

# STANDARDS, GUIDELINES AND EXPECTATIONS TO WRITE FOR CXM

Venesa Musovic Guillaume [venesa@cxm.co.uk](mailto:venesa@cxm.co.uk)

Ellie Thornton [ellie@cxm.co.uk](mailto:ellie@cxm.co.uk)

**EDITORIAL CALENDAR**

---

# WHAT WE ACCEPT

Do you have an original idea you want to share? The editorial team are welcome to review varying posts. The main topics we cover are customer experience (CX), employee experience (EX), environmental, social and governance (ESG) and digital experience (DX). Here's the content we provide:

## Thought-leadership articles

Our main aim at CXM is to provide content that is thought-provoking and original - to help leaders make important business decisions throughout the professional world.

## Case studies

Do you have an award-winning story that you want to share? We like to provide our readers with inspiring testimonies to encourage their strategies.

## Tips and how-tos

Let's share our knowledge and useful guides across the CX community.

## Written Q&As

When presented with a figure of interest for a written interview, a member of the editorial team will request more profile and background information. Then, expect us to create some questions, which our interviewee will send back their answers to. Easy!

## Prediction pieces

We especially look for these around the New Year, and large events such as Black Friday, etc.

## Press releases & news reports

We specifically post the latest news coverages and industry updates to [This week in CX](#). If you have news to share that will provide deeper insights to the CX industry and intrigue our target readers that you would like us to review, email it to [ellie@cxm.co.uk](mailto:ellie@cxm.co.uk)

Our standard word length for published pieces is between 800 and 1200 words. However, as the saying goes - quality over quantity!

CXM pieces should be written professionally, and in British English.

Please use white space in your article. Bullet points and numbered lists are ideal - they make reading smoother and more enjoyable. We appreciate expertise, but try to have readers in mind. Shorter and less complex sentences are much more pleasant to read. Make sure your piece is well structured. Typically, this is introduction, body (with key points), and conclusion.

Don't forget to have at least 2 subheadings to split up the text.

A grammar and spelling check is crucial before submission. We will proofread content, but please ensure a personal double-check of your own writing for small errors.

# WRITING STANDARDS AND REQUIREMENTS

# WHAT TO EXPECT FROM US

At CXM we strive to live our values of authority, trust, connection, quality, transparency, and community building.

Everything we do is rooted in and driven by the following:

**Quality:** We invest a lot of time and effort in editing to provide our readers with high- quality content. Our contributors can expect their work to be revised several times before publication.

**Integrity and Trust:** We reserve the right to change the article structure but always keep in mind our authors' points, style, and tone.

**Transparency:** You will get notified when major changes are required and asked to approve or conduct them yourself.

**Competence:** If you have an original writing idea, send us a short pitch. We will review it and ask you for the full article when the story is of our interest. Please keep in mind we reserve the right to reject the piece even after we approve the topic.

**Connection:** Because of the high number of submissions, you might wait for our response for a little while. Fear not, however, we will try to answer within one to two weeks. If you notice our response doesn't come within that period, feel free to follow up or share another idea.

**After publishing:** The article may be published on CXM social media, and the author will be tagged in LinkedIn. Make sure to engage with it for more views to your piece. Share the article across your own own business and personal media channels - be sure to tag CXM!

Our content always strives to be unique, insightful, non-repetitive and differentiated from other CX communities. We also seek not to repeat content throughout our website. We expect pieces that go beyond the basics, and are new and exciting. Think to yourself while writing: is my key takeaway something fresh and resourceful?

We expect our authors to deliver relevant references, research and data. We want pieces to trigger critical thinking and conversation.

#### **Before submitting a pitch:**

- Pause and ask yourself if the article you want to write brings added value and contributes to a meaningful conversation.
- Check on our site if we have already published the topic you want to discuss.
- If it's already been done, don't stress - see how you can expand on it. What new research is out there about the subject? What is something new that you can offer to the conversation?

Our readers are CX professionals hungry for practical knowledge. Make sure your article provides them with useful information on how to upskill and grow their business. You should also be providing unbiased supporting facts.

We do not accept or post sponsored content for free with CTA links, paywall links or direct advertising. If this is something of interest to you, please contact our marketing and sales team at [aleksandar@awardsinternational.com](mailto:aleksandar@awardsinternational.com) or [jovana@cxm.co.uk](mailto:jovana@cxm.co.uk).

To see which burning topics we are especially looking for each month, check through our [editorial calendar](#). This is usually helpful when you want to contribute, but need a little bit of direction and guidance on what to write about.

# FACTORS IMPACTING OUR PUBLISHING DECISIONS



# EDITORIAL GUIDELINES

# 2023

Venesa Musovic Guillaume [venesa@cxm.co.uk](mailto:venesa@cxm.co.uk)

Ellie Thornton [ellie@cxm.co.uk](mailto:ellie@cxm.co.uk)