Award Categories

LinkedIn Marketing Awards

2018

LinkedIn Marketing Award Categories 2018

The LinkedIn Marketing Awards have eight categories, which are open to any business operating in EMEA that uses LinkedIn to market to other businesses.

You can enter as many campaigns as you like, and you can enter any campaign into as many categories as you think are relevant. Some awards have categories for businesses of different sizes – others have one category that is open to all.

All award categories require you to upload creative examples from your campaign. The examples you choose can involve any use of LinkedIn formats or features, from thought-leadership posts to examples of Sponsored Content, video assets, Sponsored InMail, Text Ads, even status updates and employee profiles. You'll be asked to upload creative examples when you fill in your entry details on our Awards website.

HERE ARE THE DETAILS OF **OUR EIGHT AWARDS CATEGORIES:**

1. BEST B2B BRAND CAMPAIGN
2. BEST B2B BRAND CAMPAIGN – SMB *(open to businesses with fewer than 200 employees)*

Recognising the most creative and effective campaigns that drive brand awareness and change perceptions on LinkedIn. Judges will look for a creative approach to achieving brand marketing objectives with a clear strategy that flows through into measurable results.

SUBMISSION BREAKDOWN	WHAT JUDGES WILL BE LOOKING FOR?	% OF VOTE
Strategy	Clear marketing and business objectives, including how you identified your target audience and their needs, the marketing challenges you overcame, and your use of research and strategic planning	30%
Execution	The details of the campaign including examples of your creative and content, and the effectiveness of your targeting and tactical placements. Include the way you leveraged the features of LinkedIn's products and platform, and your approach to optimisation	40%
Results	Compelling evidence of brand impact effectiveness. This can include CTR and audience engagement rates. However, make sure to Include brand metrics like NPS, brand awareness surveys, and data on improved customer perceptions if you have them available	30%

3. BEST B2B LEAD GENERATION
4. BEST B2B LEAD GENERATION – SMB
(open to businesses with fewer than 200 employees)

Marketing that delivers the most effective and strategic lead generation on LinkedIn. Judges will be looking for campaigns that delivered the quality and quantity of leads to meet or exceed a business's objectives, with measurable benefits to the bottom line.

SUBMISSION BREAKDOWN	WHAT JUDGES WILL BE LOOKING FOR?	% OF VOTE
Strategy	Clear lead generation objectives that are linked to your business strategy. Include how you identified the lead generation needs of your business, how you defined your target audience and how you understood their needs	30%
Execution	The details of the campaign including examples of your creative and/or content and the effectiveness of your targeting and tactical placements. Include the way you leveraged the features of LinkedIn's products and platform, and your approach to optimisation	30%
Results	Clear evidence of business benefits. This could include the quantity and quality of leads (be that inquiries, MQL, SQLs, closed deals), growth of your sales pipeline, increased pipeline velocity, ROI/ROAS calculations, the sales and revenue that you generated, and qualitative feedback from sales about the quality and value of the leads you delivered	40%

5. MOST INNOVATIVE

Recognising innovative and original work that leverages the B2B marketer's understanding of LinkedIn's insights, audience needs, product, features or platform. This may or may not include using paid media. Judges will be looking for an original approach through smart use of LinkedIn audience targeting, original storytelling or clever leveraging of LinkedIn platform capabilities.

SUBMISSION BREAKDOWN	WHAT JUDGES WILL BE LOOKING FOR?	% OF VOTE
Strategy	Clearly defined marketing and business objectives and an original, innovative approach to meeting them	30%
Execution	The details of the campaign including examples of your creative, content and targeting that show how you leveraged your understanding of LinkedIn opportunities in an original way.	50%
Results	Evidence of effectiveness against marketing objectives	20%

NEW CATEGORY FOR 2018

6. BEST B2B VIDEO

Marketers that are driving measurable results through video content on the LinkedIn platform. Examples of video content can include creative advertising, long form or short form video content, storytelling, thought-leadership content and animation. The judges will be looking for video content that achieves clearly defined marketing objectives that could include brand awareness, engagement and lead generation.

SUBMISSION BREAKDOWN	WHAT JUDGES WILL BE LOOKING FOR?	% OF VOTE
Strategy	Clear marketing and business objectives that led the development of your video content	30%
Execution	The details of the campaign including examples of your video content and the effectiveness of your targeting	40%
Results	Evidence of effectiveness against marketing objectives for example view rates, completion rates, social engagement	30%

7. BEST B2B THOUGHT LEADERSHIP CONTENT

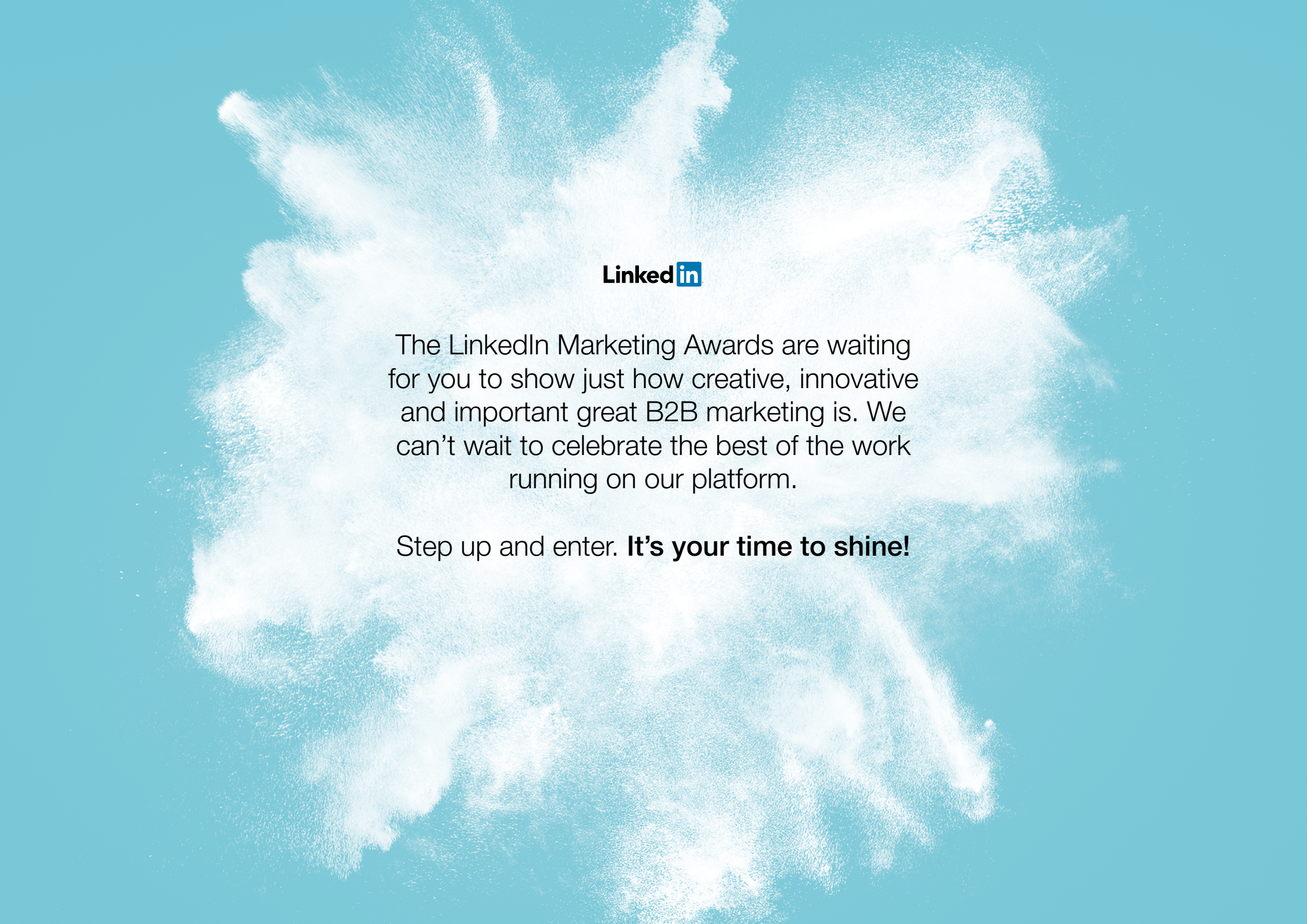
Recognising the businesses and brands that raise awareness, own the conversation and elevate reputation through the quality of B2B content that they share on LinkedIn. The content can take any format: white papers, ebooks, video, infographics, long and short-form posts. The category is open to both content programmes that demonstrate sustained effectiveness and single items of content that achieve impact and influence. Thought leadership content can be from individuals, brands and agencies.

SUBMISSION BREAKDOWN	WHAT JUDGES WILL BE LOOKING FOR?	% OF VOTE
Strategy	How your content aligned to clear marketing and business objectives, and how you balanced this with an understanding of your audience's needs	30%
Execution	Submit examples to show the creativity, quality and originality of your content, and how you reached your target audience	40%
Results	Evidence of the impact and influence of your content and the business benefits it delivered. This could include view rates, engagement rates, organic reach and sharing, and evidence of success in changing customer perceptions	30%

8. PEOPLE'S CHOICE

Our final award is for the B2B marketing that most inspires B2B marketers – shortlisted by our internal judges, then decided by public vote.

The winning submission (selected from the shortlisted submissions) will be determined by the highest volume of votes from the public. Any member of the public can cast one vote on the Awards Site for any of the shortlisted finalists across all categories.


LinkedIn
The LinkedIn Marketing Awards are waiting for you to show just how creative, innovative and important great B2B marketing is. We can’t wait to celebrate the best of the work running on our platform.
Step up and enter. **It’s your time to shine!**