



This is a PDF replica of our online entry form (a list of entry form questions) offered for the convenience of our entrants. Please note that your actual responses must be entered and submitted via the online version of this form in order to enter. Thank you!

Gramercy Institute's Financial Content Marketing Awards

Gramercy Institute Presents, The Financial Content Marketing Awards

Welcome to entry form to the Gramercy Institute's Financial Content Marketing Awards, honoring excellence in content marketing within the financial category. It's simple to enter!



Gramercy Institute's Financial Content Marketing Awards

ABOUT THE ENTRANT

1. Primary contact for future communications regarding this entry:

Name:	<input type="text"/>
Title:	<input type="text"/>
Company:	<input type="text"/>
Address:	<input type="text"/>
Email Address(s):	<input type="text"/>
Phone 1:	<input type="text"/>
Phone 2:	<input type="text"/>

2. For what financial brand has this content marketing work been conceived?

3. Please tell us the title of this content marketing entry

4. Is your entry an example of (please pick one):

- A financial firm marketing its own services
- An agency or marketing consultancy servicing a financial firm
- A media company providing content services to a financial firm
- A specialized marketing services provider to a financial firm
- A corporation marketing its financial performance to key audiences (corporate)

Other (please specify)

5. Please list all names, titles & companies that are to be credited in association with this content marketing entry:



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ABOUT THE ENTRY

1. How would you describe your entry (please select all that apply):

- Business-to-Business Content Marketing Example
- Business-to-Intermediary Content Marketing Example
- Business-to-Consumer Content Marketing Example

Other (please specify)

2. What is the geographic scope of your entry:

- Global
- International
- Domestic (Single Country)

3. How would you best describe the audience(s) targeted by this strategy (choose as many as may apply)

- Business Audience-Targeted
- Consumer-Targeted
- Individual Investor-Targeted
- Institutional Investor-Targeted
- Intermediary-Targeted (i.e.: financial advisors or insurance brokers)

Other (please specify)

4. Which category best describes the primary financial product or service benefiting from this content marketing entry (please choose one. If you feel that your content marketing entry should be considered in more than one category, please explain in the box below).

- Accounting & Consulting
- Asset Management
- Bank-Commercial Lending
- Bank-Merchant Services
- Bank-Retail Services
- Brokerage
- Commodities Exchange
- Consumer Lending (Mortgage, Home Equity, Auto)
- Corporate (Firms marketing to Financial Audiences)
- Credit Card & Payment Systems
- Currency Exchange
- Investment Banking
- Insurance (Life & Annuities)
- Insurance (Property & Casualty)
- Miscellaneous Financial Products & Services (B-to-B)
- Miscellaneous Financial Products & Services (Consumer)
- Retirement Services
- Securities & Commodities Exchanges
- Tax Services
- Personal Investing
- Wealth Management

Other (please specify)

5. What content delivery media were used to deliver your content to the intended audience. Please click all that are appropriate (limit four):

- Collateral Materials
- Digital Video
- Direct Mail
- Email
- Event & Conference
- Game
- Mobile/ Tablet/App
- Out of Home
- Public/Media Relations
- Search
- Social Media
- Film/Cinema
- TV-Broadcast
- TV-Cable
- Print
- Radio
- Web Advertising
- Web Site (proprietary)
- Viral Marketing

Other (please specify)



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ENTRY FORM

1. SITUATION (50 words or less): Please describe the benchmark situation of the financial marketer prior to engaging this content marketing project.

2. OBJECTIVE (50 words or less): Please state the end objective of your content marketing project.

3. STRATEGY (100 words or less): Please state the strategy you chose to achieve this end objective. (20 points)

4. EXECUTION (200 words or less): Please describe the tactics employed to support your content marketing project. (25 points)

5. INNOVATION (75 words or less): What was specifically fresh or innovative about this content marketing project? (15 points)

6. METRICS EMPLOYED (150 words): Please describe the system of measurement employed (or to be employed) to monitor success of your content marketing efforts. (15 points)

7. RESULTS (150 words or less): What end results were achieved with respect to original objective? If not all results are known at this point, please describe what results are known. (15 points)

8. OPTIMIZATION/LEARNING (200 words or less): Please explain what was learned along the way, and how such knowledge was used to optimize or adjust future thinking and/or action. If too early to describe, please describe what optimization mechanisms are called for/set-up and how results are planned to be optimized. (10 points)

9. Feel free to submit a file that demonstrates the look & feel of your content marketing entry.

You do not need to submit a file, but you may. If you are submitting a PDF, it must be no more than 3 pages long.

Choose File No file chosen

Click on the "CONTINUE" button to enter your strategy into The Gramercy Institute Financial Marketing Strategy Awards. PLEASE NOTE your entry will not be submitted until you complete the payment portion of the form. You will be taken to the payment site after you click on the "CONTINUE" button.

All submissions become property of The Gramercy Institute.