Bullhorn Marketplace

What is the Bullhorn Staffing Blog?
Our Staffing Blog shares all of the industry trends, insights and thought leadership that our customers need to run their businesses better and stay ahead of the competition. This blog is less focused on products, features, and services, and more focused on specific needs and challenges and how to tackle them.

Some Staffing Blog Examples:
How Technology Can Future-Proof Your Business
How to Build Candidate Engagement Into Your Staffing Firm's DNA
Place the Right People Every Time Using Pre-Hire Assessments

How do I contribute to the Bullhorn Staffing 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, please share through your marketing channels!

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

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