

# How to write a winning award submission



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## A bit about me...

- Madeleine Leslie
- Marketing Manager
- 5+ years in marketing and copywriting at Articulate Marketing
- Terry Pratchett fan
- Neurodiverse



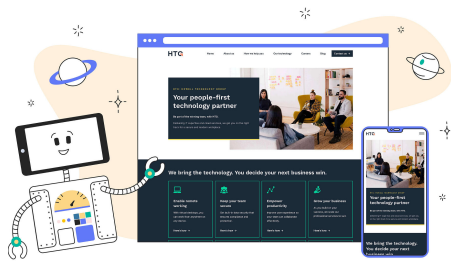
Small Employer of the Year  
2022 (Investors in People)

THE INVESTORS IN PEOPLE®  
AWARDS  
2022  
WINNER

The Award for Small Employer of the Year

Articulate Marketing

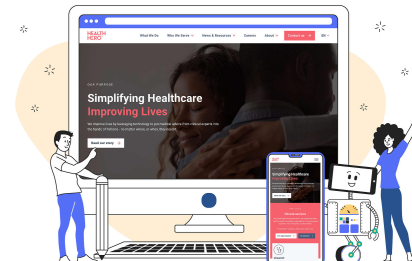
# HubSpot Impact Award wins!



How Articulate built a winning HubSpot website for HTG



Accelerated sales: Azure's launchpad for growth



HealthHero: whole health with HubSpot Enterprise



Ecologi: powerful customer analytics and end-to-end tracking with HubSpot Marketing Hub



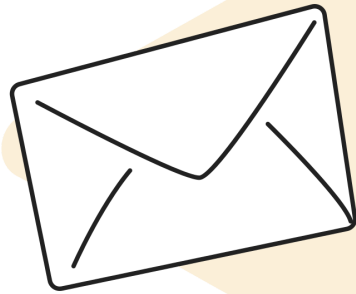
## What you need to get started

- ✓ Identify the awarding body, timeline, cost and category.
- ✓ Read guidelines, templates and briefing copy/criteria.
- ✓ Identify if you need to sign up for an account/membership.
- ✓ Pinpoint the campaign/activity you are using.
- ✓ Identify who needs to be involved.
- ✓ If necessary, get written permission from other parties.
- ✓ If necessary, find out who has the company credit card 💰

## Key things to remember



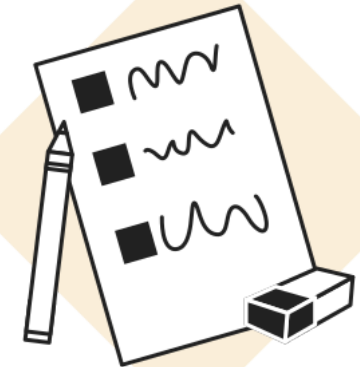
Costs can vary depending on submission date. Keep costs down by applying for any early bird deadlines.



Sometimes, awarding bodies will request sensitive information, such as financials. Check with management in these cases.



Check the bit that says 'only accepting submissions for a campaign/activity that went live within [date range]'.



This process takes c.4-6 weeks. Don't leave it to the last minute. Be proactive. Chase up information.

## ✓ Product Excellence (i.e. single hub)

This category recognizes partners who are providing value to clients starting with a single product, demonstrating their expertise in delivering a single hub solution to their customer.

**Requirements:** Must include only 1 hub. Must tell a story on how the one hub solves the customers' challenges. Case study should define the challenge, solution, results, and impact.

Please reference [scoring rubric](#) for criteria guidelines.

**Example brief - HubSpot Impact Awards**

# Accelerated sales: Azured's launchpad for growth

**1200% more leads. A substantial deal pipeline.**

Articulate Marketing provided [this Microsoft cloud specialist](#) with a growth-enabling launchpad for sales using **HubSpot Sales Hub**.

**UPDATE:** This case study has won a HubSpot Impact Award for Product Excellence! 🏆



Example winning award submission - [link](#)





## Common requirements

- A snappy title e.g. 'A Dream with a Deadline'
- Usually c.1000 words, with strict caps on word count.
- Often with c.200 word summary.
- May be split into questions or be more freeform.
- May require a visualisation e.g. printable art board.
- May require 'proof' or just additional visuals e.g. screenshots, logos.

**But, every awarding body is different. Always check the fine print.\***

*\*If you pronounce 'GIF' as 'GIF' you cannot apply for this award.*



## Before writing... do your research

- ✓ Interview those involved in the work for highlights and where to look for more information.
- ✓ Look at the initial proposals, meetings and plans.
- ✓ Identify the deliverables and pull out key pieces of information.
- ✓ Access the CRM or reporting platform to gather key pieces of data e.g. before and afters of traffic, leads, deals etc.
- ✓ Skim through notes from any post-project reviews.

## Advice for the research phase



Look at the kinds of things that are covered in case studies for inspiration. This can help you figure out what data to refer to, or how to structure this kind of piece.



If you haven't worked on the campaign/activity, talk to your colleagues who did and/or spend a bit of extra time researching the project.

# **5 steps for writing a winning award submission**

# 1. Summarise the main points of the story

*'Articulate Marketing made FredTech a million quid in 30 days. Here's how we did it, and why they won't stop sending us gift baskets in the mail.'*

## **2. Establish who was involved, and what the project was**

*'FredTech is a cloud services provider. The marketing team needed to promote their new service: IT-in-a-box. Articulate has been marketing for tech companies, including big names like Dell and Microsoft, for decades. Our experts helped FredTech differentiate their offer and get it in front of an engaged audience of prospective leads. To do so, we created an extensive campaign that ran over a quarter, covering multiple promotion channels including social media, email and on their website.'*

### **3. Outline the starting position, challenges, needs, goals and objectives**

*'FredTech's team needed a big launch to sell their new service. They wanted to garner interest before an event in May. But, they weren't seeing any results from the activities they'd tried so far, with only X amount of traffic to the landing page and no customers since the start of the year. The CEO was considering pulling the plug on the whole service. But they wanted to make their offer the key thing that makes prospects choose FredTech. They believed it was good enough to outstrip competitors' offerings.'*



## 4. Go into the strategy, ways of working and implementation

*'We started with a branding exercise to align messaging and visual materials for the IT-in-a-box service. Through this, we came to a new brand message for the offer: "IT: leave it to the squares". Then, we made a brand character, "Squarey" and created on-theme short videos for social media with this character front and centre. We reworded the landing page and added pop-ups and calls-to action to key site pages... Etc.'*

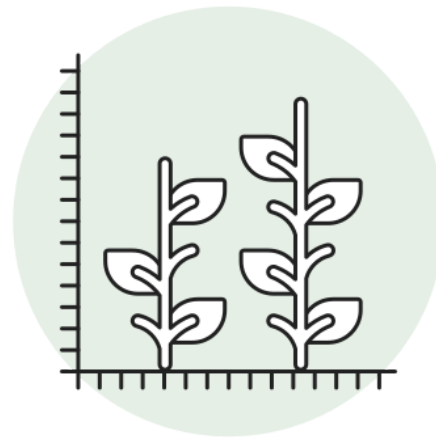
## 5. Finally, talk about results, feedback and the future

*'FredTech saw a 2000% increase in people coming to their landing page. They've signed ten new clients so far, which represents a million pounds of revenue and a sweet company yacht. Their event went off without a hitch. The people they spoke to were already buzzing about the IT-in-a-box service and how much good stuff they'd heard about it on socials. The Marketing Manager at FredTech told Articulate, "I've never been happier." Due to this success, we're already starting on our next project together: building thought leadership around laptop security.'*

## Advice for the writing phase



Don't get fancy with the structure. Follow the brief to the letter. Label sections clearly. Don't make the person on the other end work to tick their boxes. Make it easy.



Stick to the topic at hand. If you're submitting for an award about a particular campaign, don't start talking at length about some other project. Stay focused.



If you can, follow best practices for copy with things like bullet points, use of bold, headers and links. But, be aware sometimes you have to paste copy into limited-format text boxes, so check for any lost formatting before you hit submit.



## How to edit an award submission

- ✓ Check for flow, spelling, grammar errors etc.
- ✓ Check the award against the brief, criteria/scoring rubric and word count.
- ✓ Check you haven't missed any key details or misinterpreted anything about the project.
- ✓ Check for hype. It's easy to get carried away on the positivity train with this format.



## And above all else...

- ☑ Check you have written for the **right audience** – awards judges. Get in their shoes - what are the weak points in this submission? Where would you take away marks? Do you nail the brief? Have you met ALL the criteria? What score would you give it compared to last year's winner?

**Remember, this copy has to be bullet-proof to win.**



## Final steps

- ✓ Get any design work done that's needed, e.g. printable art boards or digital banners.
- ✓ Gather your materials in one document that everyone can access. You want a 'chef at the pass' to check all is well.
- ✓ Start the submission and, if necessary, notify whoever has the credit card 💰 to complete the submission.
- ✓ Make a note for when you should expect to hear back/when and where the shortlist is being announced.
- ✓ Cross fingers and toes 🙏

## What to do when you win

- ✓ Celebrate with your team and congratulate their efforts 🥳
- ✓ Promote on social media with relevant hashtags and @ the awarding body and any partners who were involved in the project
- ✓ Send out a press release
- ✓ Make an announcement blog
- ✓ Add the logo to your website
- ✓ Add links to your website pages, e.g. product pages





# Let's talk

Video and slides appearing soon on  
[articulatemarketing.com](https://articulatemarketing.com) Email us with questions at  
[matthew@articulatemarketing.com](mailto:matthew@articulatemarketing.com) Book a call with our  
CEO: [www.articulatemarketing.com/meet](https://www.articulatemarketing.com/meet)