

THE FINANCIAL BRAND

Editorial Guidelines

Thank you for your interest in contributing editorial material to **The Financial Brand**, one of the banking industry's largest and most respected publications, with nearly 2 million readers in 200+ countries around the world. Every year, we receive hundreds of inquiries and offers from companies, consultants and others who would like to submit articles for consideration; from these, we select roughly 150 for publication. Adhering to the following guidelines will improve the odds that your article is selected.

AUDIENCE — **The Financial Brand** is a professional development resource for financial marketing executives. All articles should be specific to the retail banking industry (i.e., banks and credit unions that offer consumer products like home loans and checking accounts).

TOPICS — **The Financial Brand** provides advice, insights, ideas and information that helps readers working at both retail banks and credit unions do their jobs better and faster, with greater efficiency and productivity. Advice to readers can be offered in the abstract (e.g., what financial marketers need to do generally), or can be concrete, real-world examples (e.g., case studies looking specifically at what Bank X or Credit Union Y has done). Readers love step-by-step, how-to instructional guides, and numbered lists. Tips, tricks, tools and techniques are very popular.

Some of the topics we often cover:

- Branding, marketing and advertising
- Digital marketing channels (e.g., social media)
- Data analytics and direct marketing
- Leadership, differentiation, culture
- Sales strategies, onboarding and cross-selling
- Segmentation and targeting (e.g., Millennials)
- Digital banking strategies (e.g., mobile UX)
- Creating/crafting the customer experience
- Branch experience and design

Some of the subjects we **do not** cover (or cover very infrequently):

- IT, back-office technologies, payments, core data systems
- Investments, insurance, wealth management, private banking
- HR, compliance and regulatory matters
- Liquidity, managing risk, issues of interest primarily to CFOs
- Company news, updates and announcements

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Readers like to know why a subject is important, what they are expected to do in response, and (most importantly) how they should go about it — what are the steps they should take? If you outline a strategy, please go beyond the basics (e.g., "define your goals", "form a team", "establish metrics", "measure results").

While many financial marketers are interested in best practices (the "right way" to do things), they are also concerned about what not to do. Readers fear looking foolish, wasting time/money, and losing their job. Don't be afraid to explore flawed strategies and case studies with mistakes — "teachable moments."

The Financial Brand has published over 3,000 articles on bank and credit union marketing. Chances are that we've written about something related to your topic in the past. Please search [the article archive](#) to reference any material we may have previously published to ensure you aren't duplicating something in the library.

1. LENGTH — Copy for articles must be 850+ words in length. Longer is fine.

2. EXCLUSIVITY — Articles submitted must be exclusive to **The Financial Brand**, and cannot be published elsewhere online — neither before nor after publication. However, you can post excerpts of up to 150 words on your blog, website or in your newsletter, with attribution/credit and a link to the full story published on **The Financial Brand**.

3. EDITING — **The Financial Brand** reserves the right to edit, change, revise and modify any article submitted for publication.

4. SELF-PROMOTION — We will not publish anything that is self-promotional. Please don't use your company name anywhere in the article. If you include your company name anywhere other than the author's byline and your article is selected for publication, these references will be removed by the editor.

5. VISUALS — The inclusion of visual materials in your article is encouraged, but not mandatory. This includes photos, screenshots, graphs, charts, tables, etc. — anything to help break up large blocks of text. Please send all your images as attachments — the largest files you have. **The Financial Brand** will handle the cropping, scaling, appropriate file formats for online publishing, etc. If you want to embed your images into your MS Word doc to show placement, that's fine, just please include them as separate attachments as well.

6. WHEN SUBMITTED ARTICLES ARE PUBLISHED — There is no deadline, schedule or editorial calendar for posts submitted to **The Financial Brand**. Articles approved for publication will typically weave their way into the editorial calendar within a week or two after we've received them.

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7. REASONS ARTICLES ARE REJECTED —We cannot publish every editorial submission we receive, and not every submission is approved for publication. Common reasons submitted stories are not published include:

- Submissions that aren't specifically relevant to the retail banking industry
- Submissions that are self-promotional, biased or self-serving
- Submissions that have been previously published elsewhere online
- Submissions that repeat advice offered in articles previously published by **The Financial Brand**
- Submissions that offer advice readers would consider obvious or remedial (e.g., marketing directors need to have a marketing plan that defines their objectives)
- Submissions that are below the minimum word count
- Submissions that are "op-ed" replies to posts previously published on the site (i.e., comments in response to an article)

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— PREFERRED TEMPLATE FOR SUBMITTED ARTICLES —

Headline Up to 10 Words Goes Here

A short summary of your article goes up here (no more than 50 words please). An edited version of this summary will be the excerpt that is displayed on The Financial Brand's home page, and in Google search results.

By Author's Name, Position/Title at Author's Company
<http://companywebsite.com/>

It helps to provide a couple different headline options. Be sure to include your author bio at the bottom of the piece. Include any visuals you use in your article as separate, standalone attachments in the email you send us. Please do not embed your links in Microsoft Word; please paste any links you'd like to include immediately below the paragraph in which a link should appear — like this:
<http://thefinancialbrand.com/>

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Author's Name is the Title/Position at Company Name. A brief bio about the author and/or company overview can go here, limited to 75± words. (For reference, this paragraph is around 50 words in length). You can add links to this "bio block" — company pages, blog, social media accounts and email contact. Notice the sample links provided below.

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