



Charting your 2024 industrial marking path – get growing! Marketing Plan Checklist

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

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 & configured
 - Website security suite
 - Automatic backups
 - Updated platform & other critical updates

Tradeshow Lists & Plans

- In-Person: _____
- Virtual: _____

MEASURE YOUR ONLINE FOOTPRINT AGAINST YOUR COMPETITION

Interested in seeing a comprehensive outline of what your current digital marketing efforts are really doing for your company? We offer a free in-depth analysis of your company's online marketing to give you real and helpful insights into what your digital footprint is and what you can do to improve it. The report also comes with a full competitor analysis and a free expert consultation to review the report with you and answer any questions you may have about the information.

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FREE INDUSTRIAL MARKETING GUIDE

Need a bit of guidance to get started?
Grab a copy of our free comprehensive Industrial Job Shop Marketing Guide.

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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