

## Guest blog framework

PURPOSE	<p>Partners can publish content on the Redpoint Global blog by providing guest blog post(s)</p> <p>Topics: Non-bias contributor from 3<sup>rd</sup> party, thought leadership, what they're seeing from clients/markets (struggles/missing/facing). We will not post product centric content from guest bloggers.</p>
CADENCE & FORMAT	<p>12-24 total per year across all partners</p> <p>Guest by-line or interview style</p>
SUBMISSION PROCESS	<ol style="list-style-type: none"> <li>1. Partner to submit the following for consideration to your Redpoint Partner Alliance contact:           <ul style="list-style-type: none"> <li>• Abstract: 2-5 sentences of what you would like to touch on</li> <li>• Provide a range of 1-4 topics</li> </ul> </li> <li>2. Redpoint will review and provide approval, denial or request clarification. Redpoint will then provide timing slots available, and will try to align with partner timing preference where applicable</li> <li>3. Once the topic is approved guidelines will be sent to partner (word count, draft timing deadline etc)</li> <li>4. Once content is live Redpoint Sales or Marketing contact will send communication on where to share on social sites and what applicable and preferred hashtags to use</li> </ol>