



**MOBILE
MARKETING
ASSOCIATION**

CONTENT SUBMISSION GUIDELINES

MMA Members: Be recognized for your expertise in the mobile industry.

Showcase your articles, case studies and research and improve your company's visibility among your peers in the mobile industry & on the web. But please consider that the intent of any submitted content is to provide maximum value for the reader. These articles shouldn't be written in the advertorial format and should be as concise as possible. If you would like, you may provide a brief summary and a link for visitors to download your articles/reports as a PDF download from your own site.

Articles

Please submit your latest articles on Privacy and Spam, Mobile Marketing, Academic Review, Mobile Gaming, Location Based Services and more.

Case Studies

Submit your case studies on B2B Marketing, Media & Entertainment, Pharmaceutical/Healthcare, Publishing, Retail, Sports, Leisure/Travel, Information Services, Fundraising/Non-profit, Chat/Social Communities, Consumer Packaged Goods and more.

Industry Directory

Submit your company to the Mobile Marketing Industry Directory, a buyer's guide that allows you to easily locate mobile marketing products and services from one convenient location.

Job Postings

Submit your mobile job postings to the MMA job board, powered by SmartBrief at a 20% MMA member discount.

News

Submit your press releases, which are displayed under **About Us > Press > Member Press Releases.**

Research

Submit your latest research articles, publications, reports and statistics.

Speaking Opportunities

Submit your applications! The MMA encourages companies to submit speaking proposals for consideration for keynote, general and panel sessions.

Please ensure that all case studies follow these format guidelines and contain the following info:

- **Title**
- **Brand**
- **Category**
- **Agency**
- **Vendors**
- **Region**
- **Timeline**
- **Results**
- **Summary**
- **Creative (attachments, if applicable)**

NOTE: Case Studies submitted for the MMA website must contain QUANTITATIVE and/or QUALITATIVE results. Case Studies without results will not be posted on the MMA website.

HOW TO SUBMIT CONTENT

1 LOG IN

Go to <http://www.mmaglobal.com/> and log in.

2 CLICK "SUBMIT CONTENT"

From the Membership navigation bar at the top, click "Submit Content".



3 CHOOSE A CONTENT TYPE

Select the content category you wish to submit your content form. You can choose from the following categories:

- Articles
- Case Studies
- Job Postings
- News
- Research
- Speaking Opportunities

Be sure the content you're submitting follows the guidelines outlined in this document.

4 ENTER CONTENT

Input the following information

- Title of the article
- Navigation: Country and Region of your company's location



- Article Type(s): the Category of the Article
- Paste the body of your article into the Body area

5 PREVIEW & SUBMIT

Click the "Preview" button to review your article before submitting to MMA. Click "Submit" when you are ready to publish.

NOTE: MMA's Content Management team reviews all submitted articles before making them publicly available.