

Spend Matters™

GUEST POST GUIDELINES

These guidelines are for writers wishing to write for and submit short articles to Spend Matters for publication. We receive many posts from guest writers in many different formats and style, and while we do endeavour to retain the author's 'voice', we have some fundamental points that we would urge writers to consider. Below you'll find a series of tips and suggestions to help our guest writers communicate in a manner most effective for themselves and our audience.

The Basics

- Length: between 300 and 700 words. Longer is OK if it justifies the space, but we will probably split it into two (or more) parts
- Style: business but relaxed (not too chatty); we want to engage our audience with everyday language they can relate to, but in a professional and authoritative manner
- Format: Word document or e-mail; please supply any charts or pictures either in original format or as picture images
- Please provide your name, title, and company name as you would like it to appear
- Remember that Spend Matters is a resource for many, many companies and individuals. Keep the press releases and marketing lingo to a minimum and stick to the grit of the issues so content is mutually beneficial for the entire community
- **Guest posts must be created and submitted as original content that must remain exclusive to Spend Matters.** Once submitted, content may not be repurposed in any way or posted elsewhere online. You are of course welcome to link to the post and excerpt a sentence or two.
- **Contributors must submit all sources used and/or referenced in guest post submission.** This includes internal and external reports, press releases, news articles, etc. This is so we can fact check your article internally.
- **You may not link back to your site or anywhere else on the Web.** We include backlinks only in our sponsored articles, not in guest posts. Please let us know if you are interested in signing up for our sponsored article program.

Some examples of what we look for:

Technology and solution provider analysis and opinion; reports, covering conferences or webinars; responses, in relation to industry events or announcements; general commentary, on procurement-related issues; breaking news alerts and related opinion; industry trends and forecasts for the marketplace; key players and emerging players; people-related issues (e.g. skills or interview questions and responses).

Content

Regardless of post type, all commentary should be applicable to the sector (but it is interesting to note that most material can be made relevant to the sector). Like all good articles, posts should always inform the reader:

- Who or What – it is about
- Where – consider the audience, time zones, locations and differing cultures (be specific: 'on the continent' 'abroad' might not be meaningful to all our readers)
- When – past, present, or future; all are relevant, whether it's something the industry needs to be on the lookout for, or lessons to learn from the past, or current situations; but remember to give dates/time frames seasons are not compatible around the globe and Spend Matters writes for an international audience
- Why – (most importantly) why they are reading it, what makes it relevant to them and the wider audience, preferably always relate to the bigger picture
- All content ideally should be interesting for, and relevant to, a wide procurement audience ranging from junior buyers to CFOs
 - however, our readership is relatively 'top heavy' so most posts aim at a quite experienced audience

- Content should be useful – advisory, informative, challenging, debate provoking – tips, concerns, forecasts, advice, guidance, calls to action are all good tools to gather audiences in
- As word count is limited, focus fairly narrowly and get into some detail rather than try to cover a huge topic thinly. “How to do IT outsourcing” does not work in 500 words. “4 TUPE issues to consider in IT outsourcing projects” could

A few considerations for a more widely read post:

- Our audience is engaged by a bit of quirkiness, provocation or humor, within reason. A more light-hearted approach, while retaining expertise and authority, will contribute to obtaining a higher readership level.
- Make it challenging for a well-informed procurement audience; don't be afraid to be controversial (but not libelous please). Spend Matters welcomes inspired debate.
- Above all – do not create an advertising pitch! Your name and company will be linked to your sites. Please don't blatantly advertise your own products or services.
- Numbers create interest. '4 steps to ...,' '10 reasons why ...' etc.
- And obviously – Remember SEO when writing your titles: the more findable you are to Google, the more you will be read – think about what you would be searching for!

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