



# **3CX Partner Guest Blogging Guidelines**

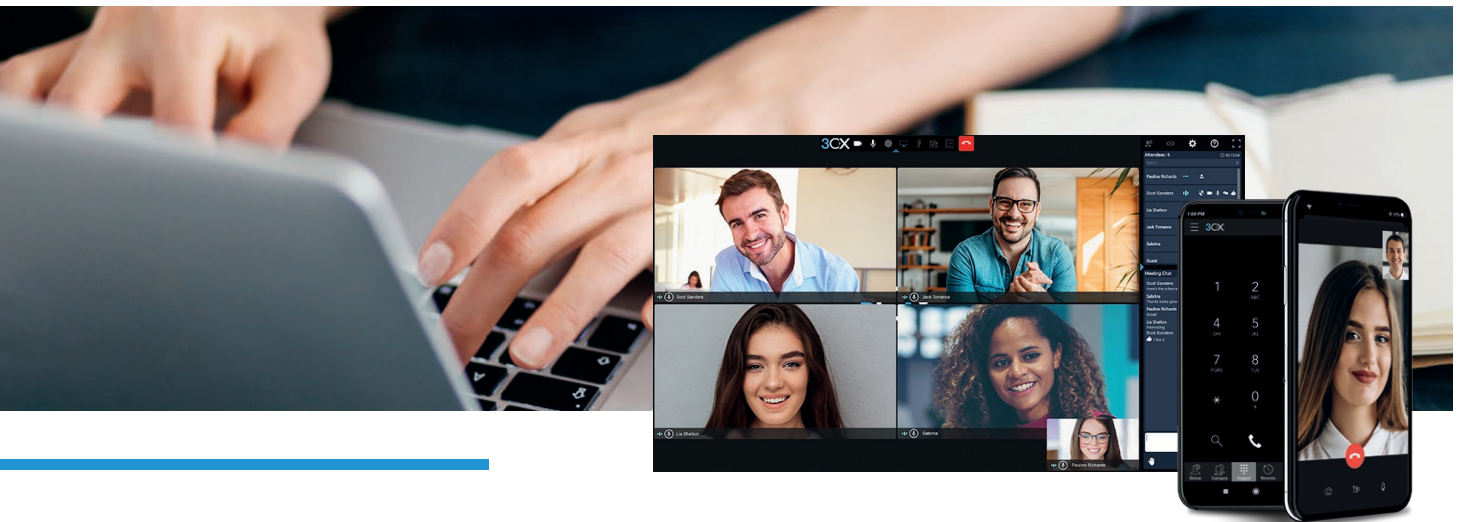


# Share your experiences and indirectly promote your services on the 3CX Blog

We're always on the lookout for high quality content, and as a valued partner with hands-on experience of the product, you're the best person to provide this!

The purpose of the 3CX blog is to inspire users and provide valuable education and resources on the 3CX features and on VoIP at large. Our customers and partners read our blog to learn new ways they can make the most out of 3CX and its Apps.

So if your goal is to raise awareness about 3CX and ultimately increase your number of 3CX sales, then you should definitely contribute to this blog.



## Here are the stats!

Blog posts are published on our website which has over **30,000** visits per day.

**They are then promoted via our social media channels:**



80K  
Followers



15K  
Followers



13K  
Followers

# I'm interested! So what can I write about?

Firstly, the 3CX blog wouldn't be as special if everyone could write for it. That's why we've reserved this privilege for our partners and experts in the field of VoIP. We accept technical blog posts about 3CX and its technology, IP Telephony, Remote Working, Live Chat, Video Conferencing, Mobile Apps, and market trends and tips.

As partners there are 2 types of blog posts you are encouraged to write about:

## How To blog posts

These posts give readers in-depth tactical takeaways on how to use specific 3CX features. They must be supported by relevant step by step accounts of how to use the particular feature together with relevant screenshots and possible examples of use case scenarios. When readers finish this type of post, they should be able to immediately execute on the given topic and have very few questions left on how to do it.

### Examples of How To blog posts:

[Change Your Forwarding Rules in Just a Few Clicks](#)

[Using 3CX in a Hybrid Working Setup](#)

[Shared Call Parking – Pick Up Calls in the Web Client with a Simple Click!](#)

## Use Cases

Have you set up 3CX for a customer in a particular sector, with successful results? Perhaps you don't have enough information or permission from the customer to write a Case Study about it, but why not write a use case. e.g. How 3CX can be used in the medical field or how it can help in a classroom environment.

### Examples of Use Cases:

[Help Teachers and Students Transition to Remote Learning with 3CX](#)

[In Healthcare, Unified Communications saves lives](#)

[3CX Phone System On-Campus – Higher Learning at a Lower Cost](#)

**N.B. 3CX creates case studies for deployments of 64SC licenses and above.** If you have enough data as well as the customer's consent to write a case study about their use of 3CX for such a deployment, you can contact your 3CX Channel Manager for more information.

Should you have any other ideas for a blog post that do not strictly fit into these set examples above, feel free to get in touch with us on [marketing@3cx.com](mailto:marketing@3cx.com) outlining your ideas in detail.

# What are the blogging guidelines to follow?

Successful guest contributions are comprehensive, data-driven, and interesting posts that teach our readers something new. To hold all blog posts to this standard, your post must follow these guidelines:

- ✓ **Referencing 3CX:** All blog posts must incorporate information on 3CX software.
- ✓ **Writing standards:** Use good grammar and sentence structure; content should be ready to publish with minor proof-reading corrections. We also reserve the right to edit and adapt your content as we see fit.
- ✓ **Length:** Please keep your article in the range of 700 – 1000 words.
- ✓ **Titles and headings:** Use a catchy title, a strong introduction, use subheadings, bullet points and break up into paragraphs, end with a useful concluding paragraph.
- ✓ **Cited data:** Always use proper attribution of data, quotations, and other third-party content referenced in your blog post.
- ✓ **Links:** You can include one backlink to your site in your bio at the bottom of the article. You must also include at least one high quality, relevant outbound link.
- ✓ **Images and GIFs:** If you're including any images or GIFs in your blog post, they must be original (i.e. created by you or a member of your team) or you may leave it up to us to purchase stock imagery for it.  
Images should be optimized for the web with a max width of 797px. Screenshots must be of the latest versions of 3CX apps and should focus on the detail being explained. Do not include whole screen screenshots unless necessary.
- ✓ **No duplicate content:** All blog posts must be original. They cannot exist on other sites or be re-published on another site after publication on the 3CX Blog without our permission.
- ✓ **Style:** Article reflects the writing style/tone of our blogs. We aim to be casual, yet helpful, and typically we stay away from buzzwords and jargon.
- ✓ **Educating the majority:** If a topic is irrelevant to more users than it helps, we'll need to rework the topic or find a different approach.

## What we absolutely won't accept:

- ✗ Anything that's been covered on our blog too many times before. Please do a search of our site before submitting your topic idea.
- ✗ Anything that may be construed as a link-building scheme.
- ✗ Anything that promotes your company excessively.
- ✗ Anything that's offensive or inaccurate.
- ✗ Anything that's overly critical of individuals or companies.



## So how do I submit my article?

Get in touch on [marketing@3cx.com](mailto:marketing@3cx.com) to submit your idea. This can be in the form of a rough draft, or a short pitch paired with an outline. The more complete your submission is, the better feedback we can give you.

Once the topic is approved, you can submit your draft as a Google / Word doc for our feedback.

**Once article is approved we will also require:**

- A short 2 sentence bio with a link to your company.
- Author's photo to accompany article.
- Company and/or personal social media handles for us to tag you.

