



## Institute for Neuromarketing & Intellectual Property

### ***GUIDELINES FOR AUTHORS***

If you want to write engaging blog content, the key lies in a well-structured post that captures readers' interest. Here are some guidelines to help you create compelling content that will keep your audience engaged:

### ***STRUCTURING YOUR BLOG POSTING***

Start with a title that catches the reader's attention; a snappy headline is the first thing your audience will see and can determine whether they decide to read on. In the opening paragraph, establish the main point and key message you want to convey. Use the subsequent paragraphs to provide the details that will support your argument. Conclude with some background information on yourself, including a brief bio and contact details.

### ***WRITING STYLE***

Write in a friendly, informal tone of voice, using the first-person pronoun "I" and drawing on personal experiences in neuromarketing. Focus on describing your thoughts rather than simply stating them, and pose questions to readers to get their feedback and engage them in the discussion. Always be polite and respectful of differing viewpoints and cultural perspectives. Use the Harvard Writing Style for referencing and provide a complete list of sources and a bibliography. Please write a short biography that will present you as the Author of the text without the need for additional inclusion of links to the websites of companies/organizations you work for. We kindly ask you to provide us with your e-mail address which will appear below your blog post so the readers can contact you directly in case they have any questions related to your blog post.

### ***CONTENT TOPICS***

Choose topics that you are knowledgeable and passionate about. Think critically about what your audience might find interesting or valuable and provide educational or informative content from which your readers can learn. However, avoid using the content topic as your headline title. If you have great ideas for topics not listed, suggest new ideas related to neuromarketing, consumer behaviour, marketing, or IP to [info@neuromarketinginstitut.com](mailto:info@neuromarketinginstitut.com).

### **THE MOST RESEARCHABLE TOPICS IN NEUROMARKETING:**

- #Emotional Responses to Advertising
- # Neurobranding perception & Loyalty
- # Pricing Strategies with the use of Neuromarketing
- # Neuromarketing in digital marketing
- # Neuromarketing and Consumer Neuroscience
- # Understanding the Impact of Brand Communication on the Human Brain
- # Investigating the Role of Emotions in Consumer Decision Making
- # Exploring the Effectiveness of Neuromarketing Technique in Predicting Human Behavior
- # Studying the Impact of Social Influence on Consumer Behavior

### **PLEASE NOTE:**

*Start writing on the desired topic, and please send your materials once a week, on Wednesday, until 04:00 p.m. CET to [info@neuromarketinginstitut.com](mailto:info@neuromarketinginstitut.com). All the submitted photos must be available for commercial use to be published on the website. Submitting any defamatory or illegal material of any nature is prohibited. This includes texts, graphics, video, and/or audio content. Creating a text with the intention of committing or condoning an illegal act is strictly prohibited. Please provide us with legal photos for your blog with the link to the location where you have taken the pictures.*

### **TECHNICAL REQUIREMENTS:**

Please send us your photo that will appear next to your blog post. Technical instructions:

Author photo: 1080x1080px (between 1.91:1 and 1:1 aspect ratio)

Author Biography: up to 140 words or 955 characters

Blog photos: 2000x1500px (min 10% margin on all sides).

### **THINGS TO AVOID**

Steer clear of harmful or judgmental language, instead use opening a dialogue and inviting discussion and debate. Avoid pushing your beliefs on others, and do not include links to commercial or inappropriate sites.; refrain from sharing specific personal details. Always provide legal photos for your blog with the link to where you have taken the pictures or credit the author if this photo is approved for commercial use.

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