

Best Marketing

Entry Planning Guide



Plan your answers before completing the online form

Start by choosing one strong example or location, then answer each section based on that.



TIP: Strong entries are clear, specific and supported by examples or results.

1



Objectives & Strategy

Max 4270 Characters

How your campaign or activity was built around clear goals and a defined strategy.

Think about: What did you want to achieve, and how did you plan to achieve it?

- Campaign objectives and target audience
- Strategic planning and delivery approach

2



Creativity & Innovation

Max 4270 Characters

How creative or innovative thinking helped your campaign stand out and connect with your audience.

- Unique ideas, messaging or creative execution
- Fresh approaches or innovative marketing techniques

3



Effectiveness & Results

Max 4270 Characters

How your campaign was brought to life and reached your audience or goals.

Think about: How did you turn your strategy into action and show it worked?

- Delivery across channels or platforms
- Outcomes, engagement, growth or measurable impact

Entry Deadline: 24 September, 5PM



Supporting your entry

Include where relevant:

- Data or results
- Testimonials
- Links to relevant content



Before you submit

Judges will review your online presence:

- Social media
- Sustainability and accessibility information
- Customer reviews



Before you start

- Choose your strongest example
- Gather key data
- Draft your answers in advance

For full category details and eligibility, visit the website

Start your entry today. →



You can prepare your answers in advance and copy them into the online form when ready.

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