

Awards As Marketing For The Industrial Sector

by TR Cutler



continued

Every year manufacturers miss an obvious marketing opportunity: winning awards.

While some of the variety of awards have a small fee to apply, others are simply a matter of completing a nomination form. In general, manufacturers are loathe to do this; they see it as bragging and self-aggrandizing. It is, but no less important to toot your own horn.

Some of the value of winning or receiving a nomination is sustaining. Supply & Demand Chain Executive magazine has an annual award called *Pros to Know*.

2022 Pros to Know

Recognizes outstanding executives whose accomplishments offer a roadmap for other leaders looking to leverage supply chain for competitive advantage.

Nominations Open:
Monday, Oct. 25, 2021
Nominations Close:
Sunday, Dec. 19, 2021

Awards are not about being humble

Don't be shy or humble; it doesn't serve the company. In fact, when awards are part of the marketing outreach effort it becomes part of the sales narrative and establishes clear competitive differentiation.

Other awards are more local. Most of the 40+ Business Journals have a Manufacturer of the Year competition, often delineated by size (small, medium, and large). Other awards acknowledge up and coming rising stars with awards titled "40 under 40" or "30 under 30."

For manufacturers or distributors who belong to associations, it's critical to apply for their recognition awards. There are highly prestigious manufacturing awards for manufacturing companies with outstanding projects or leaders who deserve recognition.

One of the most important national awards is the Manufacturing Leadership Awards. The 2022 season is open now through December 20, 2021. It recognizes excellent projects that demonstrate performance transformation in manufacturing and outstanding operational leaders who are influencing the industry's future.

These awards do not happen all at once

They are sprinkled throughout the year, but it's vital to keep ahead of the chore of completing the nomination forms and applications. If there is an internal marketing director, this must be on the agenda. Increasingly, we see that most PR firms lack the sector knowledge of these awards; it really requires an industry insider. Having served as a judge for many industrial award competitions, it's an honor to shine a spotlight on the great work of manufacturers.

Still, it's amazing how many manufacturers, whether because they are too humble or simply unaware, fail to participate in this free or low-cost marketing outreach campaign element.

Broadening the sectors served by winning awards

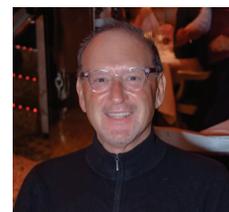
More and more manufacturers are broadening their sector outreach. Moving beyond a single sector outreach, such as electronics, manufacturers are now migrating to other areas of the industrial complex which

can utilize their technology. Immediately the awards, associations, and publications within these newly expanded marketing efforts must be investigated.

Marketing personnel are busy these days working to navigate the return of in-person conferences and tradeshows or hybrid events that are remote. User conferences, customer webinars, and case studies are everywhere. Yet the publicity value of winning one or two awards accomplishes a seminal goal: shortening the sales cycle. Award recognition is a seal of approval; a layer of due diligence conducted by an objective third party, lending credibility to the product, service, and company. Awards must be on the to-do list for all industrial companies.

Author Profile:

Thomas R. Cutler is the President and CEO of Fort Lauderdale, Florida-based, TR Cutler, Inc., celebrating its 23rd year. Cutler is the founder of the Manufacturing Media Consortium including more than 9000 journalists, editors, and economists writing about trends in manufacturing, industry, material handling, and process improvement. TR Cutler, Inc. recently launched three new divisions focusing on Gen Z, the African manufacturing sector, and manufacturing in the entertainment sector. Cutler authors more than 1000 feature articles annually regarding the manufacturing sector. Over 5000 industry leaders follow



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