



How to _____

AMPLIFY YOUR AWARD WIN



From Trophy to Triumph: **The Ultimate Guide to Maximizing Your Award Win**

You've just won an award! Fantastic! But now what? Is it time to sit back, relax, and admire that shiny trophy on your shelf? Not quite. This is your golden moment.

How can you turn that win into a real game-changer for your brand to make the most of your victory? Let's dive in!

Getting Maximum Exposure From The Organisers

First things first, what do the award organisers have planned? Making contact with them to ask about their wider marketing plans and explaining you're available and keen to support on any media opportunities could be a quick win! What's more, would they like a blog for their website, can they give you a quote for your press release...consider what else you could do to put you ahead of the competition.

Internal Stakeholder Engagement

Winning an award is a golden opportunity to rally your team and celebrate together. Share the exciting news in your internal company newsletter as a way to thank everyone for their hard work. This recognition not only boosts morale but also strengthens team unity by reminding everyone that their efforts are being noticed and rewarded.

Media Engagement

How newsworthy is your win? Think strategically about where to share the story. A sector-specific trade release might catch the eye of industry insiders, while regional publications could spotlight your success in the community around your HQ. If the win has broader appeal, consider pitching it to national or consumer media for even greater exposure. Perhaps a thought leadership series on challenges and successes over the years. Tailor your approach to maximise the impact of your story.

Social Media

Of course, you'll want to shout about your win on social media – but why not do it with flair? Consider creating a series of eye-catching GIFs to spread the word in a fun and engaging way. If you're looking to reach a larger audience, think about putting some paid spend behind your posts. And don't forget to update your social media bios with the win to keep your profiles fresh and reflective of your latest achievements.

Email Signatures

Leverage every email as a mini billboard for your award by creating a banner to add to your email signature. Share the design with your team so they can update their signatures too, ensuring the news travels far and wide with every message sent.

Website

Your website is your digital home, so make sure it reflects your latest success. Update your site with the award logo to showcase your achievement. If the win is particularly noteworthy, consider writing a blog post to share more about the journey to victory and what it means for your brand. This not only highlights your success but also provides fresh content that can boost your site's SEO.



Think Outside the Trophy: Host a Unique Event or Experience

Why stop at just announcing your award win when you can bring it to life with a creative event or experience? Hosting a unique celebration not only showcases your achievement but also creates memorable moments that resonate with your audience. Consider organising an exclusive event – whether it's a themed party, an immersive brand experience, or a VIP gathering – that ties into the spirit of your win.

Think about creating interactive elements that highlight the innovation or excellence that led to your award. It could be a live demonstration of your award-winning product, a behind-the-scenes tour, or a panel discussion featuring key industry figures.



Email Campaign Promoting the Win

Leverage the power of your email list to spread the word about your award. Craft a dedicated email campaign that not only announces the win but also highlights what it means for your customers or clients. Use compelling visuals, like the award logo and images from the event, to grab attention. Include a clear call to action – whether it's to explore your award-winning product or service, visit your website, or share the news on their own social channels. Make the email feel like an exclusive celebration that your subscribers are invited to join.

Tip:

Personalise the email by segmenting your audience. Tailor the message to resonate with different groups, such as existing clients, prospects, or industry partners, to make the announcement even more impactful.



Add to Sales and Marketing Materials

Your award win is a powerful trust signal – make sure it's front and centre in your sales and marketing materials. Update brochures, pitch decks, case studies, and any other collateral with the award logo and a brief mention of the accolade. This not only adds credibility but also positions your brand as a leader in your industry.

Tip:

Go beyond just slapping on the award logo – use the win to tell a story. Explain how this recognition reflects your commitment to excellence and what it means for your customers. This narrative can be a persuasive element in pitches, helping to differentiate your brand from the competition.

Tip:

Make the event shareable by incorporating social media-friendly elements, like a branded photo booth, live streaming, or custom hashtags. This way, attendees can amplify your win across their own networks, extending the reach and impact of your celebration.

Checklist for **AMPLIFYING AWARD WINS**



Engage with Award Organisers:

Connect with organizers to support their marketing efforts and explore collaboration opportunities



Social Media:

Share the win creatively on social platforms with GIFs and consider paid promotion



Website Update:

Display the award logo on your website and consider writing a blog post about the win



Email Campaign:

Launch a dedicated email campaign highlighting the award and its significance



Internal Stakeholder Engagement:

Announce the win in your internal newsletter to boost team morale and unity



Update Social Bios:

Reflect your achievement in your social media bios for consistent branding



Sales & Marketing Materials:

Integrate the award into brochures, pitch decks, and other collateral



Media Engagement:

Target media to maximize coverage of your win



Email Signatures:

Add an award banner to your email signature and share it with your team



Go Bigger:

Think creatively to shout about your brand's achievement

*Want support on how to get
the most out of your award win?*

SPEED'S EXPERTS ARE ON HAND TO HELP!

Contact us today and see how we can help you boost your exposure:

0117 973 1173



helen.collingborn@speedcomms.com



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