



MANUFACTURING MARKETING AUDIT CHECKLIST

For Marketing Managers in Manufacturing

In today's rapidly evolving manufacturing landscape, regularly auditing your marketing strategies is crucial to ensure they align with your business goals and address industry-specific challenges. Use this checklist to identify areas for improvement and growth opportunities based on current manufacturing marketing trends.

STEP 1: SET THE STAGE FOR YOUR MARKETING AUDIT		
Objective	Action Items	Completion Date
Align marketing strategies with manufacturing-specific goals and challenges.	Articulate Audit Objectives: Define clear goals such as increasing qualified leads, improving customer engagement, or enhancing brand awareness in the manufacturing sector.	
	Align Marketing Goals with Business Goals: Ensure that your marketing objectives support broader manufacturing goals such as increasing production efficiency, entering new markets, or expanding sales territories.	
	Select Relevant Metrics: Choose metrics that align with manufacturing marketing goals, such as lead conversion rates, customer acquisition cost (CAC), sales cycle length, and marketing ROI.	

STEP 2: CONDUCT COMPETITIVE ANALYSIS		
Objective	Action Items	Completion Date
List Direct and Indirect Competitors	List Competitors: Identify direct and indirect competitors in the manufacturing space, including companies targeting the same B2B buyers.	
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STEP 3: REVIEW/REFINE IDEAL CUSTOMER PERSONAS		
Objective	Action Items	Completion Date
Ensure marketing efforts resonate with manufacturing buyers.	Review Customer Personas: Update personas based on recent data about manufacturing decision-makers (e.g., operations managers, procurement specialists, and plant managers). Focus on their pain points such as resource limitations, technology adoption, and cost pressures.	
	Refine Messaging: Tailor your messaging to address key manufacturing challenges, including production efficiency, scalability, and technology integration. Emphasize the ROI of investing in marketing tools like CRM systems to drive operational improvements.	

STEP 4: EVALUATE MARKETING CHANNEL PERFORMANCE

Objective	Action Items	Completion Date
Assess the effectiveness of each marketing channel for engaging manufacturing audiences.	Analyze Channel Performance: Measure the impact of digital channels like email marketing, SEO, and paid advertising in reaching manufacturing decision-makers. Focus on the platforms that have the highest engagement among industrial buyers, such as LinkedIn or trade publications.	
	Leverage Industry Events: With in-person events making a strong comeback in manufacturing, ensure your marketing efforts support participation in tradeshow, conferences, and webinars.	

STEP 5: ASSESS TECHNOLOGY AND TOOLS

Objective	Action Items	Completion Date
Optimize marketing tools for the manufacturing industry.	Evaluate Current Tools: Review the effectiveness of your current CRM, marketing automation tools, and content management systems. Ensure they are integrated and support your manufacturing-specific needs.	
	Explore New Tools: Consider adopting new technologies that improve manufacturing marketing, such as lead-scoring systems, customer data platforms, or tools that support video marketing (a growing trend in manufacturing marketing).	

STEP 6: IDENTIFY AND IMPLEMENT STRATEGY ENHANCEMENTS

Objective	Action Items	Completion Date
Identify Key Insights from the Audit	Summarize Key Insights: Identify the most significant findings related to audience behavior and competitive trends in the manufacturing sector. Focus on how you can better address buyer needs and improve operational efficiency.	
	Prioritize Enhancements: Based on your audit, adjust your content strategy to align with the manufacturing buyer's journey. Invest in high-value tactics like video content or personalized email campaigns that resonate with B2B buyers in the industry.	

STEP 7: ALIGN MARKETING BUDGET

Objective	Action Items	Completion Date
Optimize your budget based on manufacturing marketing performance.	Review Budget: Assess the ROI of your marketing initiatives, reallocating funds from underperforming campaigns to those delivering the best results. Consider increasing the budget for in-person events or video marketing, which have proven effective in the manufacturing sector.	
	Develop a Plan for Strategy Enhancements: Create a detailed plan with timelines and responsibilities for implementing changes to your marketing strategy, ensuring alignment with broader business objectives like boosting production efficiency or expanding into new markets.	

Need Help Getting Started?

At Waypost Marketing, we understand the unique challenges that manufacturing companies face. Whether you need help conducting your marketing audit or implementing the findings, we're here to assist. Our team specializes in helping manufacturers optimize their marketing strategies to drive growth.

Schedule a 15-Minute Call to learn how we can help your manufacturing business streamline its marketing efforts and achieve measurable results.

Visit waypostmarketing.com or give us a call at 864-288-6162 to get started today.



Are you ready to talk directly with a Waypost expert to boost your manufacturing marketing efforts?

Schedule a 15-minute free consultation with Sara Gilstrap today.

[Schedule a Consultation](#)