

TIPS FOR MARKETING YOUR PLANET AWARD-WINNING PROJECT

The following checklist has been put together as a tool for marketing your award-winning project. Use your award-winning status to its fullest potential. Be creative!

Postcards – Use a picture of your award-winning project or use your own imagination to create postcards that can be mailed to your customers/clients to promote your award-winning project(s).

Door Knockers – This type of marketing can be very beneficial. It gets directly to your potential or current clients. Simply work up a flyer announcing your award-winning project and place it in a plastic doorknocker bag. Have your employees place them on doors in the neighborhoods you would like to target.

Plaques – Be sure to hang the awards plaque you will be receiving in a highly visible place, such as your lobby. Hanging framed prints of the award-winning project(s) around the plaque also makes a nice presentation. In addition, build customer relations by presenting a plaque to the client – word of mouth from a happy customer is some of your best advertising – be sure the client feels honored by the prestigious recognition bestowed by this award.

Gold Seals – Promote your award on a daily basis. Affix the gold award seals to invoices, proposals and other company documentation. Every item you mail out to potential customers should include a gold seal promoting your award-winning status.

Advertising – All forms of advertising will help promote your company, the industry and the award-winning project. Use pictures of your project to promote your award-winning status in ads in magazines and newspapers, and state “Award-winning Company” in your yellow page directory, on your business cards, and your company web site as well.

Bids/Proposals – Be sure to mention your award-winning status on all bids and letters, by including a closing paragraph that refers to your recent award.

Displays – Create a display of your award-winning project(s) that can be set up at trade shows or other events.

Press Releases – Send a press release to your current and prospective clients and the media. Have your client give you a quote that you can use in the press release as well. (We have enclosed a sample release for your convenience.)

Involve the Customer – Be sure to include your award-winning client in your promotional efforts. Make the client feel that they, too, deserve a part in the celebration of the project's success, because they certainly were a very large contributor to that success. Present them with a plaque that they may display in a prominent place in their office or home. Forward a congratulatory letter to them with an explanation of the significance of the Award.