Association for Accounting Marketing — growing people and practices

Blog Submission Guidelines

The AAM Blog is a platform for both the Association to share information with the community and for members to share their insights with the community. Blog posts should contain original content*.

In some cases, blog posts may repurpose a previously published piece from Growth Strategies or the AAM Minute. These posts need to have a different write-up from the teaser on the AAM Website and may not be the exact copy of the published articles.

Blog posts (with the exception of news and announcements from AAM management and the board) must fit within one of the following five categories:

Blog Categories
1. Marketing – general marketing topics, including but not limited to: budgets, advertising, proposal writing, conference planning, marketing campaigns, niche marketing, etc.
2. Communications – topics including but not limited to: public relations, press releases, internal communications, webinars, podcasts, etc.
3. Business Development/Sales – topics including but not limited to: sales team structure and incentives, sales strategies and tactics, etc.
4. MarTech – topics including but not limited to: social media, website design & SEO, marketing automation, CRM, marketing data management and usage, etc.
5. Practice Management – topics including, but not limited to, marketing's strategic role in: M&A, recruiting, culture, etc.

Deadlines
Postings will be posted based on a planned schedule set by the Blog Subcommittee (subcommittee of the AAM Website Committee, which includes an AAM board liaison, the AAM Executive Director, the Website Committee Chair, Website Committee Co-Chairs, and other Website Committee members). The Subcommittee targets posting one blog post per week. The schedule will be published on the AAM Website, and members are welcome to submit posts for consideration that fall within the aforementioned blog categories.

When the Subcommittee determines that it can make use of a submitted blog post (based on hot topics, the planned schedule, etc.), it will be published. As blog posts will be spaced out based on categories, or even sub-topics within those categories, a blog post submitted for consideration may not be published for weeks or months after submission.

Additionally, a blog post must be submitted no less than one week prior to a planned blog publishing date. Missed deadlines may result in a delay in blog publishing.

Frequency of Individual Contributions
AAM Members (both Executive and Affiliate members) are welcome to submit blog posts for consideration as frequently as desired; however, each member may be published no more than quarterly.

Length

Blog posts should not exceed 500 words.

Blog Post Preparation and Submission

Document Guidelines
1. The blog posts should not exceed the length guidelines.
2. The blog posts should include a headline and, if appropriate, subheads.
3. Graphic elements may be incorporated. Examples of graphic elements include photos, graphs and charts that illustrate your points. Please follow these graphic standards: a. Colors: the blog uses PMS 376C (green), PMS 285C (blue), 40% gray and 70% gray. b. File format: .tif, .jpg, Illustrator EPS c. Resolution: 300 ppi d. Images may be resized to fit on the blog
4. Italics and bold type should be used only if the author wants the same treatment in the publication itself.
5. Only one space after each sentence.
6. Blog posts should be proofread for typographical and stylistic errors. The blog primarily uses the Associated Press Stylebook and Libel Manual as its primary reference guide for style and consistency.

Headshot and Bio
The members of the AAM Website Committee and the AAM Strategic Communications Committee will serve as blog editors. They will not make substantive changes in the copy without notifying the author. However, they reserve the right to copy, edit and impose other stylistic alterations without notice to the author.

Style
- Unless referring to an event that occurred in the past, writers should use present tense. For example, when quoting a person, the subject "says," not "said."
- In some situations, writing in the first person may be appropriate, such as an opinion piece or a blog post relating personal experience. In all other cases, blog posts should be written in the third person.
- Don't speak down to the reader. Keep your comments objective and not pejorative. If you're making a general statement about a group people, be sure it is based on fact.
- The blog post must not be a "sales pitch." To avoid the appearance of an endorsement, do not mention specific products unless other competing products are also mentioned. The blog will not publish, for example, a blog post about the specific software used by a particular firm for its marketing database. The purpose of this blog is for education and thought leadership purposes.
- Keep sentences and paragraph length short (aim for 15-20 word sentences and 3-5 sentence paragraphs.)
- First references to anyone mentioned in your blog post must include the person's full name. Give as complete an identification of the person as possible, including job title, full name of the company or CPA firm, and the company or firm's location. Also include, in parentheses, number of offices, number of partners and number of total staff (including partners). On second reference, only the last name should be used.

Headlines and Sub-Headlines Please include a headline for your blog post. Please create sub-headlines for each section of your blog post. Subheadlines are used to emphasize major points within a blog post.

Footnotes
Please do not use footnotes or endnotes. Incorporate references to other works into your blog post using parentheses.

Editing
The members of the AAM Website Committee and the AAM Strategic Communications Committee will serve as blog editors. They will not make substantive changes in the copy without notifying the author. However, we reserve the right to copy edit and impose other stylistic alterations without notice to the author.

Credit and Copyright
Blog posts will run with the author's name clearly listed. AAM will own the copyright to the blog post.