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B2B Marketing

Insight · Development · Training · Events

Why you should enter, how you can win and what happens after…



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Section 1

An introduction to the B2B Marketing 2019 Martech Awards

B2B Marketing is excited to introduce the B2B Martech Awards. From the vendors making tech dreams a reality to the agencies and client-side marketers unleashing its potential, these awards celebrate all those transforming the B2B marketing landscape through marketing technology.

The B2B Marketing Martech Awards is open to anyone working to make martech more effective, with different categories aligned to the three primary groups – inhouse marketers/marketing teams; vendors; agencies/consultants. Any type of organisation can enter and win – whether agency or client-side, tech start-up, established brand or international corporation.

This guide will inspire you by sharing the benefits of entering the B2B Martech Awards, revealing the six golden rules to winning an award, plus show you how to maximise your award win once you have it.

Stand by to see what it takes to secure victory as the best in B2B martech.

Five irrefutable reasons for entering the Martech Awards

1. High profile, prestigious exposure, whether you're a tech vendor, agency or client-side marketer.
2. An outstanding success story to share with your audience.
3. An invaluable boost to your brand credentials.
4. Recognition and motivation for your staff.
5. Influential personal brand building.

Pull out: Want to find out more about the B2B Martech Awards, flip to our FAQs section on page 9

Section 2

Five inspirational reasons to enter the B2B Martech Awards

1. The opportunity to benchmark against your industry peers

For too long we've heard the merits of martech from its vendors and not the amazing output it's enabled you and your peers to deliver. We want to share how martech is changing the B2B industry.

Only by sharing stories and being open about the secrets to your success will the industry as a whole, learn, share and evolve.

Awards are the perfect platform to do this, and represent an opportunity to take stock, benchmark your work and congratulate not just employees and clients, but the entire B2B industry. Come be inspired!

2. The chance to treat your clients and partners

Awards are one of the best ways to showcase the calibre of the work you're undertaking and the amazing achievements you've delivered through martech. Being shortlisted (or winning) can boost recognition among your clients and are a great way to entertain them.

The Awards can serve as a glitzy platform for bonding with partners or customers you've collaborated with on various projects. Why not invite your clients to the Awards and send them home chatting to their friends about how great you are?

> *"The B2B Marketing Awards is a great way to showcase all of the hard work you and your clients have put into your best campaigns."*
>
> MD, Moreish Marketing

3. The opportunity to attract new business

> *"The year after we won six B2B Marketing Awards at the International Awards ceremony, we doubled in size. That's not a coincidence – it's intrinsically connected to our Awards success. In 75% of business enquiries, when we asked: 'How did you hear of us?', the B2B Marketing Awards was mentioned."*
>
> MD, Earnest International B2B Marketing Award winner

We'll let that quote speak for itself.

4. Improved employee motivation

Awards are a fantastic way to recognise the hard work of your employees. Even if you're not shortlisted or don't quite clinch a trophy on the night, the mere act of entering will go some way to letting your employees know you truly value their work, which can be a huge confidence boost.

And if you do manage to make the shortlist, or snag an award on the night, employee motivation and happiness will reach unprecedented levels. After all, since when has dressing up in your glad rags, a slap-up three-course meal, and copious amounts of wine not improved staff morale?

It's also a great way to entice new talent. Who doesn't want to work for an award-winning company that treats their employees like celebrities on Awards night?

5. A rare chance to prove marketing's value to the wider business

B2B marketers are constantly locking horns with their c-suite colleagues in an attempt to persuade them that their work really does matter and that the martech they've invested in is paying off.

We know it, you know it, but without tangible demonstrations of ROI, many senior board members are reticent to accept marketing's value. Winning an award is a great way to boost marketing's internal reputation – it brings attention to an area where the business is truly outperforming its competitors and can be directly linked to increased business results.

"It's always great when a potential client contacts us after seeing our work featured at the Awards and it lets us know they value it as much as we do."

CEO, OgilvyOne Business



Section 3

Six golden rules for winning a B2B Martech Award

By Joel Harrison, editor-in-chief, B2B Marketing

I thought it might be helpful to share some insider info on how to give yourself the best possible chance to win an award this year. Please note: I'm not involved in the judging, and I certainly can't influence it (nor would I want to) but I do get feedback from the judges each year about what they like, what they don't like, what works and what doesn't.



1. Give the submissions writing process some respect – plan ahead.

Don't leave writing submissions until the last minute! I know what it's like: you're busy. You've got plenty of other things to do, and your boss is screaming for them all yesterday. But, when it comes to entering awards it really pays to think ahead, and not attempt to do it all at the last minute in a desperate rush.

Even if you were personally responsible for the campaign(s) that you're entering, there's probably a lot of information that you need to pull together from different people in the company. So plan enough time to do this, and write the entries.

A thousand words is not a huge amount of copy, and it doesn't need to be worthy of the Pulitzer Prize, but it does have to be clear, coherent and allow the judges to understand the 'who, why, what and how' without getting a headache. Jumbled, incoherent or confused submissions understandably get short-shrift from the judges – these are awards for marketing after all…

2. Read the guidelines!

If you're a guy, you probably don't believe in instruction manuals, but in this instance at least, you'd be a fool not to. Read the ***guidelines for submissions*** document, which is pretty key in creating your entry – make sure you read it thoroughly. There are lots of subtle nuances related to the category details and our precise requirements for these awards, which may differ from other programmes, and may not tally with your expectations. Best to check these out rather than making assumptions, which could easily be wrong and as a result you may find your entries are penalised.

3. Proper presentation prevents p*ss poor performance

Make it look nice. Come on, it's not difficult. Again, it doesn't have to be a design classic, but just simple, clear, with all the relevant information presented in the right format (see the ***submissions template***, as referred to above). Structure the information in a logical fashion, intersperse images where relevant and don't forget to bind them properly – no judge likes a submission that is falling apart in their hands. Also remember to include the right info. If you miss anything out, it's quite likely that the judges will think you've avoided it on purpose and will mark you down. We've asked for specific information for a very good reason: because the judges need it.

4. Don't be too clever

Copywriting is a subtle art: don't abuse it by trying to be too offhand, zany or clever when writing these entries. Keep the prose simple, straightforward and to the point – don't over elaborate. If you're a judge ploughing through potentially over 100 entries, all you want is to access the pertinent information quickly and easily, understand what was done, for whom, why and what it achieved. Fancy prose, which goes around the houses to describe something simple, wastes valuable word count and actively annoys the judges.

5. Remember to turn up

The Awards night is all about glory, and if you win but you're not there, you can't bask in it. So if you're shortlisted, don't forget to book a table. The great and the good of the B2B sector will be there, and even in the unlikely event that you're not lucky enough to walk away with a trophy, it's still a fantastic night.



Section 4

How to maximise your Award win

Awards programmes go beyond adding glassware and gongs to the boardroom cabinet. We reveal best practice advice to leverage these potentially lucrative opportunities.

Of course, you can treat your Award as a fancy paperweight if you want to, but we think it's worth celebrating a little louder. Stop being so British and learn how you can use your Award to drive conversations, engagement and ultimately – business.

Beyond the initial win

"Awards get you on the radar, and are looked at a lot by the people we want to speak to," says Chris Wilson, MD at B2B agency Earnest. "If you get awards, you get client interest. It's hard to say you're good unless you've been independently validated, so award wins are an important part of your own marketing."

But with all the effort that goes into entering awards, a valid question is whether it is possible to measure a return on investment. It can be done on a very blunt level, says Chris. "You can ask new business inquiries where they come from and count the ones that approach you after seeing you win an award," he says. For Earnest, this method has proven that the cost of entry was repaid many times over.

Ceremony and sponsorship

Of course, it doesn't all end with a well-crafted entry. Awards ceremonies provide a fantastic opportunity to network, as well as a good night out among peers and thought leaders. They also provide an opportunity for valuable relationship-building and hospitality opportunities.

After the event itself, shortlisted and winning brands can capitalise on their success by sharing their story via PR, social media and email to prospects and customers, as well as stakeholders and the wider media. Awards don't only provide opportunities for the entrants but for the sponsors too.

"Sponsorship is about aligning yourself with the best-in-class performance," says Mark Runacus, chair of the DMA Awards Committee and senior partner. He advises would-be sponsors to choose categories they want to be seen as experts in, either where they already have this reputation or in an area they are aiming for in the case of brand repositioning.

It is vital to work with the organisers to find out the opportunities for amplifying your sponsorship, rather than merely adding your logo to the category.

"Primarily, sponsorship is about leadership and responsibility, and backing what you fundamentally believe in," says Ian Cooper, commercial director at Birddog. "If handled correctly, the PR opportunities are huge. They should spotlight who you are, what you do and be a badge you are comfortable wearing, providing an insight into how you operate, and with whom."

To get maximum benefit they should also be more than a one-off – repeated sponsorship should serve to reinforce an organisation's expertise and leadership when it comes to awards. One of the biggest benefits is sharing lessons with the rest of the industry. Winning entries are innovative and prime examples of a job well done, and sharing the story of a winning campaign can only serve to influence the industry and help other players up their game.

At the end of the day, it is a case of nothing ventured, nothing gained. As Rob Morrice, MD of IAS B2B concludes, "Don't be afraid to lose. Believe in the quality of your work, and put it out there. It's an old adage but true, you've got to be in it to win it."

Section 5

Your FAQs answered

1. Where and when do the B2B Martech Awards take place?

The awards ceremony will take place on the 21 March 2019 following B2B Marketing's martech conference, Get Stacked, at the venue below:

Etc. Venues
Liverpool Street
Bishopsgate Court
4-12 Norton Folgate
London
E1 6DQ

2. What's the B2B Martech Award's judging process?

Your submission will be judged by a panel of senior marketers with an interest in and experience of martech – mostly client-side or inhouse marketers. Our judging panel is selected from industry experts from across the B2B marketing field. Judge are by invitation only and selected in a manner that removes bias or conflict of interest.

The judging process is entirely independent from the management of the Awards, martech conference (Get Stacked) and B2B Marketing as a business. This ensures the highest standards of integrity are maintained.

The shortlist will be announced Thursday 21 February 2019.

3. How do I enter?

Here's a quick run through of how to enter, but for more information go to:
b2bmarketing.get-stacked.net/b2b-martech-awards-2019

Quick guide to entering:

1. Download pack from B2B Marketing's Get Stacked website (address above).
2. Choose the category/ categories you'd like to enter.
3. Prepare your entry (Use our templates to guide you).
4. Submit and pay online (Early deadline 25 January 2019; Late deadline 1 February).
5. Send in hard copies (by Monday 4 February 2019).

4. How many awards will be given out, and what for?

You can enter into any of the 25 award categories, which fall under three different sections:

- Vendors
- Industry and people (agency and client-side)
- Martech deployment.

Vendor categories

1. Enterprise martech vendor of the year [defined by who they are selling to]
2. SME martech vendor of the year
3. Emerging vendor of the year (less than three years old)
4. ABM tech vendor of the year
5. Content marketing tech vendor of the year
6. Demand generation tech vendor of the year
7. Social media tech vendor of the year
8. Marketing automation vendor of the year
9. Productivity/collaboration tech vendor of the year
10. Marketing analytics or reporting vendor of the year
11. Martech vendor campaign of the year.

Industry and people categories

12. Inhouse marketing technologist of the year (marketing ops person)
13. Martech team of the year
14. Martech agency of the year [about how they use the tech for campaigns]
15. Martech consulting firm or integrator of the year [about how they deploy the tech]
16. Martech visionary of the year.

Martech deployment categories

17. Best use of marketing automation
18. Best use of AI
19. Best use of martech for ABM
20. Best use of martech for demand generation
21. Best use of martech for employee engagement
22. Best use of martech for CX or customer success
23. B2B marketing app of the year
24. Best use of martech for a live event (online or real world)
25. Martech transformation/acceleration project of the year (martech team).

5. What's Get Stacked?

Get Stacked is B2B Marketing's brand new technology marketing conference, which is the evolution of our highly successful, InTech conference. It will take place on 20-21 March 2019 at Etc. Venues in Liverpool Street, the same venue as our Awards night.

Set to deliver a shed-load of insight and inspiration on ensuring value, ROI and results from your martech investments, Get Stacked will deliver:

- 35 Leading industry speakers
- 28 Inspirational sessions
- 5 Headline keynotes
- 4 Practical, engaging streams.



Get Stacked

The B2B Marketing Technology Conference
(Incorporating InTech)

The choice is clear. The jet-paced evolution of martech will either leave you in its trail or send your career trajectory sky high.

Want to jump on board? Join your peers at Get Stacked, B2B Marketing's martech conference, awards and training event on 20-21 March 2019.

Etc. Venues, Liverpool Street, Bishopsgate Court
4-12 Norton Folgate, London, E1 6DQ

- 35 Leading industry speakers
- 28 Inspirational sessions
- 5 Headline keynotes
- 4 Practical, engaging streams.

Make sure you're one of 400 B2B leaders, tech marketers and modern marketing heroes at Get Stacked – B2B Marketing's brand new technology marketing conference, which is the evolution of our highly successful, InTech conference.

Set to deliver a shed-load of insight and inspiration on ensuring value, ROI and results from your martech investments, Get Stacked is all about helping you realise the sky-high possibilities of your marketing. At this conference, you'll learn:

- How to create an effective martech strategy
- How to bake-in sales and marketing alignment
- How to pull maximum business value from complex platforms
- How to build a tanker-load of quality data to fuel your MA
- How to drive martech success through hyper-relevant content
- How to get the employees skills you need.

Find out more: b2bmarketing.get-stacked.net

Need to upskill your team?

A two-day pass to Get Stacked includes a ticket to the conference on 21 March and a choice from one of three training courses taking place on 20 March.

Marketing automation

During this one-day course, you'll learn how to crack MA, delivering increased customer engagement and retention, and improve the deployment/integration of MA .

We'll also be reviewing your current systems and objectives and ultimately boosting your sales and marketing teams effectiveness to create genuine business success.

Marketing operations and management

In this course learn how to align your martech stack to deliver your business requirements. Discover how to fill any gaps in your marketing toolkit, find out if your marketing data is fit for purpose and unlock the power of communication between different key teams from sales, IT, finance to external suppliers.

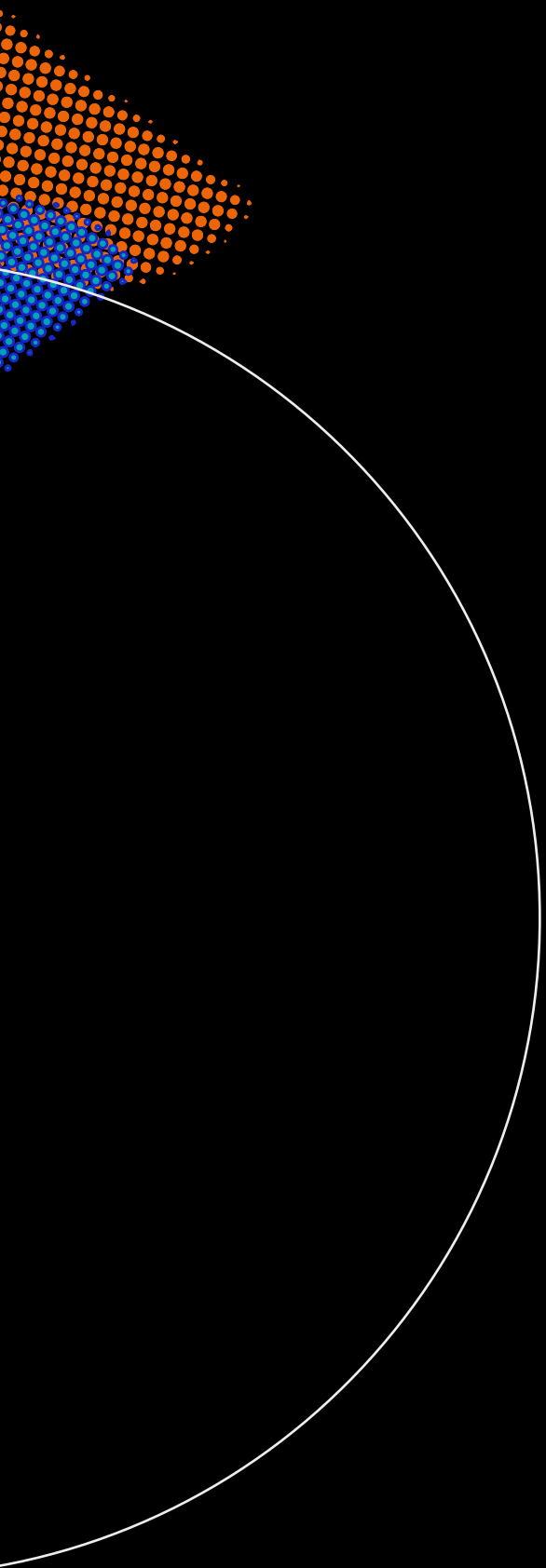
If marketing operations is a function that you are looking to build, or improve, this one-day masterclass is for you.

Digital transformation

Learn how to drive change in your marketing and your business through customer-first innovation with proven techniques and approaches that will empower you to lead digital transformation in your marketing and your business.

The fact is, digital transformation is no longer optional for marketing leaders. Learn powerful new techniques you can apply immediately at this immersive one-day course.

Find out more:
b2bmarketing.get-stacked.net/get-stacked-2-day-pass



B2B Marketing

Insight · Development · Training · Events

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