

SUTTLE-STRAUS BLOG CONTRIBUTOR GUIDELINES

Interested in contributing to the Suttle-Straus blog? We'd love for you to share your expertise!

Purpose of the blog

The Suttle-Straus blog aims provide valuable content to marketing professionals. It's a place to share information, experiences and best practices to help marketers better achieve their goals.

Audience

Our audience is comprised of marketing professionals at all levels and in all areas of marketing. They have a solid understanding of their own work, but are always looking for ways to improve existing processes, expand their skill set, and take on new challenges.

Topics

We're always seeking great content to share with our readers, and we welcome a variety of perspectives. We're interested in covering a range of topics that will enhance our audience's knowledge base. Post topics may include (but are not limited to): marketing technology, direct mail, design, print, brand management, or grand imaging/wide format.

Qualifications

We encourage and invite you to submit a guest post if you have expertise in a subject and share our interest and desire to help fellow marketers. Not a professional writer? No problem. We're here to help along the way by providing edits and suggestions.

Guidelines

Posts should follow these general guidelines:

- No duplicate content – Your post must be original work that has not been published before.
- Citing – Give proper credit to all sources referenced.
- Length – We prefer articles be at least 500 words.
- Tone – Keep it conversational (nothing too formal).
- Non-promotional – Your primary purpose must be to inform.

Process

Please email us at marketing@suttle-straus.com with "Guest Blog" in the subject line. Or, use the convenient online form to pitch us your ideas. Please send the article as a Word document to marketing@suttle-straus.com, along with your photo and bio.

All submissions are subject to review and approval. We reserve the right to edit submitted material. We also reserve the right to decline publication of submitted material that we believe does not coincide with the audience or purpose of our blog.

Contributor benefits

- Extend your reach and boost your reputation
- Help fellow marketers succeed by sharing your expertise
- Become an industry thought leader

How we promote you and your blog

- Your photo and bio will be displayed at the end of the article, and can include a link back to your website or blog.
- Your blog article will be promoted via our social media accounts on LinkedIn, Twitter, and Facebook.
- Your blog article will be emailed to our entire subscriber list as part of our monthly blog summary.

We look forward to hearing from you, and thank you for your interest in contributing to the Suttle-Straus Blog.