Solutions Partner Impact Awards Scoring Rubric

Each submission will have two judges. Judges will award points in each of the five core areas, with 1 being the lowest, and 5 being the highest. Each submission will be graded against other submissions in the same category and region. A minimum score of 70+ is necessary to win.

Each submission will be scored on a weighted scale in five core areas:

CHALLENGE (15%)	SOLUTION (25%)	RESULTS (25%)	IMPACT (25%)	QUALITY (10%)
What's the problem your client is facing? Is it a simple solve or a comprehensive issue impacting multiple areas of their business?	Are you implementing a multi-pronged solution? Did you think outside of the box to display your mastery skills of the flywheel and HubSpot products?	What happened? Showcase the results (i.e. ROI, % of change, new opportunities, traffic, conversion rates, etc.) that you set the KPIs and strategy around.	What does your client think? How did your agency impact their business in the short term/long term? What more will you be doing to ensure they continue to grow better?	Is your submission clear and easy to follow? Did it have relevant supporting examples? Was the word count at 1,000 words or less? Was the video clip under 5 minutes?

You have two options to submit your entry. Written blog post or video.

If you're submitting as a blog, please adhere to the word count of 1,000 words or less. You're allowed to submit short video clips supporting your success story.

If you're submitting as a video, please keep your video under five minutes or less. You're allowed to submit a short paragraph summary with your video entry.

For examples, visit https://www.hubspot.com/impact-awards-showcase-home

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