Guest blog
submission guidelines
for KNB Communications

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2024-2025

Guest blog submission guidelines for KNB Communications

Thank you for your interest in contributing to the KNB Communications blog. We welcome guest submissions from thought leaders, marketers, and industry professionals with insights that resonate with our audience of health tech and biotech marketers. Below, you will find our guidelines to help you craft a submission that aligns with our mission and provides value to our readers.

About our blog audience

KNB Communications' blog serves health tech and biotech B2B marketers who are seeking innovative strategies, industry insights, and practical advice to elevate their marketing and public relations efforts. Our readers value content that is insightful, actionable, and tailored to the unique challenges of the health tech and biotech sectors.

Submission guidelines

01. Topics we welcome

We prioritize content that provides thought leadership, actionable advice, or industry-specific insights. Here are some areas of interest:

— Trends in health tech and biotech marketing and PR
— Digital transformation in healthcare communications
— Case studies or success stories related to marketing or PR campaigns
— SEO, social media, and content marketing strategies tailored for health- or biotech
— Insights on compliance and regulatory considerations for marketing
— Marketing analytics and ROI tracking in health and biotech
— Innovations in patient engagement or provider outreach

Please ensure that your topic is relevant to health tech and biotech marketing and PR. Generic communications advice or content not specific to the industry will likely not be accepted.

02. Content requirements

— Word count: 600–1,200 words
— Tone: Professional yet approachable, suitable for a marketing audience
— Originality: Content must be original and not published elsewhere. Plagiarism or duplicate submissions will be rejected.
— Structure: Make the content digestible by using clear headings, subheadings, and bullet points. Include a strong introduction and a conclusion that reinforces key takeaways.
— Data + citations: Support claims with credible sources and include proper citations for any data or research mentioned. Hyperlinks to reputable sources are encouraged.
— No promotional content: Articles should focus on providing value to the reader, not promoting a product or service. Subtle mentions of tools or services are acceptable if relevant and contextual.
— AI: Blog submissions must be substantially written and reviewed by a human. AI can assist with tasks like drafting or editing, but authors must disclose its involvement in a brief statement at the end, specifying how and where AI was used.
    — Example:
      AI disclosure statement: This blog was initially generated with the assistance of AI to streamline content creation. However, every detail was painstakingly reviewed, refined, and edited by a skilled digital marketing professional to ensure accuracy, quality, and alignment with best practices. The result is a blend of AI efficiency and human expertise.

03. Formatting guidelines

— Submit articles as an editable Google Doc or MS Word docx.
— Use sentence case for titles and headings.
— Include a suggested title for your blog post.
— Use single-spacing and a 12-point font (e.g., Arial or Times New Roman).
— Hyperlink sources instead of using footnotes or endnotes.

04. Author bio

— Include a brief author bio (2–3 sentences) with your submission.
— You may include one backlink to your company website and / or a professional profile (e.g., LinkedIn).
— Attach or link a high-resolution headshot for publication.

05. Review process

— Submissions will be reviewed for relevance, originality, and adherence to our guidelines.
— Our editorial team reserves the right to edit content for clarity, grammar, and alignment with our brand voice.
— If your submission requires significant edits, we will send it back for revision.
— The review process typically takes 2–3 weeks. You will be notified once a decision is made.

How to submit

Please send your guest blog submission to marketing@KNBComm.com with the subject line: KNB guest blog submission – [proposed title]. Include the following in your email:

01. Your full name and professional title
02. Your organization or company
03. Your completed article as an attachment
04. Your author bio and headshot

Additional considerations

— KNB Communications reserves the right to decline submissions that do not align with our audience or editorial standards.
— By submitting an article, you grant KNB Communications permission to publish it on our blog and promote it across our marketing channels.

Moving minds in healthcare.