

Marketing Distinction

When it comes to marketing excellence, winning is just the beginning.



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In the dynamic and competitive landscape of the A/E/C industries, where marketing plays a pivotal role in shaping success, honoring marketing excellence is not merely a ceremonial act but a testament to innovation, creativity, and impactful strategies that propel businesses forward. These awards serve as beacons, illuminating the path of industry leaders and inspiring a collective commitment to excellence. This sense of pride ripples through a marketing team's culture, fostering an environment that values innovation, collaboration, and a continual pursuit of excellence.

The significance of being acknowledged for marketing excellence extends far beyond immediate acclaim; it has the potential to position a company as a frontrunner, unlocking doors to partnerships, collaborations, and more. This recognition serves as a catalyst, positively influencing various facets of business, firm culture, and market standing. Awards are not mere accolades; they stand as third-party endorsements, validating a company's marketing strategies and campaigns. This validation is a potent differentiator, showcasing the company's prowess in standing out amid market clutter and excelling in innovative and effective marketing.

Beyond the metrics, winning such awards becomes a source of immense pride for the entire team. It's a collective achievement that validates the individuals' hard work, creativity, and dedication behind the marketing strategies. The attainment of the prestigious M Award is not just a symbolic victory but a tangible demonstration of the return on investment in marketing initiatives. This achievement showcases that the resources allocated to marketing have not only been wisely spent but have translated into measurable success. This aspect is crucial not only for the company but also for stakeholders who seek evidence of the strategic impact of marketing on the bottom line.

The benefits and advantages of receiving recognition for marketing excellence are boundless, influencing the business and contributing to a positive and thriving work environment. The impact of honoring marketing excellence extends to the industry at large. It becomes a catalyst for raising the bar, encouraging other players to push boundaries and strive for greater achievements. The sharing of best practices, insights, and success stories that accompany these awards contributes to the overall elevation of industry standards.

As we congratulate those acknowledged this year, we also look to the individuals who have contributed to the Society as well. Read more about this year's Weld Cox Marketing Achievement Award winner, Craig Galati, FAIA, FSMPS, CPSM, and Chapter President of the Year Janki DePalma, LEED AP, CPSM, beginning on page 40. At SMPS, we look forward to the future where the pursuit of marketing excellence will continue to shape and transform businesses and elevate the A/E/C industries to new heights.

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