

Best Search Campaign

This category is specifically for those agencies and businesses to enter who have carried out a comprehensive search campaign. Enter if you have completed, or are in the process of carrying out, a search marketing campaign which encompasses elements such as SEO and PPC (video and display are not included). Entries should be able to justify why they used search marketing and the particular elements employed and should demonstrate the effectiveness of their campaign in accessing their target audiences and generating business. Entries must solely include the search marketing elements of their campaign, as other marketing strategies will not be considered in this category.

Who should enter?

This category is for agencies and businesses who have carried out, or are in the process of carrying out a search marketing campaign.

What types of projects should be submitted?

Enter if you have, or are in the process of carrying out a search marketing campaign which encompasses elements such as SEO, paid placement, contextual advertising, and paid inclusion.

Criteria:

- Strategy (objectives, planning, execution, budget) 20%
- Design (concept, rationale, engagement) 20%
- Innovation (creative, integration, benefits) 20%
- Results (access to audience, leads, ROI) 40%