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# HOW TO PROMOTE YOUR COMPANY AS AWARDS FINALISTS

Boost your PR with our free banners and content templates

# WELCOME FINALISTS

You made it to the finals!  
**Congratulations!**



This is a huge success and you should be proud of what you've achieved. The next step is to show and tell everyone you are a finalist at the **UK Business Awards 2020**.

We've prepared this guide to help you **boost your awards promotion**. Why it's so important to share this achievement with your colleagues, network and followers on social media? Well, the answer is simple - you worked so hard on this and you don't want to miss the opportunity to position yourself and your company as leaders in your industry and broader. You'll find guides for posting on social media, sending emails, banners in different sizes made to fit recommended sizes by various social media platforms and content templates.

We'll be promoting you as well, so make sure you follow us on social media and are subscribed on our newsletter.

## A quick checklist of things to do

- ☐ Put a finalists logo on your website
- ☐ Change cover images on social media you use
- ☐ Ask your employees to change their cover images
- ☐ Send an email to your list (the most important people to find out that you've been shortlisted are your customers)
- ☐ Send a Press release to the local and national media
- ☐ Repeat 😊

### We've prepared all the logos, banners and content for you to use.

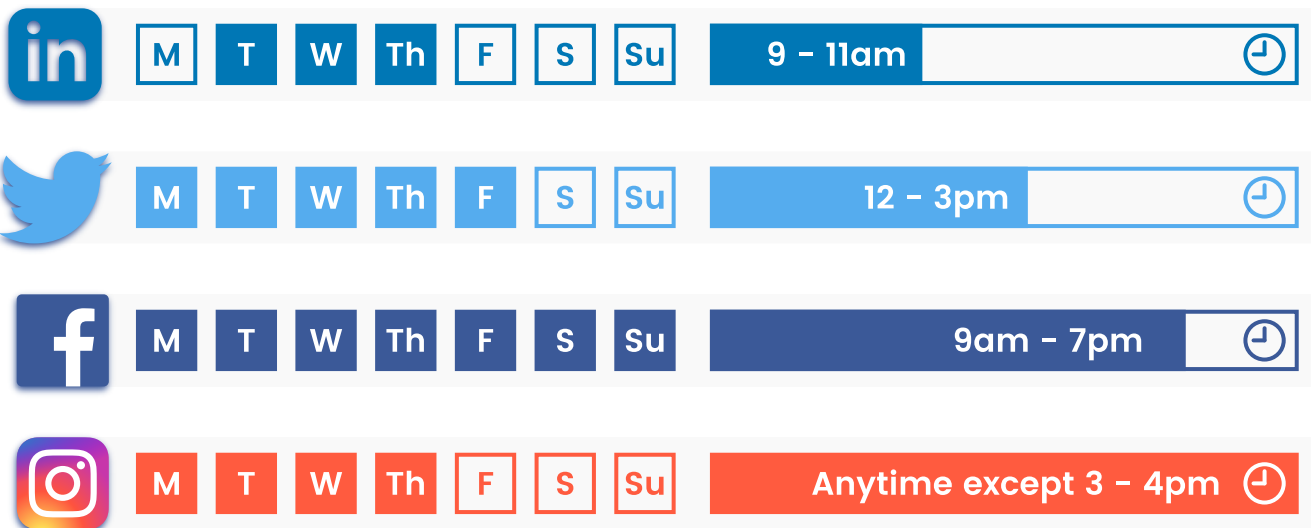
If you want to write something of your own you're more than welcome to do so. And if you don't like the banners we've prepared it's nothing to worry about – reach out and we'll be more than happy to work on that together and make a banner you'll love. Please don't make banners on your own. They are branded and all finalists will receive them.

When posting on social media, make sure you tag us in your posts (at the end of this guide you'll find links to our profiles). We want to help you gain more engagement and reach on social media by liking and commenting on your posts. 😊

## When is the best time to post/share/send emails

A secret everyone would like to know. 😊

Liaise with your Marketing/Social media team to help you with that part. They know when's your audience online and engaging the most. But, we've prepared some general rules when it comes to the best time of the day to post on different social media.<sup>1</sup>



### And what about emails?

Well, this is a tough one. 😊

Our best advice is to communicate with your Marketing team since they know your audience best and they can advise when to send this email. It depends on various factors like industry, type of email you're sending and of course, your audience. Just like with social media, there are some general rules when's the best time to send emails.



<sup>1</sup> We used different sources available online to make the images.

## Everything you'll need for your free PR

**We've prepared everything we could think you will need for a successful campaign.** If you need anything else, reach out to our Marketing team. **Emilija** will answer all your questions and be there to help you get the most of your promotion. If you want suggestions, new banners or anything else, feel free to reach out to her.

Here you can see how the banners look like and on this [link](#) you'll find a folder with banners and content you can use. 😊



Follow us on



Also, make sure you use [#awardsinternational](#), [#ukba](#) and tag us in all your posts.

**We wish you luck in finals.**

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And remember,  
this is a huge success and you should be proud.

Share it with everyone!

Congrats from everyone at

