

WORKSHEET 8

MARKETING

Awards 101: The Missing Manual for Awards Professionals

OVERVIEW



What's the use of your program if no-one is aware of its existence? No matter how elaborate your call for entries and judging are, if few (or wrong) people apply, the happy end of your program will be endangered. Work through this worksheet keeping in mind who you are doing it for and how you can best approach and attract them.

EMAIL MARKETING



Email blasts play the key role in keeping your target audience in sync with the progress of your awards program. Be careful not to overwhelm people with unnecessary, general, or irrelevant emails, but don't miss the opportunity to provide valuable information to people who will benefit from it.

Questions	Answers
Which of the following types of emails do you use in your program?	<input type="checkbox"/> stand-alone <input type="checkbox"/> newsletters <input type="checkbox"/> lead-nurturing <input type="checkbox"/> sponsorship <input type="checkbox"/> transactional <input type="checkbox"/> _____
How do you ensure the subject line of your emails is effective?	
What should the tone of your emails be in order to resonate best with the audience?	
What can you include in the email body to make it more fun / interesting / exciting to read?	
What is the threshold length you allow for you emails not to overwhelm and overload the reader?	
What segmentation structure do you use to manage who should receive what?	
What elements do you use to make your emails more visually engaging?	<input type="checkbox"/> pictures <input type="checkbox"/> headers/subheaders <input type="checkbox"/> bullet points <input type="checkbox"/> captions

	□ _____
What social sharing opportunities do you include in your emails?	
How do you go about testing what emails work best for each of your target sub-audiences?	

PRESS RELEASES

i	<i>These should not necessarily be used frequently, but they can be great to highlight some key stages or events of your program.</i>
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Questions	Answers
What events / occurrences do you use press releases for?	
How do you ensure the headline of your press release is catchy and intriguing?	
Do you make sure you do not wander off the topic and stay focused on the key message?	
How can you incorporate quotes into some of your press releases?	
Where do you use hyperlinks in your press releases? Are there any other places they may be beneficial?	
Do you carefully proofread each press release before publishing?	<input type="radio"/> Yes <input type="radio"/> No
What type of background info about your company / program do you provide in press releases? Is it succinct?	
What tools or techniques do you use to ensure your press releases are SEO-friendly?	
How do you choose publications to post your press release in?	
Do you limit the amount of jargon and buzzwords used to the minimum?	

ADVERTISING

i	<i>Good old advertising is still an essential part of promotion, and if done right (appropriately, creatively, and timely) can give a great boost to your program recognition.</i>
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Questions	Answers
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What features / aspects of your awards program do you try to promote with advertising?	
What are the primary goals of your advertising?	<input type="checkbox"/> generate hype <input type="checkbox"/> increase awareness <input type="checkbox"/> generate a respectable number of submissions <input type="checkbox"/> _____
Which types of traditional advertising do you make use of?	<input type="checkbox"/> mail <input type="checkbox"/> industry publications <input type="checkbox"/> radio/TV <input type="checkbox"/> _____
What traditional advertising method works best for you? Why?	
Which types of social media advertising do you make use of?	<input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Instagram <input type="checkbox"/> LinkedIn <input type="checkbox"/> _____
What social media advertising method works best for you? Why?	
What criteria do you have in place for choosing the best placement for your ads?	
How do you assess if the cost invested in advertising pays off? And does it actually?	
Who are the target audience for your advertising? What is the best way to make the message appealing to them?	
How can the ad be worded in a succinct but clear way?	
What can be the consequences of exaggerating or stretching the truth in your ad? Can you avoid that?	
How can you use entertaining or unusual materials and techniques to help audience notice your ad?	
How can you effectively use visuals to grasp people's attention immediately?	
What is the story behind your ad? Is it clear to the audience?	
How does the ad highlight the value of your program to prospect participants?	

SOCIAL MEDIA



This part simply cannot be missed or underestimated – you should establish strong and constant presence on the web in order to be recognized and respected.

Questions	Answers
What types of social media do you use to talk about your awards program?	
What social media do you get most response (reaction) from? Why?	
Do you have a WRITTEN social media strategy for your program?	
Who is the audience for your awards program?	
On which social platform are they spending their time?	
What kind of information can you give them about your program?	
Why are they going to be interested in this?	
How much time do they spend on these sites and when are they most active?	
What do you include in the content calendar for your program?	
How do you make your social media accounts visually appealing?	
What social sharing options do you offer?	
What kind of materials do you post on your social media page?	<input type="checkbox"/> important stages of your program <input type="checkbox"/> reminders <input type="checkbox"/> industry news <input type="checkbox"/> sponsors appreciation <input type="checkbox"/> announcements of finalists and winners <input type="checkbox"/> selection of judges <input type="checkbox"/> _____
How do you decide on the frequency of the posts?	
How can you incorporate public voting to make the public feel involved in decision-making?	
How can you benefit from having pages, groups and events in social media (not only profile)?	
What hashtags can you use to facilitate search and see the trends?	

PRINTED PRESS



Although very old-fashioned, printed media can still be relevant for some industries or under certain circumstances.

Questions	Answers
What professional editions is your target audience subscribed to?	
What general or popular editions is your target audience likely to read?	

INDUSTRY EVENTS



Great opportunity to get a great part of your target audience already in one place that cannot be missed.

Questions	Answers
What professional industry events is your target audience likely to attend (conferences, trade shows, workshops, seminars, lectures)?	
What level of presence would be appropriate for each event?	<input type="checkbox"/> just flyers or brochures <input type="checkbox"/> a table or a spot with your representative <input type="checkbox"/> _____