



Get your industrial manufacturing company growing in 2023! Marketing Plan Checklist

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

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: _____

Proper Lead Gathering, Nurturing, & Follow-Up

Where are leads coming from? _____

What will you do with them? _____

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

Location(s) of PPC ads: _____

How will they be monitored & by whom: _____

Website Conversion & Traffic Monitoring

Analytics setup/configured on your site

Where are your users coming from? _____



What is your bounce rate? _____

Social Media Channel Creation, Regular Posting, & Engagement

[LinkedIN](#) Twitter Facebook Instagram

Other: _____

Regular Content Creation

Blog articles Social Media Posts

White Papers eBooks Case Studies

Other: _____

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

Tradeshow Lists & Plans

In-Person: _____

Virtual: _____

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COMPETITOR ANALYSIS**

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Our easy-to-understand guide goes over strategies you can quickly incorporate into any plan or budget as well as walks you through the process of generating more qualified leads for your industrial manufacturing company.

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