

TRUSTRADIUS & SLAPFIVE PRESENT THE 2ND ANNUAL

# CUSTOMERX IMPACT AWARDS

## Calling all Customer Marketing and Advocacy (CMA) superstars!

Nominate powerhouse performers who have the biggest impact on their organizations' growth through world-class, customer-centric programs.

CustomerX Impact Awards winners will be announced live at CustomerX Con 2023. CustomerX Con 2023 is **THE** conference and networking event for pros in customer marketing and advocacy.

**MAY 17:** Nominations Open

**JULY 23:** Nominations Close

**SEPTEMBER 13:** Category Finalists Revealed

**OCTOBER 17:** Winners Announced at CustomerX Con 2023

**CustomerX Con 2023**  
**October 17-18, 2023**  
**Boston Convention & Exhibition Center**  
**Boston, MA**

REGISTER NOW

## WHY AWARDS?

The importance of having a high-performing CMA program is too often overlooked.

To achieve and sustain high growth, we must mobilize our customers to drive our companies' strategic growth initiatives in measurable ways.

Leading customer-centric CMA programs is a multi-step process requiring multiple layers of approval and buy-in—from a senior executive's initiatives to internal support's execution—each step must position the customer as the hero.

Strategic growth initiatives go beyond case studies, reference calls, and testimonials. Those activities are table stakes. To really make an impact, customer marketers need to run customer-centric programs that:

- + Land and expand
- + Retain and renew
- + Penetrate a new market
- + Launch a new product
- + Knock out specific competitors

CUSTOMERX  
IMPACT  
AWARDS

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# CATEGORIES

**Nominations will be accepted for the following:**

## RETENTION CHAMPION

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You mobilize customers to drive faster, deeper and wider adoption, while enabling customers to experience greater value from your solution. Your customers share best practices and paths to success, which increases retention, renewal rates, and customer satisfaction.

## ACQUISITION ACE

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You mobilize customers to drive new customer acquisition initiatives across all Marketing and Sales channels. Your customers help Marketing improve campaign effectiveness while helping Sales overcome objections and knock out competitors. You improve win rates and accelerate sales cycles.

## EXPANSION ENGINEER

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You mobilize customers in initiatives that drive revenue expansion from existing customers. Customers help you execute cross-sell and upsell campaigns, programs that expand seats and usage, and land-to-expand strategies. You create a higher customer lifetime value.

## MARKET TRAILBLAZER

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You mobilize customers to blaze new trails and conquer new markets. Your customers provide the proof you need to earn trust as you target new industries, expand up-market or down-market, resulting in a greater addressable market and higher market share.

## INNOVATION DRIVER

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You mobilize customers and their ideas to drive innovation. Customers pave the way for the co-creation of new products, collecting and disseminating product feedback, and making CX improvements. You accelerate innovation across all areas of your company.

## CM&A AMBASSADOR

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You nerd out over customer marketing and your enthusiasm spreads across all departments. You know how to gain executive support for your innovative ideas, and foster cross-functional collaboration on the planning and execution of customer programs that drive growth. You always represent the Voice of the Customer across the company.



# NOMINATION FORM QUESTIONS

Online nomination works best if submitted in one sitting, so here are the questions if you need to prepare your responses.

1.

What **name** or **label** do you use to refer to this strategic initiative at your company? (If you are a winner this title will be used in promotional content.)

2.

What was going on in your company or market that **triggered the need for this initiative**? Talk about the business challenges or opportunities you recognized.

3.

How did you go about **getting buy-in and support for this initiative** from executives, managers, and other departments that needed to be on-board?

4.

Describe the **execution of the program**. How were customers mobilized and what role did they play? What teams were involved and what role did each team play?

5.

What **challenges** or **pitfalls** did you hit along the way? How did you overcome them?

6.

What **metrics** do you use to measure the success of the initiative, and how has it performed so far against those metrics?

Please attach any supporting documentation for your submission.



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FOR ADDITIONAL QUESTIONS, EMAIL US AT  
HELLO@TRUSTRADIUS.COM