

Marketer

of the Year Award



The Criteria

Innovative Marketing Strategies

Ability to develop and implement innovative marketing strategies that have led to significant results. Creative and unique approaches that set them apart from competitors.

Measurable Results

Assess their ability to drive measurable results such as increased revenue, market share, customer acquisition, or brand awareness.

Campaign Effectiveness

Success in their marketing campaigns. Evaluate the effectiveness of these campaigns in reaching and engaging the target audience, as well as their ability to convert leads into customers.

Customer Engagement and Satisfaction

Managed to engage and satisfy customers. High customer retention rates, positive reviews, and feedback.

Brand Building

Contribution to brand development and management. Ability to create and maintain a strong brand identity and reputation in the market.

Data-Driven Decision-Making

Proficiency in using data and analytics to inform marketing strategies.

Adaptability

The ability to stay current with industry trends and emerging technologies is crucial.

Leadership and Team Collaboration

Show leadership skills and an ability to collaborate effectively with cross-functional teams.

Community and Industry Involvement

Involvement in the marketing community and industry. Active participation in conferences, speaking engagements, or contributions to industry publications can be a sign of thought leadership.

Ethical Practices

Candidate adheres to ethical marketing practices and principles. They should demonstrate a commitment to transparency, honesty, and consumer trust.

Influence and Recognition

Influence within the marketing industry and their recognition by peers, industry associations, or publications. Awards and accolades from reputable sources can be indicative of their expertise.

Long-Term Impact

Long-term impact of their marketing efforts. Have their strategies and campaigns contributed to sustained growth and success for the organisation over time?

Innovation and Adaptation

How well they have embraced and applied new marketing technologies, tools, and trends to stay ahead of the competition.

Suggested Supporting information you can submit (not all required)

MANDATORY SUPPORTING DOCUMENTATION

- Resume or CV
- High Resolution Picture
- Social Media Handles
- Letters of Recommendation/Testimonials
- Portfolio of Work

SUGGESTED OPTIONAL SUPPORTING INFORMATION

- **Personal Statement from Nominee**
- **Media and Publications:** If the Nominee has been featured in industry publications, news articles, or interviews, include links or copies of these media mentions.
- **Optional Supplementary Materials:** Include any additional materials, such as videos, presentations, or samples of collateral, project plans or process flowcharts that can further demonstrate the Nominee's expertise.



CONTACT INFORMATION

Ensure that all contact information, including email, phone number, and mailing address, is up to date for communication purposes.

Nominate Now