

6 STEPS TO BUILDING THE ULTIMATE SALES & MARKETING CAMPAIGN

LEVERAGE CUSTOMER SUCCESS WITH BUSINESS AWARDS PROGRAMS





In today's competitive landscape, marketing leaders face a constant struggle: generating fresh, engaging content that fuels sales conversations and builds trust with prospects.

Traditional methods like blog posts and white papers, while still valuable, are often met with information overload from potential customers.

What if you could tap into a resource that creates powerful content for you, fosters deeper customer relationships, and strengthens your sales engine – all at the same time?

WHAT'S AHEAD

- Step 1: Define Your Program Objectives & Target Audience
- Step 2: Craft a Compelling Program Theme & Category Structure
- Step 3: Build a User-Friendly Nomination Platform
- Step 4: Assemble a Credible Judging Panel
- Step 5: Leverage Content & Marketing Strategies
- Step 6: Celebrate Achievements & Repeat Next Year



Business awards programs offer a unique opportunity to achieve these goals. By **recognizing your customers' achievements** and celebrating their success stories, you **unlock a treasure trove of valuable content** and create a platform for authentic brand advocacy. This guide explores the six essential steps to building the ultimate sales & marketing campaign with a business awards program.



STEP 1

DEFINE YOUR PROGRAM OBJECTIVES & TARGET AUDIENCE

Aligning your program with clear goals is the foundation for success. Before diving into program specifics, take a step back and ask yourself:

What are your primary objectives?

- Do you want to generate high-quality content for marketing campaigns?
- Is your goal to strengthen relationships with key accounts?
- Are you looking to boost brand awareness and industry recognition?

Who is your target audience?

- Are you focusing on existing customers or attracting new ones?
- Identifying your ideal customer profile helps tailor the program to their interests and needs.

Here are some examples of program objectives and target audiences:

Objective: Generate case studies and social media content

Target Audience: Existing customers across all segments

Objective: Deepen relationships with high-value accounts

Target Audience: Key decision-makers within specific industries

Objective: Increase brand awareness in a new market

Target Audience: Potential customers within a specific regional market



STEP 2

CRAFT A COMPELLING PROGRAM THEME & CATEGORY STRUCTURE

With your objectives clear, it's time to design the program itself. This includes developing a theme that resonates with your target audience and defining categories that showcase the achievements you want to celebrate.

Theme: Your theme should be concise, memorable, and capture the essence of the program.

For example, a fintech company might use the theme "Innovations in Financial Technology," while a cloud computing provider could choose "Empowering Cloud Solutions."

Category Structure: Define categories that align with your program objectives and audience.

Consider categories that reflect industry trends, customer challenges, or specific product features. Keep the number of categories manageable to ensure a focused program.

- **Balance variety with focus:** You want enough categories to cater to different customer segments but not so many that it dilutes the program's impact.
- **Use clear and concise language:** Categories should be easy to understand for both nominators and judges.
- **Avoid redundancy:** Ensure categories don't overlap and each celebrates a distinct achievement.

BUILD A USER-FRIENDLY NOMINATION PLATFORM

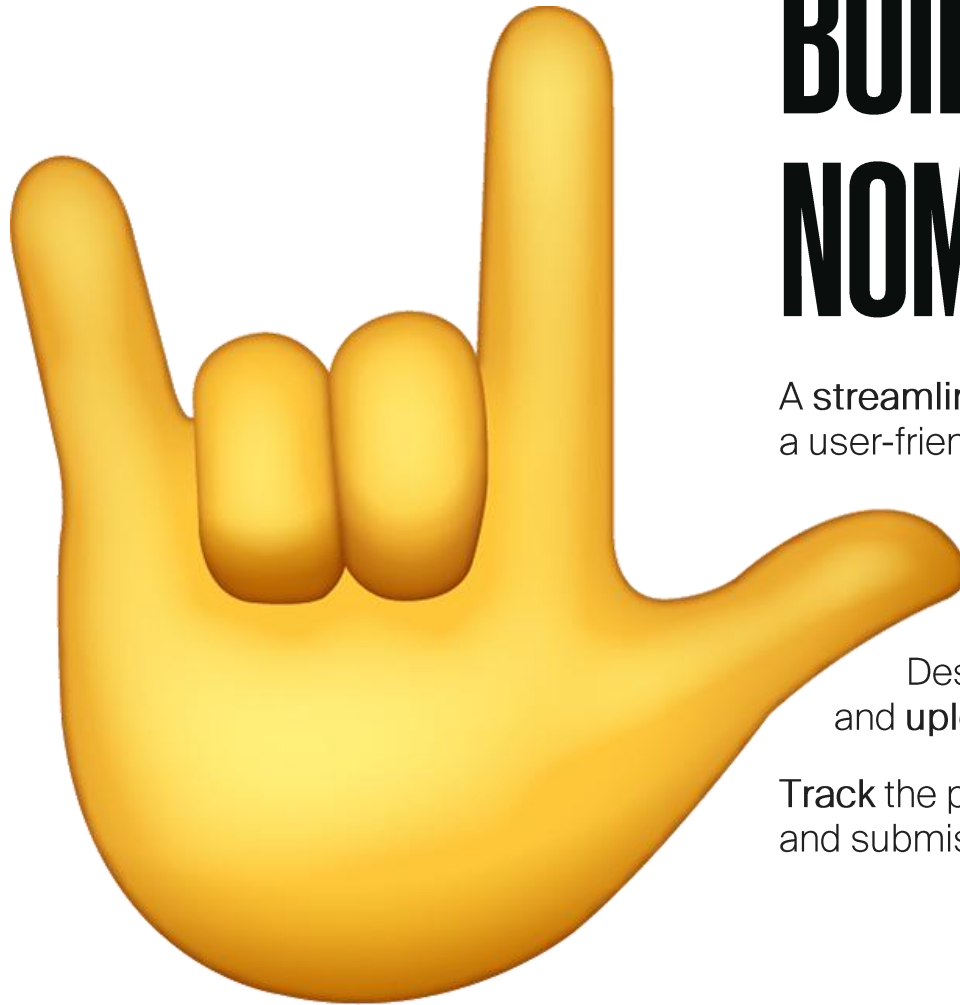
A streamlined nomination process is essential for encouraging participation. Invest in a user-friendly platform that allows customers to easily:

Learn about the program and its objectives.

Review category descriptions and eligibility criteria.

Design nomination forms with **clear instructions** and **upload capabilities** for supporting documents.

Track the progress of views, downloads and submissions.



STEP 3



ASSEMBLE A CREDIBLE JUDGING PANEL

Recruiting qualified and **respected industry professionals** to your judging panel adds prestige and credibility to the program.

Look for judges who:

- Possess **expertise** in your target market or industry.
- Have a **strong reputation** for fairness and impartiality.
- Represent **diverse backgrounds** and perspectives.

In addition to attracting established figures, consider involving past program winners and industry influencers in the judging process.

STEP 4

LEVERAGE CONTENT & MARKETING STRATEGIES

Your awards program presents a golden opportunity to **generate high-quality content** and amplify your marketing efforts. Here's how:

Pre-Program Launch: Develop a comprehensive communication strategy to build program awareness. This could include targeted email campaigns, social media announcements, and press releases.

Content Creation: Utilize award nominations as a content goldmine. Transform them into compelling case studies, blog posts, press releases, and social media content. These stories showcase real-world customer success and the positive impact of your solutions.

Customer Advocacy: Encourage winners and judges to share their experiences through pre-written social media posts and press release templates, amplifying your brand message across their networks. This leverages the credibility of trusted sources to promote your brand.

Social Media Engagement: Create a program hashtag and execute a year-long campaign that fills your content calendar.

STEP 5

CELEBRATE ACHIEVEMENTS & REPEAT NEXT YEAR



STEP 6

The culmination of your program is recognizing your winners. Traditionally, this might involve an **awards ceremony**, but a press release and social media celebration are also effective options. Choose the format that best suits your program goals and target audience.

Following the recognition of winners, continue to **leverage the program's momentum**. Share award winner stories on your website and social media channels. Highlight customer successes in your marketing materials and sales conversations. These **authentic testimonials** add credibility and social proof to your business offerings.

By implementing these six steps, you can transform your business awards program into a powerful sales and marketing tool. It's a win-win scenario: you celebrate your customers' achievements, generate valuable content, and elevate your brand in the marketplace.

READY TO BUILD YOUR ULTIMATE SALES & MARKETING CAMPAIGN?

Contact Business Intelligence Group today for a free consultation. Our team of experts will help you design a custom program tailored to your specific goals and target audience. We'll guide you through every step of the process, from program development to content creation to maximizing the program's impact.

Let's turn your satisfied customers into brand advocates and fuel your sales engine with the power of customer success.

We look forward to partnering with you to build a thriving awards program that propels your business forward.

CONTACT US



STAND OUT IN A WORLD GONE DIGITAL



How we evaluate companies, products, and people has continued to evolve as the world around us changes — just as companies have had to revamp the ways they earn their customers' trust. Learn how business and industry awards can help put your company ahead of the curve.



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