

United Kingdom

ONLINE MARKETING PLATFORM OF THE YEAR

My Marketing Button

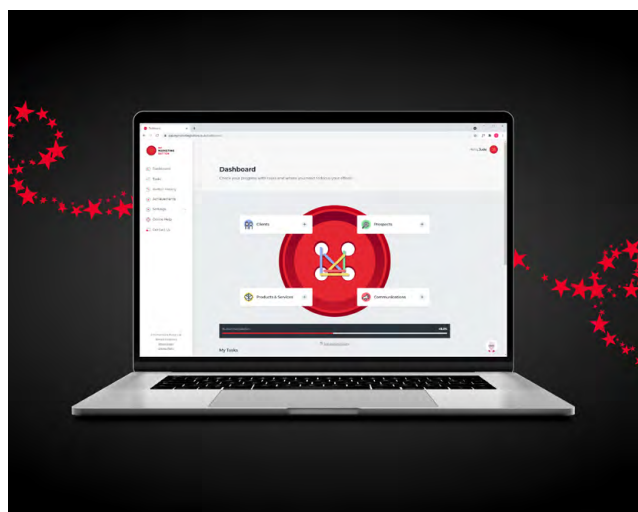
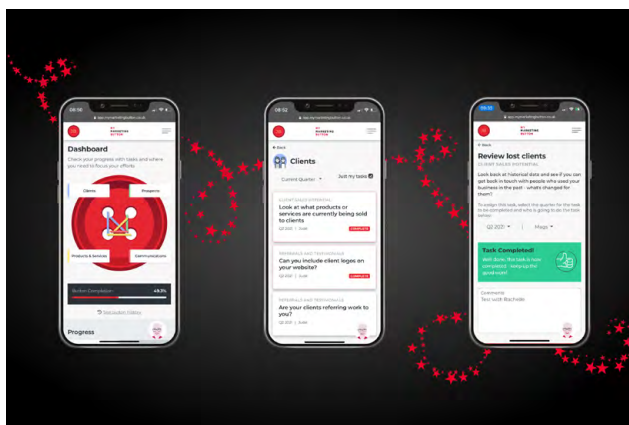
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MY
MARKETING
BUTTON

Based in Darlington, My Marketing Button is an online platform that offers an effective process for planning marketing strategies. This tried and tested process enables businesses to plan their marketing with a clear purpose, but additionally gives them the basis to track the progress of their strategy and identify potential opportunities. The platform connects all of the key elements of a business so that growth, development, and results can be achieved. My Marketing Button is perfect for small and medium enterprises, companies who don't have a marketing function in place or are coordinating these activities for the first time, as well as more established companies who are looking to grow their business. Furthermore, the organisation regularly reaches out to entrepreneurs and start-ups that need support in the early stages of their growth businesses, saving them valuable time and money.

The organisation uses a software application to track enhancements, fix platform bugs and communicate with its software developers, keeping My Marketing Button well-maintained and running smoothly. Furthermore, it frequently listens to companies who use the platform, taking on feedback to ensure the software keeps in line with rapidly-changing technology and continues to meet the needs of marketing professionals across a host of industries. The company continues to embark on its own growth plan too. The team is passionate about connectivity – within its platform as well as in the industry – and are connecting with other digital marketing agencies where there is scope for collaboration and even white labelling.



The judging panel was particularly impressed by the bespoke nature of the platform. My Marketing Button is customised to each client, a powerful solution that offers a coordinated plan for businesses who are looking for a solution which will result in commercial success. The software and its features are based on marketing tasks that are aligned to a company's purpose, with a dashboard that shows users the progress of their marketing function. This feature adds great benefit, enabling users to see their current progress, where they can improve, and plan sensibly to achieve their goals. Business leaders and marketers can give their whole team access, benefitting from features that will enable them to track their own marketing tasks, motivate them, and celebrate when goals are achieved.