

2023 SPN Communications Excellence Awards
Expanding Your Audience – Nomination Form Preview



Who will you be nominating?

1. Nominated Organization
2. First and Last Name of Contact
3. Title of Contact
4. Email of Contact
5. First and Last Name of Alternate Contact
6. Email of Alternate Contact

Project Title

Open Field

Describe your audience expansion project.

Open Field

What do you hope to accomplish by expanding your audience? How does this help your organization achieve its strategic goals?

Open Field

To what audience groups were you seeking to expand your brand reach?

Open Field

What mechanisms did you use to expand your audience? (platforms, tools, tactics, etc.)

Open Field

What were your key metrics for measuring success, and did you accomplish your goals?

Open Field

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What did you learn about expanding your audience this way?

Open Field

Please upload any relevant marketing materials or content (5 file maximum)

File Upload (x5)

Please include links to any relevant content (2 maximum)

Link URL (x2)

Any additional comments

Open Field

May SPN share your project as a success story or case study with the Network?

Check Box

- Yes