

Industrial Marketing Readiness Assessment

For Industrial Manufacturers



Instructions: Answer each question honestly.

Score 1 point for each "YES" answer.

SECTION 1: Market Visibility & Reach (5 Points Possible)

Are you visible where your target buyers (engineers, procurement, OEMs) are researching solutions?

- **Question 1:** When your target buyers Google the problem your product solves (not your product name), do you appear in the top 10 results?
- **Question 2:** Are you present in the industrial directories and platforms where your target buyers research solutions? (Thomas Net, Engineering360, IQS, industry-specific platforms)
- **Question 3:** Do you have content that targets the specific applications and use cases your products serve? (Not just product specs)
- **Question 4:** Can visitors identify which industries you serve and what problems you solve within 10 seconds of landing on your homepage?
- **Question 5:** Are you visible where your competitors are? (Same search results, same directories, same industry publications)

Section 1 Score: _____ / 5

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SECTION 2: Message Clarity & Differentiation (5 Points Possible)

Do buyers immediately understand what you make, who it's for, and why they should choose you?

- **Question 6:** Is it crystal clear what products you manufacture within 10 seconds of someone visiting your site? (Not buried in menus or PDFs)
- **Question 7:** Do you lead with customer outcomes and applications rather than just technical specifications? (Industrial Buyers want to know: "Will this solve my problem?")
- **Question 8:** Do you have detailed case studies or application examples showing your products in real-world use? (Industry, application, challenge solved, results)
- **Question 9:** Is your competitive differentiation specific and provable? (Not "quality and innovation" everyone says that)
- **Question 10:** Do you communicate different value propositions for different buyer types? (Engineers care about performance; Procurement cares about TCO and reliability; C-suite cares about risk mitigation)

Section 2 Score: ____ / 5

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SECTION 3: Lead Generation & Sales Support (5 Points Possible)

Can you capture interest early in the buying cycle and support your sales team with marketing tools?

■ **Question 11:** Do you offer multiple ways for prospects to engage beyond "Contact Sales"? (Download CAD files, product configurators, spec sheets, white papers, design guides, sample requests)

■ **Question 12:** Do you capture contact information from your target buyers who are researching but not ready to purchase? (Gated content, email newsletter, webinar registrations)

■ **Question 13:** Does your sales team have marketing assets to support the buying process? (ROI calculators, comparison guides, technical documentation, presentations)

■ **Question 14:** Do you have a method for buyers to purchase your products online?

■ **Question 15:** Can you track which products/applications drive the most qualified leads?

■ **Question 16:** Do you have a system to nurture leads over 6-18 months? (Industrial complex purchases and contracts can take time)

Section 3 Score: _____ / 6

YOUR TOTAL SCORE: _____/16

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What Your Score Means

12-16 Points: Industry Leader Position

You're ahead of most industrial manufacturers. Your products are discoverable, your value is clear, and you're generating consistent qualified leads. Focus on scaling what's working.

Next Step: Optimize lead conversion rates, expand into new markets or applications, and build thought leadership to further separate from competitors.

8-11 Points: Strong Foundation, Missing Opportunities

You're visible, but leaving deals on the table. Your Buyers are finding competitors first, or they find you but don't understand why to choose you. You have 2-3 fixable gaps.

Most Common Gaps:

- Search visibility: Competitors rank higher for problem-based searches
- Application clarity: Buyers don't immediately see how your products solve their specific problems
- Lead capture: You're losing early-stage researchers who aren't ready to talk to sales yet

Next Step: Identify your specific gaps and create a 90-day action plan. Small improvements here can significantly increase qualified lead flow.

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4-7 Points: Significant Growth Opportunity

You're harder to find than your competitors. Engineers researching solutions are discovering other options first.

When they do find you, your value proposition isn't immediately clear.

Reality Check: You're likely losing qualified opportunities to competitors who aren't necessarily better—they're just more visible and clearer about their value.

Next Step: You need a systematic marketing approach. This typically takes 4-6 months but delivers measurable ROI through increased qualified leads and shorter sales cycles.

0-3 Points: Critical Visibility Gaps

Your best products are invisible to most potential buyers. You're likely over-reliant on existing customers, sales rep relationships, and referrals—which limits growth.

The Opportunity: Fixing foundational marketing issues can transform your lead generation. We've seen manufacturers go from sporadic inquiries to 20-40 qualified leads per month.

Next Step: Build foundational marketing: clear messaging, search visibility, lead capture systems, and sales support materials.

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Next Steps

Option 1: DIY Approach

Use this assessment to identify your gaps and address them internally. Many manufacturers may have the technical ability but they lack marketing execution capacity.

Option 2: Partner with Industrial Marketing Experts

That's where The Rico Group comes in.

For 35+ years, we've specialized exclusively in industrial B2B marketing. We become your bolt-on marketing department:

- Strategy & execution (you don't need to hire a marketing team)
- Industrial expertise (we know your buyers, your products, your markets)
- Full-service approach (SEO, content, websites, advertising, lead mgmt. everything)
- Measurable ROI (our clients typically see 10x+ return)

Schedule a 15-minute consultation:

We'll review your assessment, discuss your growth goals, and show you what's possible. <https://calendly.com/rico-mandel/15-minute-meeting>

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