

Industrial Marketing Readiness Assessment

For Job Shops & Contract Manufacturers



Instructions: Answer each question honestly. Score 1 point for each "YES" answer.

SECTION 1: Digital Visibility (5 Points Possible)

How easily can engineers and procurement managers find you when they need your services?

Question 1: When you Google your core capability + location (e.g., "precision CNC machining [your city]"), do you appear in the top 5 organic results (not ads)?

Score: _____

Question 2: Are you actively listed and optimized on the directories engineers actually use? (Thomas Net, MFG.com, IQS Directory, etc.) Score: _____

Question 3: Do you have content on your website that targets specific search terms engineers use?

(e.g., "tight tolerance machining," "prototype to production," "5-axis capabilities")

Score: _____

Question 4: Does your website load in under 3 seconds on mobile devices?

(Engineers research on phones between meetings)

Score: _____

Question 5: Can a visitor identify your specific capabilities within 10 seconds of landing on your homepage?

Score: _____

Section 1 Score: ____ / 5

Industrial Marketing Readiness Assessment

For Job Shops & Contract Manufacturers



SECTION 2: Message Clarity (5 Points Possible)

Does your marketing clearly communicate why an engineer should choose you over 10 other job shops?

Question 6: Can a visitor understand your unique value proposition in 10 seconds or less? (Not "capabilities, quality, service, on-time delivery" - everyone says that)

Score:_____

Question 7: Do you lead with customer benefits and applications rather than just listing equipment and capabilities? Score:_____

Question 8: Do you have case studies or project examples with specific details? (materials, tolerances, quantities, industries served, challenges solved)

Score:_____

Question 9: Is your differentiation clear and specific? (e.g., "We specialize in complex aerospace components" vs. "We do precision machining") Score:_____

Question 10: Do you speak directly to different buyer types on your site? (Engineers care about

technical capabilities; Procurement cares about certifications, capacity, and pricing)

Score:_____

Section 2 Score: ____ / 5

Industrial Marketing Readiness Assessment

For Job Shops & Contract Manufacturers



SECTION 3: Lead Conversion & Follow-up (5 Points Possible)

Can you capture and convert engineers who are researching but not ready to send an RFQ today?

■ **Question 11:** Do you offer multiple engagement options beyond "Request a Quote"? (Technical resources, capability guides, design tips, email newsletter)

■ **Question 12:** Do you have a system to capture contact information from visitors who aren't ready to request a quote yet?

■ **Question 13:** Do you have a documented follow-up process for RFQs that don't close immediately?
(Many deals can take 3-6 months or more to close)

■ **Question 14:** Can you track where your leads come from? (Google search, referral, trade show, directory, etc.)

■ **Question 15:** Do you measure ROI on your marketing investments? (Cost per lead, conversion rate, customer acquisition cost)

Section 3 Score: _____ / 5

YOUR TOTAL SCORE: _____ / 15

Industrial Marketing Readiness Assessment

For Job Shops & Contract Manufacturers



What Your Score Means

12-15 Points: Market Leader Position

You're ahead of most job shops. Your digital presence is strong and you're positioned for growth. Focus on scaling what's working and testing new channels.

Next Step: Let's discuss how to maximize your lead flow and ensure you're capturing every opportunity. You're ready to dominate your market.

8-11 Points: Competitive but Vulnerable

You're visible, but leaving deals on the table. Engineers are finding your competitors first, or they're finding you but choosing someone else. You have 2-3 fixable gaps.

Most Common Gaps at This Level:

- Search visibility: Competitors rank higher for high-intent keywords
- Message clarity: Your differentiation isn't immediately clear
- Lead nurture: You're losing deals that take 3-6 months to close

Next Step: Identify your specific gaps and create a 90-day plan to close them. Small fixes here can drive significant lead increases.

4-7 Points: Significant Opportunity

You're invisible to most potential customers. Engineers searching for your capabilities are finding competitors instead. Your website isn't converting the traffic you do get.

Reality Check: You're likely losing 5-15 qualified opportunities per month to shops that aren't necessarily better than you - they're just more visible and clear about their value.

Next Step: You need a systematic approach to fix visibility, messaging, and conversion. This typically takes 3-6 months but delivers 10x+ ROI.

Industrial Marketing Readiness Assessment

For Job Shops & Contract Manufacturers



0-3 Points: Critical Gaps

You're competing with one hand tied behind your back. Your best source of new business is probably referrals and existing customers - which limits growth and leaves you vulnerable.

The Risk: Over-reliance on a few large customers. When one leaves, revenue drops significantly.

The Opportunity: Fixing these foundational issues can transform your business. We've seen shops go from 2-3 leads per month to 15-20 within 6 months.

Next Step: You need a complete marketing overhaul. Start with visibility and message clarity, then build systematic lead generation.

Next Steps

Option 1: DIY Approach

Use this assessment to identify your gaps and fix them yourself. Many of these issues can be resolved with focused effort over 3-6 months.

Option 2: Partner with Experts

If you don't have the time, team, or expertise to execute consistently, that's exactly why The Rico Group exists.

We become your bolt-on marketing department:

- Strategy + Execution (we do all the work)
- 30+ years focused exclusively on industrial manufacturers and job shops
- Clients typically see 10x+ ROI within 18 to 24 months
- Minimal time investment required from you

Schedule a 15-minute consultation:

We'll review your assessment results, discuss your growth goals, and show you what's possible. 805-497-7401 or <https://calendly.com/rico-mandel/15-minute-meeting>