

2026 redbox+ DUMPSTERS Marketing Plan

Monthly Marketing Updates will communicate any necessary changes to this schedule. Simply make any announced edits on this calendar.

	Q1												Q2												Q3												Q4															
	January				February				March				April				May				June				July				August				September				October				November				December							
WEEKS STARTING SUNDAY	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27
Sales Index	0.83				0.83				0.98				1.05				1.10				1.16				1.07				1.13				1.03				1.15				0.91				0.79							
Public Relations																																																				
SEO																																																				
Remarketing/Retargeting																																																				
Organic Facebook																																																				
Facebook Advertising																																																				
Organic Instagram																																																				
Instagram Advertising																																																				
Organic LinkedIn																																																				
LinkedIn Advertising																																																				
Cable Sports																																																				
YouTube TV																																																				
NARPM Conference																																																				
BFG Convention																																																				
Nicejob																																																				
Blue Book																																																				
Holidays	1/19 MLK Day				2/2 Groundhog Day				3/6 Employee Appreciation Day								5/25 Memorial Day				6/17 Waste Haulers Appreciation Week				7/4 Independence Day								9/7 Labor Day								11/11 Veterans Day				12/25 Christmas							
					2/16 Presidents Day				3/17 St. Patrick's Day				4/5 Easter								6/19 Juneteenth																11/26 Thanksgiving															

LOCAL ADVERTISING

WEEKS STARTING SUNDAY	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27
Contractor Outreach																																																				
Referral Partnerships																																																				
Guerilla Marketing																																																				
Networking																																																				
Local SEO																																																				
Online Reviews																																																				
PPC Advertising																																																				
Organic Social Media																																																				
Paid Social Media																																																				
Email Marketing																																																				
Brokers																																																				
3rd Party Lead Gen.																																																				
Community Involvement																																																				
Print & Other Leave Behinds																																																				

DAILY TASKS

Respond to any reviews you have received (good or bad).

Check social media pages for questions, comments, messages, and respond accordingly.

Conduct follow ups on leads/jobs via email/text/calls.

SUGGESTED LOCAL MARKETING TACTICS

1. CONTRACTOR OUTREACH

- Reaching out to new contractors in your territory.
- Following up with contractors that you have reached out to.

2. REFERRAL PARTNERSHIP

- Build connections with local businesses who may be potential customers, and develop mutually beneficial relationships.
- Be sure to ask how you can help them.
- Check-in with these partners regularly.

3. GUERILLA MARKETING

- Dropping a container at a high traffic area (e.g. vacant lot).
- redbox+ Roadshow-Driving through high potential areas.
- Parking a truck loaded with a container at home & building supply stores.
- Yard signs in high-traffic areas & intersections.

4. NETWORKING

- Join the Chamber of Commerce, BNI, and other networking groups.
- Following up with contractors that you have reached out to.

5. LOCAL SEO

- Work with our digital marketing vendor on SEO best practices (e.g. posting pictures on GBP).
- On all listings, make sure your business information is consistent & accurate.

6. ONLINE REVIEWS

- Ask customers for reviews on all jobs (in person, text, email).
- Reply to all reviews, both positive & negative.

7. PAY PER CLICK (PPC) ADVERTISING

- Set a Google Ads budget based on your business goals.
- Work with our digital marketing vendor to track & measure performance.
- Have monthly calls with our vendor to review & discuss performance.

8. ORGANIC SOCIAL MEDIA

- Join nationally provided local social posting programs for Facebook & LinkedIn.
- Make 1-3 posts a week on your social media pages.
- Connect with contractors and/or potential customers on LinkedIn.
- Join community groups on Facebook.
- Reply to comments and messages on your social media pages.

9. PAID SOCIAL MEDIA

- Pay to boost a post on Facebook once a quarter or more.
- Pay to have a sponsored post on Facebook, LinkedIn, or Instagram once a quarter.

10. EMAIL MARKETING

- Select and send out pre-made email templates in your CRM platform on a monthly basis.
- Follow up on any leads received by an email marketing campaign.

11. BROKERS

- Revisit your broker relationships quarterly & explore new ones.
- Quarterly broker visit or call to review performance.

12. 3RD PARTY LEAD GEN.

- Example: HometownDumpster
- Bluebook

13. COMMUNITY INVOLVEMENT

- Community clean ups.
- Donating a roll-off when a disaster happens.
- Donating a roll-off to families in need (i.e. house fire, flood, etc.).
- Donate a roll-off to a local college on move in and out day.

14. PRINT & OTHER LEAVE BEHINDS

- Leave branded premium items &/or print collateral with potential customers & referral partners to stay top of mind.
- Leave a supply of branded premium items or print collateral with referral partners to give to their customers. Replenish as needed.
- Door Hanger