONTENT (BLOG + SOCIAL)

☐ **Publish blog post: fall pest prevention**

Example: 'Why Rodents Invade Homes in the Fall and How to Prevent It' or 'Three Signs You'll Have a Wildlife Problem This Winter.' Educate before the problem starts so customers call you first.

☐ **Publish blog post: seasonal pest topic #4**

One more active-pest post for the tail end of summer. Late-summer mosquitoes, wasps, or whatever is peaking in your area.

☐ **Maintain 2x per week social posting**

☐ **Share fall prevention tips on social media**

Start mixing fall content into your summer posts. A quick tip about sealing entry points, a photo of a rodent exclusion job, or a short video about what to look for. This primes your audience before the email campaign lands.

PRE-SELL CAMPAIGN (HIGHEST PRIORITY)

This is the highest-ROI item in the planner. One client sent this type of email in August and booked 40 fall rodent exclusion jobs in three weeks. Revenue that would have been chased in October and November, locked in before summer ended.

☐ **Send fall pre-sell email #1 to your customer list**

This is the email you drafted in July. Send it to existing customers first. They already trust you. Include: brief explanation of the fall pest problem, what your prevention service includes, early booking discount (if offered), and a direct booking link or phone number.

☐ **Send fall pre-sell email #2 (reminder) one week later**

A shorter follow-up to anyone who didn't open or click the first email. Subject line: 'Last chance for early booking: fall rodent prevention.' Keep it brief.

☐ **Post the fall pre-sell offer on Google Business Profile**

Mirror the email offer as a GBP post. This reaches people who are searching for you but aren't on your email list.

RENEWAL OUTREACH

☐ **Pull a list of contracts expiring in September, October, and November**

If you use a CRM, filter by renewal date. If you use spreadsheets, sort by contract end date. Either way, get the list now.

☐ **Send 60-day renewal reminders**

For contracts expiring in October, the 60-day reminder goes out in August. Keep it simple: 'Your plan renews on [date]. Here's what's included and how to continue.'

☐ **Schedule 30-day and 14-day renewal reminders**

Set these up now so they go out automatically in September. Three touchpoints (60, 30, 14 days) significantly increase renewal rates compared to a single notice.

Automation tip: If you're on HubSpot, set up a workflow triggered by renewal date. If you're using Mailchimp or another email tool, schedule the three emails manually based on the list you pulled. The key is that the reminders are scheduled, not dependent on someone remembering.

GOOGLE ADS (IF RUNNING)

☐ **Do NOT pause your Google Ads campaigns**

If you're tempted to cut ad spend because trucks are full, reduce the budget instead of pausing entirely. Dropping from \$3,000 to \$1,500 per month maintains campaign learning. Pausing and restarting costs you 30-50% more per lead during the ramp-up.

☐ **Start shifting some ad budget toward fall keywords**

Add or increase bids on: rodent control [city], mouse exterminator [city], wildlife removal [city], spider treatment [city]. These will pick up search volume in September.

SEPTEMBER — Transition and pipeline protection

If you followed August's checklist, September should feel different than it usually does. The pre-sell jobs are on the calendar. Renewals are in motion. Now it's about maintaining the transition smoothly.

CONTENT (BLOG + SOCIAL)

☐ **Publish blog post: fall pest topic #1**

Fully transition to fall content. Rodents, spiders, stink bugs, overwintering pests, wildlife. These are now the high-search-volume terms.

☐ **Publish blog post: fall pest topic #2**

Second fall pest post. Different pest or angle than #1. Example: 'How to Tell If Mice Have Already Gotten Into Your Attic.'

☐ **Maintain 2x per week social posting**

All fall content now. Field photos of rodent exclusion work, wildlife jobs, spider treatments. Show the work you're doing so homeowners recognize the need.

GOOGLE BUSINESS PROFILE

☐ **Continue 1 post per week**

Shift to fall content. Job photos from rodent work, wildlife exclusion, fall prevention tips.

☐ **Update your service descriptions if seasonal services are now active**

If you offer seasonal rodent exclusion or wildlife packages, make sure they're visible on your GBP listing.

EMAIL

☐ **Send 30-day renewal reminders for October contracts**

☐ **Send 14-day renewal reminders for September contracts**

☐ **Send a fall newsletter to your full list**

Not a hard sell. A seasonal update: what pests to watch for, how to prepare their home, and a mention that you're booking fall services. Soft CTA to schedule an inspection.

REVIEW + ADJUST

☐ **Check your Google Ads performance from the summer**

Compare cost per lead in June-August to the same period last year (if applicable). Did maintaining campaigns through summer improve your numbers? Document the results.

☐ **Review your lead nurture drip sequence results**

How many leads entered the sequence? How many converted? If the conversion rate is below 10%, review the email copy and timing.

☐ **Plan Q4 marketing based on what worked**

You now have summer data. Use it to decide where to invest in October through December.

Summer cost per lead (average): _____

Leads from pre-sell campaign: _____

Renewal rate for expiring contracts: _____

Top-performing content piece: _____

The payoff: If you followed this planner, September should feel like a continuation of business, not a scramble to restart. That's the whole point. Consistent marketing doesn't just cost less. It produces a steadier, more predictable business.

BONUS: LEAD NURTURE DRIP SEQUENCE TEMPLATE

Use this framework for your automated email sequence. These go to new leads who contact you but don't book on the first interaction. Set it up once and let it run all summer.

EMAIL 1 — Send immediately after inquiry

Subject: Thanks for contacting [Company Name]

Purpose: Acknowledge their inquiry. Set expectations for response time. Include your phone number and a brief description of what happens next (inspection, estimate, etc.).

EMAIL 2 — Send 3 days later

Subject: Common pest questions for [City/Region] homeowners

Purpose: Provide value without selling. Answer 2-3 common questions about pests in your area. Position your company as knowledgeable and helpful. Soft CTA: 'If you're still dealing with [pest], we're here to help.'

EMAIL 3 — Send 7 days later

Subject: One-time spray vs. quarterly plan: which saves you more?

Purpose: Educate on the value of ongoing service. Explain why quarterly plans prevent recurring infestations and cost less per treatment over time. This is upsell content that pre-sells before the conversation happens.

EMAIL 4 — Send 14 days later

Subject: Here's what [Customer Name] said about working with us

Purpose: Social proof. Share a real customer testimonial or short case study. Focus on the problem they had, what you did, and the result. Include a photo if possible. CTA: 'Ready for the same results? Schedule your inspection.'

EMAIL 5 — Send 21 days later

Subject: Still dealing with pests? Let's take care of it this week.

Purpose: Direct ask. Acknowledge that it's been a few weeks. Offer a limited-time incentive if appropriate (10% off first service, free inspection, waived setup fee). Make booking easy: phone number, online scheduling link, or reply-to-book. This is the conversion email.

Key principle: Each email should stand on its own. Not every lead will open every message. Make sure each one has enough context that a reader who missed the previous emails still understands the value.

QUICK REFERENCE: SUMMER CONTENT IDEAS BY PEST

Use this list when you need a blog post or social media topic. Pick the pests active in your market and match them to the month.

June - July (Peak Summer)

☐ **Ants: kitchen ants, carpenter ants, fire ants**

Blog angle: 'Why Ants Keep Coming Back After You Spray' or 'Carpenter Ants vs. Regular Ants: How to Tell the Difference'

☐ **Mosquitoes: yard treatment, standing water, prevention**

Blog angle: 'Mosquito Prevention That Actually Works in [Your City]' or 'Why Your Backyard Has More Mosquitoes Than Your Neighbor's'

☐ **Ticks: yard treatment, Lyme disease awareness, pet safety**

Blog angle: 'Tick Season in [Your Area]: What Every Homeowner Should Know'

☐ **Wasps and yellowjackets: nest removal, prevention, identification**

Blog angle: 'Found a Wasp Nest? Here's What to Do (and What Not to Do)'

☐ **Fleas: home treatment, pet connection, yard treatment**

Blog angle: 'Fleas in Your Home? It's Not Just a Pet Problem'

August - September (Late Summer / Transition)

☐ **Rodents: fall entry prevention, exclusion, signs of activity**

Blog angle: 'Why Rodents Invade Homes in the Fall and How to Prevent It'

☐ **Spiders: indoor migration, identification, treatment**

Blog angle: 'Why Spiders Move Indoors in the Fall (And How to Stop Them)'

☐ **Stink bugs: overwintering behavior, entry points, prevention**

Blog angle: 'Stink Bugs Clustering on Your Home? Here's What's Happening'

☐ **Wildlife: squirrels, raccoons, bats seeking shelter**

Blog angle: 'Three Signs You'll Have a Wildlife Problem This Winter'

☐ **Late-season mosquitoes and wasps: final push content**

Blog angle: 'Mosquito Season Isn't Over Yet: What to Do in Late Summer'

Repurposing formula: Each blog post becomes 3-4 social media pieces. One pest photo from the field. One short tip as a text graphic. One before/after from a treatment. One short video clip of a tech explaining the problem. That's a full week of social content from one article.

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