Our 2027 marketing plan, on one page

Everything from the last 22 doors, in the order you'll be asked about it. Fill it in, stick it on the wall, bring it to the January call.

THREE Q1 GOALS (DOOR 1): NUMBER + DATE

GOAL 1	GOAL 2	GOAL 3

WHO WE SERVE (CUSTOMER, AREA, JOB TYPE)

WHAT WE ARE KNOWN FOR (ONE SENTENCE A CUSTOMER WOULD SAY)

WHERE THEY FIND US (TICK THE TWO OR THREE THAT MATTER)

- ☐ Google search (SEO)
- ☐ Google Ads
- ☐ Google Business Profile
- ☐ Meta (Facebook, Instagram)
- ☐ Referrals and word of mouth
- ☐ Email list
- ☐ Signage, vehicles, local print
- ☐ Other: _____

Q1 budget (Door 7), ex GST	
Website	
Ads: media + management	
Support and hosting	
Photos, print, other	
Q1 total	

#	Three marketing moves, February to March	Owner	Done by
1			
2			
3			

WHAT WE MEASURE MONTHLY (DOOR 21 DASHBOARD): THREE NUMBERS

1. _____
2. _____
3. _____

WHAT WE WILL STOP DOING (AND THE MONEY OR HOURS IT FREES)

Business: _____ Written by: _____ Date: _____ Review date: 1 April 2027

What good looks like: Harbour Electrical, Newcastle

A fictional two-van electrical business. Notice every box has a number, a date or a name in it, and nothing says "increase brand awareness".

THREE Q1 GOALS (DOOR 1): NUMBER + DATE

GOAL 1
22 booked jobs a month from the website by 31 March (now 14). Measured: form + call tracking.

GOAL 2
Cost per lead under $60 on Google Ads by 28 February (now $92). Measured: GA4 key events.

GOAL 3
30 new Google reviews by 31 March (from 61 to 91). Measured: Business Profile.

WHO WE SERVE (CUSTOMER, AREA, JOB TYPE)
Home owners and small landlords in Newcastle, Lake Macquarie and Maitland. Jobs: switchboard upgrades, EV chargers, fault finding, rental safety checks. Not big commercial, not new builds.

WHAT WE ARE KNOWN FOR (ONE SENTENCE A CUSTOMER WOULD SAY)
"They turn up when they say, quote before they start, and the quote is the bill." Licensed, 4.9 stars, same-week for faults.

WHERE THEY FIND US (TICK THE TWO OR THREE THAT MATTER)

- [x] Google search (SEO)
- [x] Google Ads
- [x] Google Business Profile
- [ ] Meta (Facebook, Instagram)
- [ ] Referrals and word of mouth
- [ ] Email list
- [ ] Signage, vehicles, local print
- [ ] Other: _____

Q1 budget (Door 7), ex GST	
Website: 3 new service pages	$2,200
Ads: media + management	$5,400
Support and hosting	$825
Photos, print, other	$1,100
Q1 total	**$9,525**

#	Three marketing moves, February to March	Owner	Done by
1	Rebuild EV charger, switchboard and safety-check pages with prices and photos	Sam (JOGO)	27 Feb
2	Google Ads: pause Performance Max, run search on 5 money services, suburbs only	Ming (JOGO)	9 Feb
3	Review SMS after every job (Door 11 script), tracked on a whiteboard	Dani (office)	1 Feb, ongoing

WHAT WE MEASURE MONTHLY (DOOR 21 DASHBOARD): THREE NUMBERS

1. Key events: form + phone taps
2. Cost per lead, Google Ads
3. Google review count

WHAT WE WILL STOP DOING (AND THE MONEY OR HOURS IT FREES)
Boosting Facebook posts ($300 a month, zero jobs traced). The "News" page nobody has updated since 2024. Emailing quotes for jobs under $150 instead of pricing them on the phone (about 3 hours a week).

Book the free January planning call. Bring this page.
Thirty minutes with Ming, and the page becomes a February start. Builds confirmed by 28 February get 10% off.

tidycal.com/ming/lets-jogo