# Advertising Write For Us

Do you love advertising, marketing, and digital media? Policies, tactics, or stories to share with an active community of marketers, business proprietors, and industry fans? We currently have a guest post application, looking for people to come and write on our platform, the “Advertising Write For Us program. And this is your chance to demonstrate your own knowledge, reach a new audience, and add to the constantly changing discussion concerning advertising.

## Why Write for Us?

We are a meeting point of professionals, entrepreneurs, and creatives who are defining the future of advertising. Your contribution allows you to reach this specific audience that feels keen to implement the latest trends, strategies, and innovations in the sphere. Your voice is important if you are an experienced marketer, a business owner, or a budding writer with a unique viewpoint. Writing for us allows you to:

* **Be the Co-Host:** Be a thought leader in advertising by sharing your expertise on the subject of advertising.
* Connect with Readers who are enthusiastic about marketing, branding, and advertising strategies.
* **Increase your online presence:** Increase your exposure using our site, and a backlink to your site/portfolio is a possibility.
* **Connect with a Community:** Be a part of a network of other professionals like you and have valuable conversations.

## Topics We’re Looking For

We consider a broad set of advertising and marketing topics. These are a few concepts to get your submission thoughts going, but go ahead and have your own spin:

* **Digital Advertising Trends:** Find out about the newest programmatic advertising, social media advertising, or artificial intelligence-based campaigns.
* **Content Marketing Strategies:** Provide tips on how to write catchy ad copy to use or write good visual content.
* **SEO and Advertising:** How does your search engine optimization influence your paid advertising plans?
* **Traditional vs. Digital Advertising:** Compare through print, television, or other ads to digital media advertising.
* **Advertisement Psychology:** Study the psychology of consumer behavior and the significance of these consumer behaviors to create effective advertisement programs.
* **Case Studies:** give concrete examples of successful advertising campaigns, and why they worked so well.
* **New Media:** Consider the development of new advertising platforms (such as TikTok, LinkedIn, or the space occupied by niche influencers).
* **Advertising Tools and Technologies:** of Technologies and tools Advertising Google Ads, HubSpot, or analytics tools like Discover technologies that make it easier to create a campaign.
* **Ethical Advertising:** How do transparency, inclusivity, or sustainability fit into advertising in the modern world?

We welcome new and innovative ideas, and you need not be shy to suggest an issue that falls within your area of concern.

## Submission Guidelines

So that the submission process takes place smoothly, please observe the following:

1. **Word Count:** Articles are supposed to be between 600 and 800 words. Write 700 words to deliver more profound materials and maintain the reader's attention.
2. **Original Work:** It is important to submit original/unpublished work. We neither welcome bot-generated nor plagiarized materials.
3. **Tone and Style:** Be short, sharp, and readable. Be conversational and authoritative when reaching out to readers.
4. **Formatting:** Have an interesting headline and an opening that makes the reader want to move on, and have clearly laid out sections with subheadings. Where necessary, use bullet points or numbered lists.
5. **Sources and Data:** refers to and uses valid statements, statistics, or examples. Each time you reference data, have a hyperlink to authoritative sites.
6. **Bio and Links:** Add a short biography (50 words or so) with your entry. You would have one or two links to your site, blog, or social media accounts.
7. **Formatting:** You should use a Word file or a Google Document to submit your article. Use simple fonts (e.g., Arial or Times New Roman) and try to keep text simple.
8. **Images:** You need to be aware that, in case you include images, these need to be royalty-free or properly attributed. We suggest you have 1 -2 images to go with your article.

## How to Submit

Ready to share your insights? Follow these steps:

* **Pitch Your Idea:** Have a Two Minute Pitch: Submit to us a short pitch (100 to 150 words) that describes your topic, major points, and why it works well in our space. Pitch is to be sent to: [insert email address] with the subject line of Advertising Write For Us Submission.
* **Waiting to get Approval:** Depending on the pitch, our editorial review team will take 5-7 business days to answer your pitch and get in touch. And as long as they are approved, you will get an opinion on what to do with the entire article.
* **Publish Your Article:** As soon as your pitch has passed, send the full article before the specified deadline you agreed upon.

## What We Don’t Accept

To maintain quality, we do not accept:

* Advertising or overselling.
* Words without sound grammar, spelling, or framework.
* Information that is not on point or of no use to advertising and marketing.
* Entries that infringe on copyright or intellectual property.

## Join Our Community

Through our advertising write for us program, you are becoming part of a society that is focused on promoting the art and science of advertising. We appreciate other ways of thinking and gain excitement when we get to hear you respond in a unique way of thinking about the industry. It doesn’t matter whether you are discussing the next trend known to man or some ancient tips on marketing—you can both motivate and inform our readership.