

BEST WEBSITE DESIGN & MARKETING STRATEGY

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

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

- 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
- 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)





BEST ADVERTISING CAMPAIGN

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 campaign that reflect elements of creativity, impact, design, effective copywriting, and makes use of the intended medium.

PRINT

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
- 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.

DIGITAL

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
- Leverages video and/or animation effectively
- Defined goals and expected ROI
- A specific process for securing leads, scoring them, and nurturing them to a sale
- Demonstrated results relative to goals

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

BEST SOCIAL MEDIA MARKETING CAMPAIGN

Detail how you use social media to gain followers, share news, stories, photos and promote events. We want to know how you brought all the pieces together into your best social media campaign. Must be successfully executed across two or more platforms.

- Includes a diversified platform strategy
- Operates based on a comprehensive content and messaging strategy
- Delivers quality content that's valued by the customer
- Demonstrates results in growing the quality and quantity of customer engagement
- Utilizes mobile engagement as part of the outreach of the campaign





BEST MOBILE MARKETING STRATEGY (B2B)

Mobile marketing is now a pivotal element in an effective marketing plan. Share the strategy behind your mobile marketing efforts including your results. Did you run a mobile campaign and increase clicks and conversions or did you create a new mobile site or mobile materials to increase brand value, awareness, and product purchases?

CRITERIA:

- Leveraging mobile devices through an app or a mobile/responsive website
- A mobile content strategy that builds brand/product awareness and informs the customer
- Use of mobile advertising
- Use of mobile search strategies to increase mobile traffic
- Integration of mobile-specific social strategies
- Use of a lead generation process that drives prospects to sales

BEST CONTENT MARKETING CAMPAIGN (INCLUDING EDUCATION PROGRAMS)

An effective content marketing campaign helps engage, educate, and retain prospects and customers by sharing relevant content with the intent of shaping behavior without hard selling. Walk us through your content marketing strategy and tell us how you've integrated it into your overall marketing strategy. Share samples of your best materials and explain your results.

CRITERIA:

- A defined content strategy
- A diverse mix of content assets (i.e. video, infographic, blogs, original content, aggregated or curated content)
- A diverse mix of distribution platforms- website, social, mobile, advertising/third party distribution, events, email etc.
- Use of original, proprietary informational, educational, or promotional content
- Emphasis on your company's brand, products, subject matter expertise, customer usage of product
- Integration of inbound lead collection and management
- Integration into SEO/SEM/pay-per-click efforts
- Use of social media campaigns to extend the reach of the campaign
- Use of content in public relations campaigns

BEST NEW PRODUCT LAUNCH

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.

- 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

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

BEST B2B CUSTOM EVENT (FEWER THAN 500 PARTICIPANTS)

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

MARKETER OF THE YEAR

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.

- 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

