



## Store Troopers Editorial Guidelines for Bloggers

### **Objective:**

I started Store Troopers as a blog for marketers of consumer technology. I want it to be a resource, and a community, where other marketers can exchange ideas and gain a deeper knowledge of online and offline retail opportunities, strategies and pain points in this industry.

### **Audience:**

Who is this blog for? It is for anyone responsible for marketing consumer technology products and making them successful at retail. Our articles focus on the issues faced everyday—this includes brick-and-mortar and digital retail. The blog speaks to anyone managing channel marketing, retail marketing, digital shopper marketing, merchandising, packaging, in-store promotions or retail displays. Mainly we speak to marketers working at consumer technology companies, however, agencies or consultants working in this area may be a secondary audience.

### **Topics:**

We are looking for a range of topics that are relevant to our core audience but we look for content that might contain the following:

- Augmented Reality
- Brick-and-Mortar
- Digital Merchandising
- General Marketing Strategies
- Marketing Pain Points
- Packaging
- Out-of-Box Experiences with New Technology Products
- Path-to-Purchase
- Point-of-Purchase
- Print Marketing
- Shopping Insights
- Technology Products in General

### **Style and Formatting:**

- Word count of 600-1500
- Use short sentences and brief paragraphs
- Break up large blocks of text with headings and subheadings
- Bullet major points where possible
- Pick key word(s) for the blog such as “packaging” or “shopping insights” and pepper throughout the copy and subheads
- If the blog is referencing another article, please provide links to all sources
- Provide the article as a Word document or PDF (Store Troopers will flow and format the article)



### **Images:**

Store Troopers will choose the feature image to accompany the post. A guest blogger may include other images (i.e. photos, charts) as long as they hold the copyright and/or can provide proof that the image is royalty free. If the image requires credit, please provide the necessary source information so it can be attributed properly.

### **Linking Policy:**

- Within our blog you can provide links to outside blogs and websites which Store Troopers must approve.
- Store Troopers may add internal links if they are relevant.
- Guest bloggers are allowed to provide their name, title and business name as well as a link to their LinkedIn page or business website. This will be placed at the end of the article.

### **Content Review Process:**

For quality control and consistency, Store Troopers reviews all submissions prior to publishing. If revisions are required, the draft will be returned to the blogger with comments to be reviewed again prior to posting. In most cases it will be to optimize the content for SEO best practices.

### **Reposting Articles and Copyright:**

We are happy to allow our published authors and contributors to repurpose their blog post elsewhere with the following stipulations:

- There is a two-week window from the time Store Troopers posts the article and the repost occurs.
- All subsequent publications of the post must cite Store Troopers as the original source and provide a link to the original article.

### **We won't post:**

- Anything that has been published elsewhere. We will only post original content.
- Promotional or advertorial articles that highlight the benefits of one specific product or service.
- Anything deemed to be hateful or disrespectful of organizations, causes or individuals.