Writing For Relevance

The Relevance publication is solely dedicated to delivering content promotion news and insights. We seek to help marketing and communications professionals solve their content visibility challenges through shared thought leadership, stories of lessons learned and actionable advice from visionaries in content marketing.

Target Audience
We're looking to publish 60% for marketing and communications executives and 40% for tactical consumers such as managers and marketers.

The former should consist of personal experiences of failure and success, results of studies and experiments, opinions on trends and strategic planning advice. The later should seek to solve an immediate problem and explain how to do something in actionable detail.

Topical Boundaries
We're inviting contributors to focus on content that falls in one of these four buckets: earned, paid, owned and shared media. That said, earned and paid content promotion is the heart of the publication.

- Owned Media
  - Any media published on properties or channels that the brand has control over is owned media. Owned media gives a brand portability, allowing its presence to extend beyond its website.
  - Examples
    - company websites
    - corporate blog
    - email marketing messages
- Earned Media
  - Any media published by a third party on properties the brand does not have control of is earned media. It's called <u>earned</u> media because achieving this objective requires the brand and/or its content to be newsworthy to win the attention of media, bloggers and influencers.
  - Examples:
    - brand mentions in media coverage
    - links to owned media from trade publications

- byline invitations
- syndication
- influencer endorsements

- Paid Media
  - Also known as advertising, paid media exposes content to targeted users in exchange for compensation.
  - Examples:
    - banner ads
    - pay-per-click search ads
    - sponsorships
    - advertorials
    - sponsored links
- Shared Media
  - The documented engagement between a brand and a user where that engagement may be reflected in both of their networks and not fully owned by either entity. ([credit](#))
  - Examples:
    - comments left on a brand's social profile
    - photo submissions to a user-generated content campaign
    - public posts from consumers tagged with a campaign-specific hashtag

If you're unsure if your article idea is a good fit for the publication, email editor@relevance.com with a brief description of what you plan to write about.

Quality of Submissions
Writing within our topical boundaries is only half the battle. Please consider the following criteria when composing original content for Relevance:

- **Expertise** — You don't have to be well known to be a contributor to Relevance, but you must know a lot about the subject you're writing about.

- **Evidence** — It's not enough to know your subject deeply; you have to prove it to the reader. Referring to supporting research is one good way to do this; describing relevant examples is another.

If you have data, let us know — we can help you create charts that will make your ideas more sharable. Our audience is keen for new research, and Relevance is a great platform for sharing that work.

- **An original point of view** — If you're writing about a well-worn topic, you need to find a fresh approach. The best way to do this is to be very specific and to rely on your own research, observations, and experience. The worst way to do this, generally, is to try and coin a clever new phrase.

- **Usefulness** — Our readers come to us not just to stay on top of new developments in content marketing, but also to get help changing the way they and their organizations actually do things. If you can explain your thinking so that the reader understands how to begin to apply it in a real situation, that will make it a lot more powerful. If your idea would be more useful as an interactive graphic, assessment, checklist, or tool, we are happy to work with you on those, too — we recognize that not everything is best expressed as an article.

- **Writing that's persuasive and a pleasure to read** — Relevance readers are smart and skeptical and extremely busy. If you don't capture their interest right away, they will not hesitate before moving on to something else. Get straight to the point in the first paragraph, avoid jargon, and spend the extra time necessary to make your language sharp and compelling throughout.

- **Create conceptual hierarchy –** make your articles easy to read (and format) by following this four-step process when writing for Relevance:

  1. **Write an outline.** Your article needs structure.
  2. **Write an introduction** that draws readers in with less than a paragraph of text.
  3. **Write a conclusion.** Summarize all the key points (typically the article's headers) you just got done making in the article body.
  4. **Create transitions.** Each key point should have a logical connection to the next one; bridge them together with effective transitions.

- For more tips on writing high quality articles, read Niel Patel's Hubspot post on [how to get people to read your entire blog post](link).

Formatting

- **Length**: the minimum is 500 words, but most of our articles fall between 600 and 800 words. Long form content of 1,000+ words is accepted and encouraged - with a cautionary note that such articles are held to even greater editorial standards and should be supported by credible and authoritative research.
- **Title**: include a title with every article you submit.
- **Headers**: please use headers and/or bullet points to break up blocks of content.
- **Images**: Images are not required for submission, but they are always welcomed (with proper attribution). Please attach images to the email when submitting your article and include a note in the body of the email to the source of the image.

Links

Links should be included in the article body if the author refers to research, news or a specific outside article.

When relevant to the topic of discussion, it is acceptable to mention and link to your company in the body of an article. It also acceptable to cite your own ebooks, white papers, guides, cheat sheets, studies, case studies, etc. However, hard sells and overtly promotional language and links will be removed.

Frequency

Relevance contributors submitting content on a recurring basis should publish at least once per month and no more than four times per month.

Submitting An Article

Submit completed articles to editor@relevance.com. You will receive email notification upon receipt of your submission, no later than two working days.

You may republish your original Relevance content elsewhere on the web under two conditions:
- Two weeks have passed from the article's date of publication on Relevance.com
- You include a link to the original article on Relevance.com at the beginning or end of the post

Author Information

If submitting for the first time, please include the following information for your author profile on Relevance.com:

- Email address connected to [Gravatar](). Please create an account if you don't have one, and confirm that your headshot is uploaded to the account.
- Social profiles
  - Twitter handle
  - LinkedIn Profile
  - Google + account
- Company information
  - Website
  - Your title
- Your author bio

Submitting Articles for Syndication

The process for submitting articles previously published elsewhere is similar to submitting original content.

Email editor@relevance.com with a URL to the original source of the article and author information as outlined above.

Note: by submitting content for syndication, you confirm that you hold all rights to the article. We will credit the original post at the end of the syndicated article, as well as apply appropriate canonical tags. Click [here]() for more information on content syndication in the post-panda era.