

Digital Marketing – Guidance

This document provides prompts to help you create a great entry for the Digital Marketing category in the 2025 Digital Culture Awards.

At the end of this document is a word version of the online submission form. You can use this to practice your answers.

Entry Form

This information relates to the 'Entry Form' tab of the online submission form.

Question 1 - Tell us about your project

If someone were only to read this paragraph, they should immediately understand why your project was impactful, unique or innovative.

What to include in your answer:

- Include your / your organisations' name.
- Summarise your project.
- Explain the outcome of the project.

Example: The British Soap Opera Museum launched a "living exhibition" where users from around the world shared personal stories and connections to our collection via social media. This co-created content transformed our digital exhibits, increasing engagement by 85% and increasing our in-person audience by 200%.

Question 2 - Tell us about your project strategy and the steps you took to execute it.

What to consider in your answer:

- What were your goals or aims?
- Who was your target audience and why?

Question 3 - Tell us what digital channels and tactics you used, and why you chose them.

What to consider in your answer:

- What channels or tactics did you use?
- What research led you to choose them?

- Was this a new or unique approach for you?

Question 4 - Tell us how the project contributed to reaching your organisational or audience engagement goals.

What to consider in your answer:

- What metrics did you use to measure impact and why?
- Did you meet your goals? Why/Why not?
- What did you learn?

Offline copy of the submission form

You can use this table to prepare your answers for the online submission form.

Question	Answer
Summarise your project using no more than 50 words.	
Tell us about your project strategy and the steps you took to execute it.	
Tell us what digital channels and tactics you used, and why you chose them.	
Tell us how the project contributed to reaching your organisational or audience engagement goals.	