

# BABTAC & CIBTAC

## *Awards 2020*

### Digital Marketing 2020

#### Why should you enter the BABTAC & CIBTAC awards?

The BABTAC & CIBTAC Annual Awards is one of the most prestigious dates in the beauty industry calendar. Our awards seek to recognise and reward excellence within the industry and provides the opportunity to boost your profile, both locally and nationally. Winning an award can do wonders for morale and motivation, and can also reassure your clients that your services are recognised within the industry as first-class.

#### Who can enter this category?

Any BABTAC member who is currently working in the industry and has done so for at least 12 months.

#### What do our judges want to see?

Our judges want to find an outstanding example of digital marketing skills in the industry. This could include details such as:

- Examples of effective strategic digital marketing and advertising campaigns and evidence of results, such as client acquisition, client retention, financial growth
- Levels of engagement & growth on social media platforms (provide proof)
- Clear and consistent branding across all digital marketing channels
- Knowledge of new and emerging trends within the industry and across the digital business mix and demonstration of how to use them effectively

#### How to enter:

**STEP 1:** Read the above **criteria** for this category and ensure you meet it before proceeding with your application

**STEP 2:** Read the '**Terms & Conditions**' carefully and sign and date a copy to submit with your application

**STEP 3:** Complete the '**Entry Form**' for the Digital Marketing category, available to download on our website at [www.babtac.com/26-awards](http://www.babtac.com/26-awards).

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**STEP 4:** Provide the following **'Supporting Information'** along with your signed **'Terms & Conditions'** and completed **'Entry Form'**:

- ✓ BABTAC membership certificate / Proof of insurance
- ✓ Signed terms & conditions
- ✓ A portfolio of evidence to support your application, including evidence of strategic digital campaigns and their results.
- ✓ Details of your Website address and all social media handles

**STEP 5:** Send **all** the above information to [awards@babtac.com](mailto:awards@babtac.com) by **29<sup>th</sup> February 2020**.

### What happens next?

1. The entry deadline is **29<sup>th</sup> February 2020**. After the deadline, our judges will consider each submission and its supporting evidence.
2. Finalists will be chosen upon judging of the application form and portfolio of evidence, and they will be notified by the end of **June 2020** and the winner announced at our Conference & Annual Awards Ceremony in **September 2020**

**Good luck!**

### **REMEMBER!**

To buy your tickets for BABTAC & CIBTAC's Conference & Annual Awards Ceremony in September 2020.

Discover more at [www.babtac.com/26-awards](http://www.babtac.com/26-awards)