

How winning business awards can impact your business.

ATTAIN RECOGNITION, ATTRACT CUSTOMERS, GAIN TRUST





The world of business is highly competitive and constantly evolving.

With so many companies vying for the attention of customers, it can be challenging to stand out from the crowd. One way to distinguish your business and gain a competitive edge is through awards and recognition.

Awards provide a stamp of approval that signals to customers, employees, and stakeholders that your business is reputable, successful, and deserving of recognition. They also help build credibility and trust with customers, increase visibility and exposure, and provide opportunities for networking and professional development.

What are the benefits of winning business awards?

THE IMPACT AWARDS CAN HAVE ON YOUR BUSINESS



Winning business awards provides social validation and provides trust badges. These enhancements boost reputation and increase awareness.

SOCIAL VALIDATION

Social validation refers to proof provided by independent parties that publicly vouch for the quality of a company's products, services, social media profiles, and overall business. This can come in the form of customer testimonials, product reviews, social media shares, and awards won.

TRUST BADGES

Trust badges are emblems and trophies that companies can display physically, on their website, marketing materials, or products to confirm their trustworthiness. They may indicate that the company uses a trusted payment provider, has independent product testing, or has won a business award.



Don't just take it from us. See what this Forbes article has to say.

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Cultivating social validation in a broad group can sharply increase the trust people have in your brand, and can make them far more comfortable doing business with you.”

FORBES »





Business.com shares a similar sentiment and takes it a step further than just sales.

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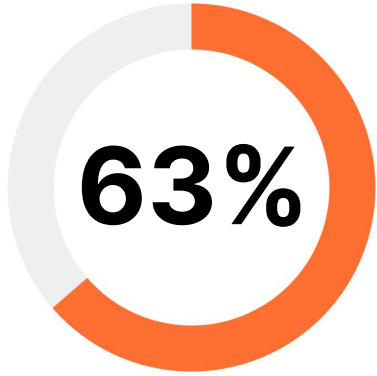
Accolades can boost sales, improve morale and attract talent to your team.

For startups, winning awards can help your company increase brand awareness and boost credibility. As your business scales, awards promote loyalty and trust while providing a competitive edge.

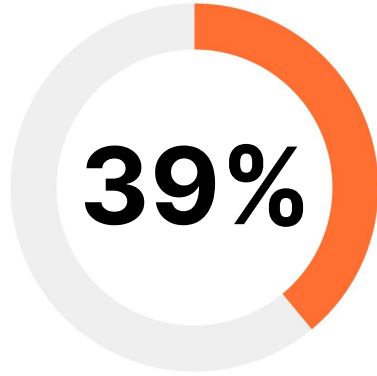
[BUSINESS.COM](#) »

The stats speak for themselves.

Small Businesses

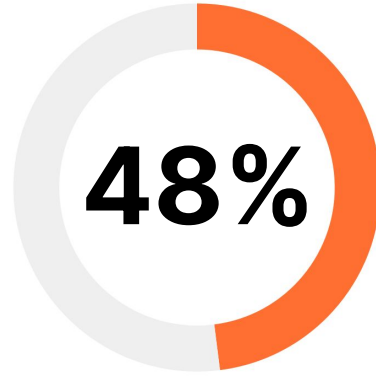


INCREASE IN
INCOME

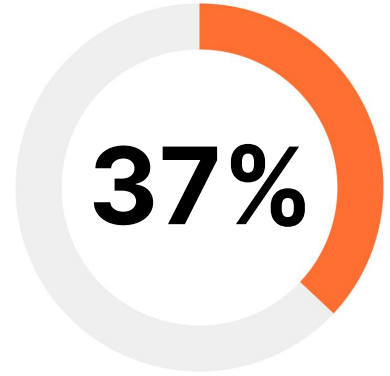


GROWTH IN
SALES

Large Companies



INCREASE IN
INCOME



GROWTH IN
SALES

According to Best Business Awards, award-winning small businesses can see a 63% increase in income and a 39% growth in sales. Large companies also benefit, seeing a 48% increase in income and a 37% growth in sales.



Is my company ready to win an award?

COMBATING THE FEELING THAT YOU DON'T HAVE A CHANCE

Have you ever thought that your company is not ready to win an award? You're not alone.

Many business owners feel like their business is not "big enough" or "successful enough" to win an award. However, **this kind of thinking can hold you back from reaching your full potential.**



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There are many awards for small businesses and entrepreneurs, from the well-known to the industry-specific... it can pay to win — and you can't win if you don't enter.”

[ENTREPRENEUR.COM](https://www.entrepreneur.com) »

How do I choose the right business awards to apply for?

SELECTING THE MOST IMPACTFUL AWARDS FOR YOUR BUSINESS

Research all the different awards and categories that are available, and choose the ones that's best for you.

Before applying for a business award, it's important to research the different awards and categories available. Some awards may be industry-specific, while others may be open to businesses of all types. Take the time to understand the awards landscape and identify the ones that align with your goals.

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There are over 1,000 to choose from so be sure to pick the business awards that you have the best chance of winning based on your strengths.”

[AWARDSINTELLIGENCE.CO](https://awardsintelligence.co) »



What are some tips for preparing a winning application?

PUTTING YOUR BEST FOOT FORWARD WHEN APPLYING





When applying for business awards, make sure you understand the judging criteria.

JUDGING CRITERIA

To prepare a winning application for a business award, it's important to understand the judging criteria. Make sure that you have a clear understanding of what the judges are looking for and how they will be evaluating applications. This will help you tailor your application to meet the specific criteria and increase your chances of success.

Tell your story - you and your team know your business best.

Take the time to identify what sets your business apart from the competition, making sure to showcase your strengths and accomplishments. Be specific and provide examples, data, and other evidence to support your claims.

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The application process forces you to review, and look in on all aspects of your business. For a period of a few days to a week - you're outside of your business looking in. This allows you to reflect on how far you've come, appreciate whether you've met the goals you set for yourself, and where you need to go.”

[DIGIT.BUSINESS »](#)

How can I maximize the impact of my business award?

MAKING THE MOST OF YOUR BUSINESS AWARDS



I won! Now, how do I get the most out of my well-deserved recognition?

To make the most out of your business award, integrate it throughout all marketing channels:

- Add it to your website
- Share it on social media
- Utilize email marketing
- Showcase it on display ad
- Include it on PPC ad copy
- Create a physical display
- Share it on your local listings
- Add it to your SEO strategy
- Create video content
- Run special promotions
- Write a press release
- Include it in sales messaging

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Awards... can give your business a big boost and help you win new customers.”

LOCALIQ »

What if I don't win? Can I still benefit from the application process?

Winning isn't everything. Even an application can be used to your advantage. The application process can help you reflect on how to improve your business. Further, you can leverage your application throughout marketing channels and issue a press release about how you plan to improve.

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It is nice to win, but realistically, not everyone wins all the time. Still, even if you don't win the big award, you can leverage the experience.”

FORBES »



Recap of the benefits of winning business awards.

KEY TAKEAWAYS

Winning a business award can provide a range of benefits for your business, including increased visibility and enhanced reputation.

By winning an award, you can set your business apart from the competition and demonstrate your commitment to excellence. Remember that winning an award is not just about the recognition itself, but about the benefits that come with it.

If you haven't yet explored the world of business awards, now is the time to start. There are countless opportunities available for businesses of all sizes and types to earn recognition and demonstrate their excellence. Don't be afraid to put yourself out there and apply for awards that align with your goals and values.

By taking advantage of the opportunities available and celebrating your achievements along the way, you can build a strong and successful business that stands out from the competition.