



**What is the Bullhorn Customer Blog?**

Our Customer Blog highlights product updates and insights across our offering and our partners' offering; features Bullhorn employees; and recaps Bullhorn events. Anyone can [subscribe to the Customer Blog](#) for trends, tips, and insights delivered straight to their inbox.

**Some Customer Blog Examples:**

[How to Use Bullhorn: 4 Helpful Tools You Should Be Using](#)

[Daxtra Search: 10 Time-Saving Productivity Tools](#)

[Recruiting Agencies Have to Automate Today to Drive Innovation Tomorrow](#)

**How do I contribute to the Bullhorn Customer Blog?**

- Read below for Distribution Plan and Content Requirements.
- Connect with your Partner Manager about availability, themes, and deadlines.
- Email your piece of content to your Partner Manager by the agreed upon deadline.
- Once the content has been published, feel free to share throughout your marketing channels!

Distribution Plan	
<i>Should all deadlines be met, the Bullhorn marketing team will be sharing your completed piece of content in the below channels.</i>	
<b>Customer Community</b>	The blog post will be featured in the homepage of the Customer Blog on the dates to be determined with your Partner Manager.
<b>Bullhorn Blog</b>	<a href="https://www.bullhorn.com/customer-blog/">https://www.bullhorn.com/customer-blog/</a>
<b>Bullhorn social profiles</b>	1 Twitter post

Content Requirements	
<b>Theme</b>	To be determined with your Partner Manager.
<b>Title</b>	10-15 words
<b>Author Name and Bio</b>	~50 words
<b>Content</b>	Minimum 500 words, ideal length is 700-1000 words
<b>URLs</b>	-Specific tracking links -CTA if applicable
<b>Social Media</b>	-Author's Twitter handle -Company Twitter handle