



Marketing Evaluation Guide for Manufacturers and Distributors



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This guide is designed to help manufacturing and distribution companies complete a quick audit of their overarching marketing strategies.

It's not just about evaluating a single campaign; it's a holistic view of your entire marketing ecosystem, including external customer-focused marketing and internal efforts like employee engagement and recruitment marketing.





Have You Set Clear Objectives

Objective Definition: Begin by defining what your marketing strategies aim to achieve. These could range from increasing brand awareness and generating leads to enhancing employee morale and recruitment. For instance, if your goal is to improve brand recognition, you might track brand mentions on social media or in the press.

Assess Profit Contribution

Sales and Revenue Analysis: Compare your revenue before and after implementing specific marketing strategies. For instance, if you started a new online advertising campaign, did online sales increase during this period?

Cost Analysis: Document all costs related to marketing activities, including staff salaries, agency fees, ad spend, and production costs.

Profit Calculation: Calculate the net profit contribution by subtracting total marketing costs from the sales revenue generated. For example, if your marketing spend was \$100,000 and sales revenue attributed to these efforts was \$550,000, your net profit contribution would be \$450,000.

Analyze Quality of Leads

Lead Source Analysis: Identify which marketing channels bring in the most leads. For example, are more leads coming from your LinkedIn content than your email marketing?

Lead Conversion Rate: Calculate the percentage of leads that turn into customers. If you had 100 leads and 10 turned into sales, your conversion rate is 10%.

Lead Quality Assessment: Evaluate the lifetime value (LTV) of customers. High LTV leads are more valuable and suggest effective targeting and nurturing strategies.

Evaluate Sales Collateral and Aids

Sales Collateral Effectiveness: Assess how sales brochures, presentations, product sheets, etc., contribute to the sales process. Are they up to date, on-brand, and resonating with your target audience? For example, if your sales team reports that a particular brochure frequently sparks customer interest, it's a sign of effective collateral.

Samples and Promotional Items: Review the impact of samples and promotional items on sales. Are they leading to higher engagement or sales conversions? For instance, track the response rate or follow-up sales after distributing samples at a trade show.

Trade Show Performance: Analyze the ROI of trade show participation. Consider leads generated, deals closed, and overall brand exposure. For instance, compare the number of leads from each show and assess which ones are worth continued investment.

Email Marketing and Automation for Long Sales Cycles

Email Engagement Metrics: Track open rates, click-through rates, and conversion rates of your email campaigns. Are they effectively keeping your brand top of mind for potential customers with long decision-making processes?

Automation Strategies: Evaluate the effectiveness of your marketing automation workflows. Are they nurturing leads effectively over time? For example, a drip email campaign for leads that gradually educates and nurtures them towards a sale.

Content Relevance: Ensure that your email content is relevant and timely. For products with long sales cycles, content should educate and engage prospects over time, building trust and keeping your brand at the forefront.



Social Media Strategy Analysis

Engagement and Reach: Measure the success of your social media efforts in terms of engagement (likes, comments, shares) and reach (how many people see your posts). For instance, a post that generates significant industry conversation could indicate strong engagement.

Content Strategy: Evaluate the effectiveness of different types of content – educational, promotional, user-generated, etc. Which types resonate most with your audience?

Platform Effectiveness: Determine which social platforms are most effective for your business. LinkedIn might be more effective than Instagram for B2B companies, for example.

Digital and Traditional Advertising

Digital Ad Performance: Analyze the performance of online advertising campaigns, including PPC, display ads, and social media ads. Look at metrics like click-through rates, conversion rates, and cost per acquisition.

Traditional Advertising: Assess the effectiveness of traditional advertising channels like print, radio, or TV. Are they contributing to brand awareness and lead generation in your target markets? For example, a local radio ad might be effective for a distribution company serving regional markets.

Integrated Advertising Strategies: Ensure that your digital and traditional advertising efforts complement each other. For instance, a TV ad that directs viewers to a digital landing page can bridge traditional and digital channels.

Evaluate Demand Generation

Traffic Analysis: Look at website analytics for increased visits, which indicate successful demand generation. Did a particular blog post lead to a surge in website traffic?

Engagement Metrics: Analyze metrics like average session duration and pages per session on your website. Improvement in these metrics often correlates with more effective content marketing.

Content Engagement: Track which types of content (blogs, videos, webinars) are most engaging. For instance, a webinar with high attendance and positive feedback suggests it's a format your audience prefers.

Calculate Return on Investment (ROI)

ROI Calculation: Use the formula: $(\text{Net Profit} - \text{Marketing Investment}) / \text{Marketing Investment}$. If your net profit is \$50,000 and your investment is \$100,000, your ROI is -50%.

Break-even Analysis: Identify the point where revenues from marketing activities equal the costs. This helps in understanding how long it takes for marketing efforts to start turning a profit.

Gather Feedback & Conduct Surveys

Customer and Prospect Feedback: Collect feedback about marketing messages and brand perception. This could involve social media listening or customer feedback surveys.

Employee Feedback: Understand how internal marketing efforts affect employee morale and engagement. Regular internal surveys can gauge the impact of internal communication strategies.

Competitor Benchmarking

Performance Comparison: Look at your competitors' growth, market share, and marketing activities. Tools like SEMrush can provide insights into their online marketing strategies.

Market Presence: Evaluate their online presence compared to yours in terms of social media activity, content quality, and audience engagement.



Identify Gaps and Opportunities

Performance Gaps: Identify which areas of your marketing strategy aren't performing well. For example, if your social media engagement is low, consider revising your content strategy.

Market Opportunities: Look for market trends and customer needs that aren't currently being met.

Formulate Recommendations

Actionable Steps: Based on your audit, provide specific recommendations. For instance, reallocating budget to more effective channels, or introducing new marketing technologies.

Best Practices: Suggest adopting industry best practices, such as personalized email marketing or utilizing AI for customer insights.

Implement Continuous Monitoring

Regular KPI Tracking: Continuously monitor key performance indicators (KPIs) relevant to your marketing goals.

Adaptability: Stay flexible and ready to adjust strategies based on performance data and changing market conditions.

Ongoing Strategy Adjustment

Continuous Improvement: Based on your audit findings, continuously refine and adjust your strategies. For instance, if trade shows are your highest lead-generating activity, consider increasing your budget in this area.

Responsive Planning: Stay adaptable in your planning, allowing room to pivot strategies based on market trends, customer feedback, and new technologies.



A comprehensive audit of your marketing strategies, covering not only digital and traditional advertising but also sales collateral, trade show performance, and email automation, is crucial for identifying what's working and what's not. This approach enables a manufacturing or distribution company to optimize its marketing efforts across various channels and customer touchpoints, ensuring every element contributes effectively to long-term business growth and success.

Need help with your marketing initiatives? Ladder Up is committed to helping your company achieve its goals. Our expertise in the evolving digital landscape positions us perfectly to keep your business at the forefront of industry trends and audience engagement. Our data-driven approach ensures maximum efficiency and effectiveness for the best possible return on investment.



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