

# MARKETING EXCELLENCE AWARDS

2015

## Entry Form



CELEBRATING AND REWARDING  
MARKETING EXCELLENCE IN WELSH  
LIBRARIES, ARCHIVES AND MUSEUMS

#marketingawards





The total word count for the section below must not exceed 2500 words. A maximum of two additional documents may be submitted to support your entry not exceeding 5MB in total or provided as a ZIP file. Alternatively please provide relevant links.

### Project title

Enter the title or name of the marketing project – this will be included in all relevant publicity.

### Context

Describe the background/reason for this project. What challenges or opportunities were you faced with?

### Aims and Objectives

State the aims and objectives that were set for this project – where possible these should be SMART objectives – for example, how many new users or people attending the event were you hoping for? If possible, include budget and timescale information.

What is a SMART objective? Specific, Measurable, Achievable, Realistic, Time-bound



## Strategy & Planning

Outline the strategy taken to achieve your objectives and justify your marketing approach – did you undertake any research for example; have you developed new or existing partnerships; did you target a new audience or try a new approach to promoting your services?

## Tactics and Implementation

Set out the plan of activities undertaken to implement the strategy and evidence these over time and against budget. Include examples if appropriate – you may append or link to two additional pieces of supporting evidence – if internet links are included please ensure these will remain live until March 2015. What promotional activity did you undertake; did you use social media and/or traditional media?

## Results/Measurements/Outcomes

Present the results of the project, state whether your aims and objectives were achieved and if they were delivered on time and within budget. Evaluate the project using measurements where possible, such as number of new members/visitors, added value to the organisation and digital marketing metrics where applicable (google analytics, Facebook insights, tweetreach). Reflect on what could have been done better; is the project sustainable, could it be rolled out to other user groups or organisations?



### Date of Project

Provide the start and (if appropriate) finish dates of the project.

### Summary

Provide a brief summary of your project (approx. 150 words) to be used for promotional purposes on the website, social media, etc.

## ENTRY FORM FOR CATEGORY 3 – MARKETING CHAMPION OF THE YEAR

Please complete this section if you are entering Category 3. Entries must be nominated by a manager or equivalent – you cannot self-nominate. The nominee must give consent to be nominated.

### **Please tick the relevant box below -**

Library Marketing Champion

Archives Marketing Champion

Museum Marketing Champion

Name of Nominator

Job Title

Organisation Name

Organisation Address

Contact Number

Email

Twitter account @



## Why are you nominating this person?

The total word count for the section below must not exceed 1000 words. A maximum of two additional documents may be submitted to support your entry not exceeding 5MB in total or provided as a ZIP file.

Alternatively please provide relevant links.

- Notable achievements
- Differences made to the service
- Examples of innovative or creative working
- Challenges and barriers overcome
- New partnerships
- Examples of engaging colleagues in marketing

## Contact Details of Nominee

Name of Nominee

Job Title

Organisation Name

Organisation Address

Contact number

Email

Twitter Account @

Please submit the entry form and any additional documents to [jane.purdie@wrexham.gov.uk](mailto:jane.purdie@wrexham.gov.uk) and [nicola.williams@wrexham.gov.uk](mailto:nicola.williams@wrexham.gov.uk) by 30th January 2015.

Thanks for entering the Marketing Excellence Awards 2015.

