Welcome to The Sales and Marketing Technology Awards, a.k.a. “The Sammys!” This year we will recognize the global leaders, technologies, and organizations helping solve the challenges organizations have created to connect and collaborate with prospects and customers.

Sales and Marketing technologies now make up more than 20% of an organization’s marketing budget. These tools and services allow organizations to efficiently target, interact, collaborate, sell and service customers.

The Sales and Marketing Technology Awards, a.k.a. “The Sammys”, will recognize the global leaders, technologies and organizations helping to solve the challenges organizations have connecting and collaborating with prospects and customers.

The Sammys will honor not only the technologies and services themselves, but also the people behind the tools and the organizations that support them. Please request the Nomination Guide for complete details including deadlines, fees, award categories and award types, as well as tips and tricks to winning business awards.

Russ Fordyce
Managing Director
Business Intelligence Group

You are helping sales & marketing pros. Let the world know!

Recognizing global leaders, technologies, and organizations

Nominations Due
06.09.23

Winners Notified
07.07.23

Nomination Fee: $799
Welcome to the Sales and Marketing Technology Awards

**ONLY 61% OF MARKETERS** believe their marketing strategy is effective.

Even though many marketers doubt their strategies, they’re still pouring massive spend into digital advertising.

**40% OF MARKETERS** say proving the ROI of their marketing activities is their top marketing challenge.

Despite allocating large portions of their budgets to digital ads, many digital marketers are unable to fully gauge their results.

**MOBILE AD spend surged 26% to $240B in 2020.**

It’s a common misconception that, because the world is becoming more digitized, phone calls have lost their importance. This statistic proves that mobile ads and click-to-call features are driving more calls to businesses than ever before.

**78% OF MARKETERS** believe that custom content is where the industry is headed.

This means that customer experiences will ideally be as one-to-one as possible.
This year, more than ever, tracking the success of Sales and Marketing using technology available at your fingertips, is a crucial component of any business. The Sales and Marketing Awards will be awarded for superior performances from the past 12 months. Nominees will select a single Solution Category, Industry Served and Award Categories.

**Organization** Awarded to an organization whose collective performance has driven the entire group to exceed the sum of individual efforts.

Company Size:
- Micro - 10 or fewer employees
- Very Small –11-100 employees
- Small – 100-999 employees
- Medium – 1000-9,999 employees
- Large – More than 10,000 employees

**Product or Service** Awarded to a single product or service or line of products or services launched or updated in the last 12 months.

**Individual** Awarded to an executive whose leadership in the organization and industry have led to the delivery of innovative AI solutions.

A select group of nominees who do not win but that show significant promise or performance, may be named as a “Finalist.”
Sales and Marketing Technology Awards will be given out for superior performances in the past 12 months. Nominees will select a single Solution Category, Industry Served and Award Categories.

Solution Categories

**Advertising Technology**
Advertising is a crucial customer acquisition technique for marketers. Using the combination of SEM (search engine marketing), display ads, retargeting, and ad tracking or attribution software, expert marketers, combine these efforts to generate new business for their company.

**Content Management System (CMS)**
The technology platform that marketers use that powers a website, blog, or other relevant web property to engage their customers.

**Customer Relationship Management (CRM)**
Typically an area of focus that helps savvy marketers in all spaces inspect what they expect. A CRM that is set-up properly can track marketing attribution when supporting a direct salesforce. The CRM will track all customer relationships and provide insights into how marketing campaigns influence sales pipelines and customer growth.

**Email**
Typically, email is the key customer communications channel that all marketers need in their toolkit. This marketing cornerstone is a capability that comes built into a marketing automation or inbound marketing platform.

**User Experience Optimization**
Programs that allow marketers to take action on their analytics to make their marketing campaigns more efficient and create actionable results. This includes an A/B testing and personalization software.

**Experiential/Event Marketing**
Experiential marketing, also known as event marketing, is an important aspect of marketing for many companies. With the need for companies to invest in virtual events, conferences, and webinars, it’s important to have the right experiential marketing tools to manage the success of these events.

**Insights and Analysis**
At any given moment, marketers need to be able to access their data to measure the success of a campaign activity. Most marketers will have website analytics and their own business analytics tracked in either homegrown or third-party tools. In more advanced cases, a data warehouse can pull together data from a wide array of systems to make it more accessible or use content intelligence to provide insights on content performance.

**Search Engine Optimization (SEO)**
SEO is often a key strategy for driving organic traffic to your website by ranking higher in search engines such as Google, and often pairs well with content marketing strategy. There are many tools available to help with keyword research and other SEO-related initiatives.

**Social Media**
Technology to monitor social activity and make social engagement easier can help maximize the impact of this marketing channel. Social networks such as LinkedIn and Facebook are also a key part of the ads landscape, and many have paid advertising options available.

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The BIG 3-Step Nomination Process
Submitting your nomination is a simple 3-step process

☑️ Download the entry kit at bintelligence.com

☐ Use our handy worksheet to write your nomination

☐ Click NOMINATE NOW to submit

All nominations are 100% confidential. Neither the nomination nor any of its content will be shared with anyone other than our staff and judges.

You may submit multiple nominations in multiple categories as a means of increasing your odds of winning. If you need to amend a nomination already submitted, you can resubmit the nomination following the same process but using the coupon code “RE-WORK”.
Nomination Fees
The $799 nomination fee is collected when your nomination is submitted online. We accept all major credit cards, bank transfers, and checks. If paying by check or wire transfer, enter in your nomination and use coupon code “ALT-PAYMENT” when promoted.

Contact us for banking information to complete your submission via wire or ACH transfer.

Mail Address:
Business Intelligence Group
28 Park Ave, Beverly, NJ 08010 USA

Rules
- Nominations must be for performances in the last 12 months.
- Nominations must not be duplicative work of others.
- You should be able to show the impact or potential impact of your organization, product or individual performance through concrete measurements or analysis.
Recognize, honor, and show gratitude to the team that works so hard to innovate.

Establish credibility, build your brand, and show your commitment to innovation and employee culture.

Build moral, galvanize your team, and show future employees that their hard work and dedication to innovation is part of something BIG.

Experts in your field review submissions; folks that are in the trenches each day and that understand the difficulty it takes to create something truly unique.

As a winner we will work with you to promote your success. As part of your entry you will receive the winners logo, press release templates, social media exposure, and a great BIG trophy to put in your lobby, take pictures with, and have a physical award for the team to see each day!

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5 Reasons to Enter
A successful BIG Awards Nomination should tell a great story. Effectively communicating your message within the entry includes:

- Write strong descriptions that help judges understand what makes you better, unique, and different in your space.
- Clear, concise, and easily understood explanations and descriptions of your product or service.
- Correct spelling and grammar is important. (Former winner, Grammarly, is a great resource!)
- Write it so your mother can understand it. Articulate your message in a way where, more people than your organization’s internal experts understand what you are attempting to convey.

Use additional resources to help enhance your chances of winning.

- Make sure your website is easy to navigate and to learn more about what you do. Is there a clear message about the nomination? Does it showcase its purpose, benefits, and value clearly? Be sure that the URL you want our judges to see is visually appealing and has a clear theme.
- Most successful nominations have videos that clearly showcase and explain their product or service as well.
What winners of the Sales and Marketing Technology Awards receive:

- One personalized trophy per winning entry
- A digital logo for royalty-free use online and in print
- A Business Intelligence Group-issued press release announcing the winners
- A press release template suitable for release by your organization
- Feedback and scoring on your entry as provided by judges
- Recognition by the Business Intelligence Group to its community of 40,000+ executives
- Recognition on the Business Intelligence Group’s website
- Recognition on the Business Intelligence Group’s social communities (LinkedIn, Twitter, and Facebook)
- Winners will have the opportunity to purchase additional branded collateral and materials such as additional trophies, plaques, and banners.

Note: Shipping to the United States is included with each nomination. Winners outside the United States will need to supply their own shipping carrier and account number.
Publicity for Winners

Winners will be notified prior to any public announcement. During this time, you can prepare your own press release and other materials to announce this noteworthy achievement to your own community. You will be provided the official award logos and branding elements, as well as a quote and press release template you can customize and distribute.

Once your win is made public, we will publicize the winners to our own community of business professionals and to leading publications.

Additional Exposure

Winners can create a short acceptance speech video with a member of the winning executive team recognizing the win. Once uploaded, it will be shared through our social media channels.

Judges are asked to score nominations and to share meaningful feedback with nominated candidates.

Business leaders with experience, insight, and knowledge are sought to be part of the volunteer panel of independent experts. Judging nominations is easy and usually only requires an hour or two of time.
Previous Winners
Judging Process
Every nomination is scored by our volunteer panel of business experts and industry leaders using our unique model that affords judges the opportunity to share public and private feedback.

Private feedback can be used to improve your future results. Public feedback can be used to maximize the third-party acknowledgement of your performance.

Judging is based upon your business execution and performance for each award.

Our Unique Judging Model
Our industry awards programs rely on industry leaders who volunteer to read, score and judge nominations. But what is unique about our model is that judges not only score and rank nominations, they also have the opportunity to share public and private feedback so that winners can maximize the third-party acknowledgement of their performance and all nominees can reflect on how they can improve their overall approach to the market.
Become a Judge

Judging for the Business Intelligence Group has many advantages and it is easy! Judging usually takes only a few hours of downtime and can be done from the comfort of an airplane, your favorite lounge chair or pool side. Read. Score. Feedback. Repeat.

**Referrals**
Judging has led to business referrals, job offers and other career advancements.

**Instant Good Karma**
Judging gives you instant good karma when you share your expertise and wisdom with our nominees.

**Recognition**
Your name, company name and ideas are shared with our growing audience.

JOIN US