

Guest-Contributed Content

Articles that offer unique insights from your subject matter expert(s) in publications your audience reads



What This Content Brings to Your Strategy

- Access to editors at online publications your audience reads
- The ability to spread brand awareness to a targeted, engaged audience
- Added third-party credibility by being published in publications your audience already trusts



Estimated Time Commitment

- **Knowledge sharing:** 30-60 minutes per article
- **Reviewing and approving content:** 30-45 minutes per article

Sample Publications

glassdoor

QUARTZ

OBSERVER

Entrepreneur



MarketingProfs

ADWEEK

readwrite

VentureBeat



“My team at Influence & Co. has been incredibly professional, and **the quality of the writing has been far superior** to the prior vendors we’ve worked with. Our team really enjoys working with them. They are a great complement to my business.”

— Tony Scherba

President and Founding Partner at Yeti.co