



# CATEGORIES & CRITERIA

## BEST WEBSITE DESIGN & MARKETING STRATEGY

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Great websites make customers want to identify with a brand and associate with its products. What sets your website apart? Show us how you have created a compelling user experience to create engagement with your customers and how you've developed a cohesive marketing strategy with demonstrated results.

### MARKETING STRATEGY CRITERIA:

- Demonstrates a coherent site strategy that focuses on educating a customer about your brand and products
- Engaging content
- Multiple drivers of traffic to your site (social, mobile, search, etc.)
- Leverages an integrated lead generation process
- Integrates marketing technologies (CRM, marketing automation, social integration, mobile, etc.)

### DESIGN CRITERIA:

- Offers a compelling user experience.
- Presents a company's brand and products clearly.
- Displays an engaging blend of imagery and copy.
- Educates a user about the brand and the value of its products and/or services.

## BEST INTEGRATED MARKETING CAMPAIGN

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To build your brand and drive new sales opportunity, you have to reach your audience through traditional and non-traditional platforms using a range of promotions and messaging. Do you have an example from the past year that made an impact on your market and produced the right results? Bring it.

One award will be presented to the best integrated marketing campaign regardless of industry segment. However, you can enter more than one entry in this category.

### FOR EACH ENTRY, PLEASE SELECT THE AUDIENCE SEGMENT THIS CAMPAIGN TARGETS:

- Residential Construction
- Residential Remodeling
- Commercial Construction
- Architecture/Building Design/Interior Design

### CRITERIA:

- Defined goals for lead generation, conversion, and sales revenue by platform—and measured ROI for each
- Utilizes a diverse array of marketing platforms to reach your audience. Must include two or more of the following platforms:
  - Print
  - Social
  - Content
  - Digital
  - Mobile
- Functions around a matrixed communications and promotional strategy that accounts for the way your audience receives messages in different platforms
- Leverages an integrated lead generation strategy to grow prospects, regardless of how they are contacted or reached (should include a CRM strategy to align marketing and sales processes)



# CATEGORIES & CRITERIA

## BEST ADVERTISING CAMPAIGN

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You only have a matter of seconds to make an impression on your audience with an advertisement. A successful campaign should connect with your audience in an easily recalled, memorable way and have a clear call to action. Share with us how you've created a print or digital campaign that reflect elements of creativity, impact, design, effective copywriting, and makes use of the intended medium.

### CRITERIA:

- Provides effective brand and/or product representation
- Includes high-impact copy that informs with minimal use of space
- Delivers quality calls-to-action that yield proven results
- Includes the use of appealing visuals to provoke awareness and interest
- Defined goals and expected ROI
- Leverages video and/or animation effectively (if applicable)
- A specific process for securing leads, scoring them, and nurturing them to a sale
- Demonstrated results relative to goals

Please submit the final print artwork with a description of its intended use, distribution, and campaign results.

## BEST NEW PRODUCT LAUNCH

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Getting a product to market is hard work. It takes a lot of effort to establish awareness and promote the benefits to the customer. And it likely requires changing course along the way to ensure you are getting the results you expect. Share a success story with us that demonstrates excellence in this area.

### CRITERIA:

- Demonstrated process or roadmap for planning and implementation
- Use of customer research to direct product development and inform marketing strategy
- Integration of marketing strategy and product development process.
- Defined go-to-market plan that aligns sales and marketing strategies and processes
- Effective promotions for building interest and buzz about the product
- Lead generation processes built into the campaign to grow opportunities for sales

## BEST CHANNEL MARKETING PROGRAM

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Dealers, distributors, and partners are highly valued opportunities to drive sales. But it takes a different kind of marketing campaign that includes education, training, research, and development of programs to help them sell effectively. Tell us about your channel marketing program and why it really works.

### CRITERIA:

- An engaging dealer/distributor/partner communications strategy
- A defined sales enablement process for channel partners, including training and documentation
- Interactive digital and multimedia resources for use with direct with buyers
- Execution of digital and social mechanisms for sharing with customers to learn more about products
- Use of promotions and contests as incentives for meeting specific sales goals
- Integration of a feedback program to ensure that channel partners can help shape the support programs they receive



# CATEGORIES & CRITERIA

## BEST B2B CUSTOM EVENT

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Create a unique experience for current or prospective customers, and you have an opportunity to energize them about your brand and your products. It could be entertaining, educational, or both. If you've held an event exclusively for customers and/or prospects, tell us how it worked and the results.

### CRITERIA:

- Defined goals and expected ROI
- A specific process for venue and programming selection
- An integrated marketing plan to acquire the proper audience
- A strategy for speaker/entertainment/subject matter acquisition
- Integration of a lead management process to ensure engagement results in nurturing customers to a sale

## BEST USE OF DATA DRIVEN MARKETING (NEW!)

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Data drives marketing. Show us how you have used data to uncover insights that drove your campaign's creativity, strategy and results. How did data help you develop your big creative idea? How did it add value to your campaign? Ultimately, how did it drive results?

### CRITERIA:

- Demonstrated use of data to assist with creativity and campaign development
- Demonstrated use of data to assist with campaign deployment
- Demonstrated use of data successfully to increase results
- Illustrates specific results
- Judges will focus on how data assisted with your strategy and results and how data was used to enhance the customer engagement

## MARKETER OF THE YEAR

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The Marketer of the Year is awarded to a company that personifies innovation, demonstrates excellence in leveraging marketing programs to drive sales, and adopts a vision for modern marketing tactics in the residential and commercial construction and design industry.

### CRITERIA:

- Must be a building product manufacturing or related business
- Demonstrated support for the alignment of marketing programs with sales processes
- A sustained commitment to the execution of modern marketing tactics, including digital/social/mobile marketing, search marketing, content marketing, lead generation programs, and event marketing.
- Proven success in producing sales results through a modern marketing program