

Write for ProveoMark

The blog structure, block by block — everything a piece needs before it ships.

This template does two things. First, it hands you the exact structure every ProveoMark blog follows — how many headers, how many paragraphs, where the quotes, lists and images go. Second, it shows you that structure in action, annotated against a published piece, so you can see the pattern rather than guess at it. Pick a category, pick a format, then write straight into the blocks.

“The Customer Marketing Universe, Defined.” — every contribution is an act of proof.

STEP 1 — CHOOSE YOUR CATEGORY

Pick one primary category

01 Customer Advocacy

Advocacy strategy, advocate management, activation

03 Customer Reviews

Review generation, reputation, third-party review sites

05 Customer Storytelling

Case studies, customer stories, proof content

07 Customer Advisory Boards

CABs, executive engagement, strategic councils

09 Customer Marketing Measurement

KPIs, ROI, dashboards, reporting

11 Customer Lifecycle Marketing

Expansion, retention, customer engagement

13 Industry Research

Benchmarks, trends, market reports

02 Customer References

Reference programmes, management, sales references

04 Customer Referrals

Referral programmes and customer-led acquisition

06 Customer Communities

Community strategy, engagement, member growth

08 Customer Marketing Strategy

Programme design, governance, maturity, planning

10 Customer Marketing Technology

Platforms, AI, integrations, technology guides

12 Professional Development

Careers, certifications, skills, leadership

14 Thought Leadership

Opinions, future of Customer Marketing, expert perspectives

STEP 2 — CHOOSE YOUR FORMAT

Pick one content type

Blog	900–1,200 words · the structure detailed in this template
Guide	How-to, step-led, practical
eBook	Long-form, chaptered
Whitepaper	Evidence-led, formal
Research Report	Data-first, benchmarked
Case Study	Outcome-led customer story
Toolkit	Templates & checklists

This template details the Blog structure. The same block logic scales to the other formats — extend the section count and lists accordingly.

The anatomy of a ProveoMark blog

A standard blog runs **900–1,200 words** across the blocks below, in this order. Numbers are targets, not handcuffs — but keep the spine: a bold hook, four to six sections, one pull-quote, one bulleted list, one numbered list, one testimonial, two images, and a bold sign-off.

4–6 H2 SECTIONS	2 LISTS: BULLET + NUMBERED	2 QUOTES: PULL + TESTIMONIAL	2 IMAGES
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1 • Title (H1)

1 LINE • 8–12 WORDS

Declarative and specific. State the shift or the payoff, not a topic label. Reference example: “Why Customer Marketing is Finally Getting the Recognition It Deserves.”

Type your headline here...

2 • Standfirst / Hook

1 PARAGRAPH • BOLD • 40–60 WORDS

One bold paragraph that frames the stakes and names the moment. This is the promise the rest of the piece pays off.

Type your bold opening here...

3 • Section 1 (H2) — Set the scene

2 PARAGRAPHS + 1 PULL-QUOTE

Two paragraphs (2–4 sentences each) establishing what changed. Close the section with one editorial pull-quote — a sharp, quotable line that captures the thesis.

H2 heading + two paragraphs...

Pull-quote (one memorable line)...

4 • Section 2 (H2) — Evidence

1 PARAGRAPH + BULLETED LIST (3–5) + IMAGE

A short lead-in paragraph, then a bulleted list of 3–5 findings or points — bold the lead phrase of each bullet, then one line of detail. Place your first image directly after.

H2 heading + lead-in + 3–5 bullets...

5 • Section 3 (H2) — The why

2 PARAGRAPHS

Two paragraphs explaining why the evidence matters and where ProveoMark fits. Prose only — no list here, to vary the rhythm.

H2 heading + two paragraphs...

6 • Section 4 (H2) — Proof in the field

2 PARAGRAPHS + 1 TESTIMONIAL + IMAGE

Two paragraphs, then a customer/practitioner testimonial (2–3 sentences) attributed to a real name, title and company. Add your second image here.

H2 heading + two paragraphs...

Testimonial + "Name, Title • Company"...

7 • Section 5 (H2) — In practice

1 PARAGRAPH + NUMBERED LIST (3–5) + 1
PARAGRAPH

Lead-in paragraph, then a numbered list of 3–5 steps — bold the step title, follow with one explanatory sentence. Close the section with a paragraph that reframes the takeaway.

H2 heading + lead-in + numbered steps + close...

8 • Closing statement

1 PARAGRAPH • BOLD • 1–2 SENTENCES

A single bold line that lands the argument — the sentence a reader would screenshot. Mirror the energy of the hook.

Type your bold sign-off here...

Byline & author bio

REQUIRED

Author name, one-line title, and a 2–3 sentence bio. Add LinkedIn / social handles if you'd like them published.

Name • Title • Bio • Links...

Submission checklist

- ☐ One primary **category** (from the 14) and one **content type** selected.
- ☐ Title is 8–12 words and declares a shift or payoff — not just a topic.
- ☐ Bold standfirst present; bold closing statement present.
- ☐ 4–6 H2 sections, in a logical arc (scene → evidence → why → proof → practice).
- ☐ Exactly one **bulleted list** and one **numbered list**, each with bold lead-ins.
- ☐ One editorial **pull-quote** and one attributed **testimonial** (real name, title, company).
- ☐ Two images supplied or described, with alt text and any credits.
- ☐ All statistics and claims are verifiable and cited — no invented figures.
- ☐ Total length 900–1,200 words for a standard blog.
- ☐ Byline + 2–3 sentence author bio included.
- ☐ British English spelling, consistent with the ProveoMark house style.

Submit to hello@proveomark.com. Guest and partner contributions are reviewed against these guidelines before publishing.

See it in action

Every block above, mapped onto a live ProveoMark post. The orange tag names the structural element; the text beside it is the real article.

CATEGORY TAG

Customer Advisory Boards, Industry Research · Blog · 2026

1 · TITLE (H1)

Why Customer Marketing is Finally Getting the Recognition It Deserves

2 · STANDFIRST (BOLD HOOK)

Every few years, a discipline inside marketing finally gets its moment — the point where practitioners stop justifying their existence and start setting the standard. For Customer Marketing, that moment is 2026.

3 · SECTION 1 — 2 PARAGRAPHS + PULL-QUOTE

The discipline is having a moment

After eighteen months of research across 1,200+ practitioners, 300 enterprise organisations and 40 technology vendors, one thing is clear: Customer Marketing is no longer treated as a support function...

What changed isn't the work. What changed is the expectation — and the proof required to meet it.

“The discipline isn’t new. The standard is. For the first time, Customer Marketing has a common language for what good looks like — and what doesn’t.”

4 · SECTION 2 — LEAD-IN + BULLETED LIST + IMAGE

What 1,200 practitioners are telling us

The headline finding is simple: practitioners know what they're doing, but don't always have the evidence to prove it.

- **Tool fluency is uneven** — strong command of 2.3 platforms on average, versus 6 expected.
- **Assessment is rare** — only 1 in 6 hiring processes evaluates the actual platforms.
- **Credentials are loose** — peer-reviewed (4.2/5) trusted over vendor-issued (2.8/5).

IMAGE 1 — SUPPORTING VISUAL

5 · SECTION 3 — 2 PARAGRAPHS (PROSE ONLY)

Why the tool fluency gap matters

Most hiring managers don't test for tool fluency because the discipline hasn't had a standard way to measure it. Platforms drift; vendors release features weekly.

That's the gap ProveoMark closes — by codifying the practitioner-led standard that already exists and publishing it openly.

6 · SECTION 4 — PARAGRAPHS + TESTIMONIAL + IMAGE

How certification changes hiring

Certification tells you about a test. The ProveoMark standard tells you about the work.

“For the first time, I hired a Customer Marketer where I knew — before they started — exactly which platforms they’d be strong on and which they’d need support for.”

James M. · Customer Advocacy Lead · Enterprise Tech

IMAGE 2 — SUPPORTING VISUAL

7 · SECTION 5 — LEAD-IN + NUMBERED STEPS + CLOSE

What this looks like in practice

Practitioners who passed the standard held roles 38% longer and were promoted 1.7× faster.

1. **Define the tool fluency bar** — the 2–3 platforms that matter for the seat, not the wishlist of 9.
2. **Assess, don’t assume** — replace “familiar with Salesforce” with a scored fluency signal.
3. **Use the signal on both sides** — practitioners target roles; employers de-risk hires.

None of this replaces the craft with a certificate. It gives the craft a shared vocabulary.

8 · BOLD CLOSING STATEMENT

2026 is when Customer Marketing stops being the quietest discipline on the marketing team — and starts being the one everybody benchmarks against.