

BABTAC & CIBTAC

★ AWARDS 2023 ★

Digital Marketing 2023

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?

Anyone business currently working in the Beauty 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 [here](#)

(Continued on page 2)

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

- ✓ BABTAC membership certificate (members) or Proof of insurance (Non-members or Associate Members)
- ✓ 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 by **16th January 2023**.

What happens next?

1. The entry deadline is **16th January 2023**. After the deadline, our judges will consider each submission and its supporting evidence.
2. If you are chosen as a **semi-finalist**, you will be notified around the first week in March 2023 and may be asked to provide additional information ahead of choosing our finalists.
3. The finalists will be notified at the end of May 2023. The winner will be announced at our prestigious Annual Awards Ceremony at The Fairmont Windsor Park on the **17th September 2023**.

Good Luck