



Newsletter Article and Blog Guidelines

Article Recommendations

NALA™ articles are designed for a North American audience of loyalty, CRM, and customer engagement professionals. Content should reflect real-world business challenges and opportunities across the US and Canada, particularly in industries such as retail, financial services, travel, and telecommunications.

We welcome a range of formats, including practical how-to guides, case studies, strategic perspectives, and informed opinion pieces (500 to 1,000 words). The strongest submissions combine real-world experience with clear insights and actionable takeaways.

Please see our [news page](#) for examples.

Audience and Relevance

Our audience includes senior leaders, practitioners, and partners working in loyalty and customer engagement. Articles should:

- Address real business challenges or opportunities
 - Provide practical, applicable insights, not just theory
 - Reflect North American market dynamics where possible
 - Clearly articulate the “so what” for the reader
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Recommended Tips

- Focus on value: Ensure your article provides actionable insights, best practices, or meaningful analysis.
 - Start strong: Open with a compelling statistic, insight, or business problem.
 - Write for clarity: Use short paragraphs, bullet points, and simple language.
 - Support your points: Include data, examples, or case studies where relevant.
 - Use visuals thoughtfully: Charts or images are welcome where they enhance understanding.
 - Close with purpose: Summarize key takeaways and suggest next steps.
 - Include a clear call to action (CTA): Provide links, contact details, or ways to continue the conversation.
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What Strong Articles Do

- Go beyond description to provide insight
- Share lessons learned, including what did not work
- Quantify impact where possible (e.g., lift, ROI, engagement)
- Offer a clear perspective or point of view

Accuracy and Compliance

- All claims, statistics, and case studies must be accurate and verifiable.
- Authors are responsible for ensuring they have permission to reference brands, data, or proprietary information.
- Content should reflect applicable North American data privacy and marketing standards.

Submission Process

- Submit articles by the 1st of each month for consideration in the following issue.
- Send submissions in Microsoft Word or Google Docs format to content@the-nala.com
- Include “Article Submission – [Proposed Title]” in the subject line.
- Please include a short author bio (50–75 words), LinkedIn profile, and headshot.
- You will receive confirmation of receipt and notification of acceptance status.

Graphics and Imagery

- Images are optional but encouraged where they add value.
 - Submit high-resolution images (JPEG or PNG, 3000px x 2570px, preferred).
 - Authors must have the rights to use and share all submitted visuals.
 - NALA™ may provide or source imagery where needed.
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Terms and Conditions

Content must be relevant to the loyalty and/or customer engagement industry.

NALA™ reserves the right to refuse a submission at any time should it fall outside of the above guidelines or be deemed inappropriate or not relevant to our audience.

Authors must provide accurate references for all data and information used. We will not consider submissions that are not properly sourced. Sources should be cited in the article.

The working language of the newsletter is English. Work in other languages will be considered on a case-by-case basis. Please ask the NALA™ team.

Articles are generally no longer than 1000 words. Longer articles will be considered on a case-by-case basis.

The NALA™ editorial team reserves the right to edit submissions for clarity, tone, and consistency. All substantive changes will be shared with the author for approval before publication.

Content should remain focused on professional and business topics. References to social or cultural issues should be directly relevant to customer engagement, handled respectfully, and aligned with an inclusive, professional tone.

NALA™ reserves the right to refuse a submission at any time should it fall outside of these guidelines.