



Checklist #10 : Eight ways to capitalise on your award success

Congratulations! Whether you've won the trophy or been shortlisted as a finalist, you have been recognised by your peers as a leader in your field and shown the competition that you're a force to be reckoned with. So now what do you do with your success?

1

Add the award to your website: Part #1

Displaying the award on your website will continue to build your social proof, helping convert visitors into prospects. The award (or at least your latest awards if you are a prolific winner) should be positioned prominently. Ideally in the website header so it appears on every page.

Done	<input type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>

2

Add the award to your website: Part #2

Build a dedicated page which displays all your awards, explaining the entry criteria and how it sets you apart from your peers and competitors. If you have won the same award on multiple occasions, the logos for each victory should be displayed. This demonstrates consistency of performance. All awards logos on your site should be linked to this page.

Done	<input type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>

3

Add a blog to the website

This longer blog can give more detail about the award, what you had to do to win it and a comment from the business owner or one of the team. Ideally, the blog should be accompanied by an image of the award being presented.

Done	<input type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>

4

Email an update

Despite the awards page and blog giving more details, there's no guarantee that existing and potential clients will see it, so send an email update informing them of the award.

One option is to include the blog mentioned above in your newsletter. Another is to send a 'special edition' of your newsletter containing only the news of the award success.

Done	<input type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>

5

Get social

Announce your award success on your preferred social media platforms to help spread the word of your win. Don't send endless tweets and posts, which will alienate your followers and connections, but do publish a couple of well-written posts with links to your blog.

Remember to include an image of the award or the ceremony with your post. Research has proven that posts accompanied by images get higher levels of engagement than those without.

Done

To do

Not for us

6

Email footers

Your email footer is seen by more people on a daily basis than almost any other form of marketing. Why not take advantage of that by updating your footers with the latest awards success and perhaps a link to the blog?

Done

To do

Not for us

7

Local coverage

Depending on the award, writing and sending a press release to your local newspaper might attract some further coverage. If you are a member of local business organisations, such as the Chamber of Commerce, they may be happy to cover your win in their publications.

Done

To do

Not for us

8

Last but not least; celebrate

Your team are likely to be one of the key reasons you were successful. Your victory is the perfect opportunity to recognise their performance and celebrate as a team.

Done

To do

Not for us

How did you do?

If you've got more boxes ticked for 'done' than 'need to do' then congratulations. You've really made the most of your award win.

If you have the odd 'need to do' ticked that you'd like to talk about, then we'd be happy to help out. You can reach us by calling **0115 815 7770** or email hi@theyardstickagency.co.uk

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