



Manufacturing Marketing Checklist

Attract New Customers, Increase ROI, and
Maintain a Competitive Edge With Marketing

Digital Marketing for Manufacturers Is Key — How Do Your Efforts Stack Up?

Marketing for a manufacturing business is essential. It allows you to acquire and retain customers, supports your growth, drives your revenue, and helps you achieve success in a competitive industry.

But to crush it in digital marketing, you first need to understand your clients. What are their pain points? How do you help them solve their problems? How do your clients find you? What channels are you using to market your business?

In this self-guided checklist assessment, you'll be able to identify your marketing strengths and weaknesses, and ultimately enhance your overall marketing strategy to facilitate long-term growth and maximize your earning potential.

The following checklist will help you determine the current health of your marketing efforts and see what areas of your strategy need a little TLC.

Review Your Business

What are your “remarkables”?

- ☐ What makes your company stand out?
- ☐ Are you showing how you're different from your competitors?

Review Your Social Media

Are you active/represented on social media?

- ☐ Do you have a presence on Facebook, LinkedIn, Twitter, etc?
- ☐ Are you asking for Facebook reviews for social proof?
- ☐ Are you showing portfolio examples on social media that direct people to your website?

Review Your Website

What do your visitors see?

- ☐ Is your website usable on all devices, aka mobile-friendly?
- ☐ Do you have compelling images and videos showcasing your products?
- ☐ Do you have helpful resources for your current customers?
- ☐ Do you show photos of your team?
- ☐ Do you share customer reviews?
- ☐ Are associations, organizations, or certifications listed on your site?

Review Your SEO

Is your website set up so search engines (and potential clients) can find you?

- ☐ Are you using keyword-rich headlines?
- ☐ Do you have clear title tags and meta descriptions for each page?
- ☐ Do all of your images have keywords in their alt-text?

Review Your Content

What are you offering that's helpful to your visitors?

- ☐ Do you have conversion points throughout your site, offering a download or more information that is helpful and has value for your visitor?
- ☐ Do you have a blog?
- ☐ Do you explain your process on your website?
- ☐ Are you using video?
- ☐ Do you have case studies highlighting your customers' successes?

Do you have a content strategy?

- ☐ Have you identified the keywords your ideal clients are using to find your services?
- ☐ Do you know what keywords present the best opportunity for you to rank higher?
- ☐ Does your content answer the questions your customers and prospects ask the most?

Review Your Other Online Profiles

Is your business found in online directories?

- ☐ Is your Google My Business profile claimed and complete?
- ☐ Are you asking for Google reviews to show on your Google My Business profile?
- ☐ Are you listed on relevant manufacturing resource directories?
- ☐ Are you listed on vendors' websites as a recommended partner?



Want more than a self-guided checklist? Reach out to us. We'll assess your digital presence and offer you personalized recommendations with no strings attached.

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