



Get your industrial job shop growing in 2022! Marketing Plan Checklist

(For more detailed information and specifics on the checklist below please refer to our article [HERE](#))

Tradeshow / Virtual Show Lists & Plans

In-Person: _____

Virtual: _____

Regular Content Creation

Blog articles Social Media Posts

White Papers eBooks Case Studies

Other: _____

Video Creation, Posting, & Sharing

YouTUBE Channel: _____

Videos to create: _____

Email Campaigns / Regular Newsletters + Blog

Email newsletter content planning by month:

Jan: _____ Feb: _____ Mar: _____

Apr: _____ May: _____ June: _____

July: _____ Aug: _____ Sept: _____

Oct: _____ Nov: _____ Dec: _____

Social Media Channel Creation, Regular Posting, & Engagement

LinkedIN Twitter Facebook Instagram

Other: _____

Search Engine Marketing (SEM) / Pay Per Click (PPC) Ad Campaigns

Location(s) of PPC ads: _____



How will they be monitored & by whom: _____

Proper Lead Gathering, Nurturing, & Follow-Up

Where are leads coming from? _____

What will you do with them? _____

Website Conversion & Traffic Monitoring

Analytics setup/configured on your site

Where are your users coming from? _____

What is your bounce rate? _____

Search Engine Optimization (SEO) & Site Ranking

Site optimized for SEO

Where does your site rank against your competitors? _____

Google My Business listing: _____

Bing Local listing: _____

Sites your site links to: _____

Back links to your site: _____

Website Design and/or Re-Design + Content & Messaging

Date your website was last re-designed or refreshed: _____

Company message: _____



Lead capturing mechanism(s): _____

Items you would like on your site: _____

Items you feel should be removed from your site: _____

Security + Regular Automatic Website Backups & Maintenance

Current SSL certificate installed

Website security suite

Automatic backups

Updated platform & other critical updates

Webinar(s): _____

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