

# Best business Award Isle Of Man

## Individual Excellence Award

### New Media & Online Business Award

#### OVERVIEW

The New Media & Online Business Award recognizes a digital-first business or media platform that has demonstrated excellence in leveraging online tools, content, or technologies to drive growth, audience engagement, and impact. This award celebrates innovation, creativity, and success in the digital landscape, including content creators, e-commerce businesses, digital platforms, subscription services, influencers, online educators, and app-based ventures.

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#### ELIGIBILITY

- Open to businesses that operate primarily or exclusively in the digital space (e.g., e-commerce, online services, media content, social platforms, apps, or virtual products).

#### QUALITATIVE CRITERIA

Must be legally

- Website or platform traffic (monthly/yearly).
- Number of app downloads, subscribers, or registered users.
- Social media following and engagement rate.
- Conversion rates or online sales revenue.
- Content reach (impressions/views), audience growth over time.

#### METRICS

#### JUDGING CRITERIA

- Digital Strategy & Execution: Strength of content strategy, SEO, social media, and online marketing approach.
- User Engagement: Quality of interaction with customers or followers across platforms.
- Innovation & Creativity: Use of new technologies, storytelling formats, or content styles to stand out.
- Brand Identity & Voice: Consistency and uniqueness in brand communication and visual design.
- Customer Experience: Seamless digital interfaces, responsiveness, and value delivered to users.

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..	Metrics Criteria	Current Year	Previous Year
..	<ul style="list-style-type: none"><li>• Website or platform traffic (monthly/yearly).</li><li>• Number of app downloads, subscribers, or registered users.</li><li>• Social media following and engagement rate.</li></ul>		

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