



BRAND24



REPORT

TOP 100 DIGITAL MARKETERS

2019 EDITION

3.7m

Based on over
3.7 million
mentions



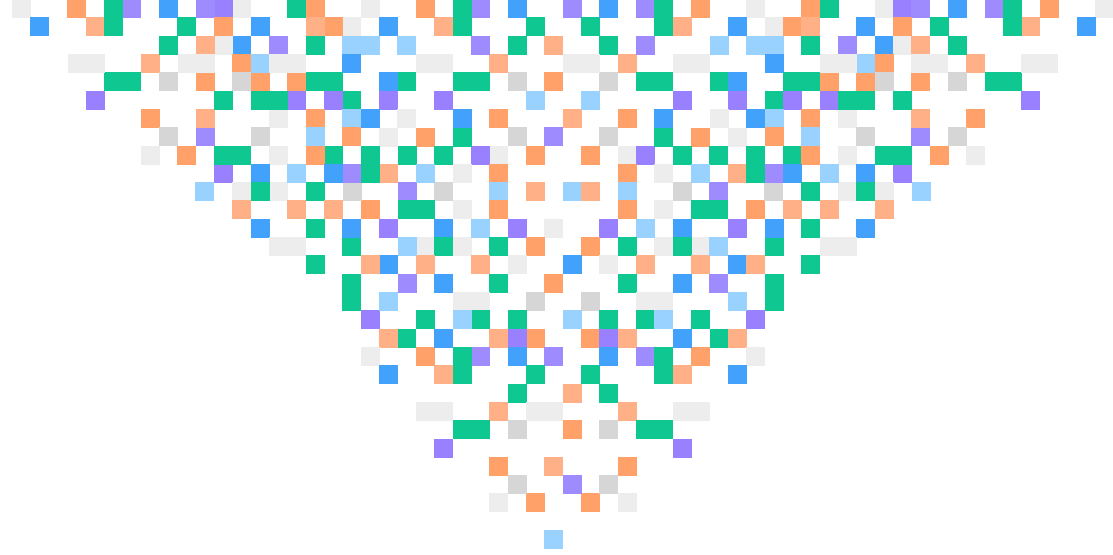


Table of contents

01.	For our readers	03
02.	What's new this year	04
03.	Methodology	05
04.	Digital Marketing Landscape	06
05.	Top 100 digital marketers	10
06.	Top 20 digital marketers beyond social media	30
07.	Top 20 most interactive digital marketers	31
08.	15 digital marketers to follow	32
09.	Source data	34
10.	Digital Reflections	36
11.	Who are the authors?	38
12.	About Brand24	39

01. For our readers

The world, the market – and marketing itself – are changing in more dynamic ways than ever. Especially on the web.

This creates a huge challenge for marketers everywhere: how do we keep track of all these trends and pick the best one for our next campaign?

Especially when last year's hit might not even register today. How do we know what is truly valuable and effective?

By listening to the experts – our mentors, our teachers – people with invaluable experience and knowledge.

Which brings us to the NEXT challenge: where do we find them? Who do we turn to?

That's where this report comes in. We decided to help marketers, public relations officers, CEOs and CMOs everywhere by tracking down the top digital marketers on the web and analyzing their data.

We're proud to celebrate the top digital marketing experts of 2019! Bloggers, podcasters, speakers and more – these are our mentors, and we thank them for continuing to generously share their knowledge.

02. What's new this year

First of all the DATA is 100% fresh – and it's based on a full year. From January to December, we monitored online mentions for more than 500 digital marketers.

This includes people that YOU suggested. Your feedback was and *is* much appreciated – and has been considered in the making of this edition.

We're also excited to introduce a brand new section: **15 Digital Marketers to Follow**.

We realize that there are a lot of digital marketers who might not have millions or thousands of followers, but that doesn't stop them from creating incredible content – which is why we've added this new section. **The Top 15 Digital Marketers to Follow contribute significantly to the field of digital marketing with their creative content, effective methods and diligent strategies.** We can't wait to see where they'll be next year!

Each section of the *Top 100 Digital Marketers 2019*, both new and recurring, has been examined and re-examined. We've gone over it from top-to-bottom, page-to-page, double-checking and triple-checking... and that's how we know that you are reading one of the best (maybe even *the* best) data-based reports ever made.

ARE YOU READY?

Let's meet the top 100 digital marketers that every brand needs to know about in 2019!

03. Methodology



Overall position

Where each digital marketer ranks in the *Top 100 Digital Marketers 2019*, according to the **Brand24 Influencer Score**.

000,000
Number of mentions

Mentions about these digital marketers were collected from all over the Internet. This includes social media (Facebook, Twitter, Instagram, etc.) and beyond (blogs, forums, news and more).

DISCLAIMER:
These mentions were not generated directly by the digital marketer that they refer to (i.e., NOT via his or her own social media profiles).

00.00
Brand24 Influencer Score

Each score considers the digital marketer's number of mentions, social interactions (likes, shares, upvotes, and mentions) and social media reach. Scores may range from 1 to 100.

##
NAME
SURNAME

00.00 Brand24 Influencer score

000,000 Number of mentions

000,000,000 Social Media Reach

0,000,000 Number of Interactions

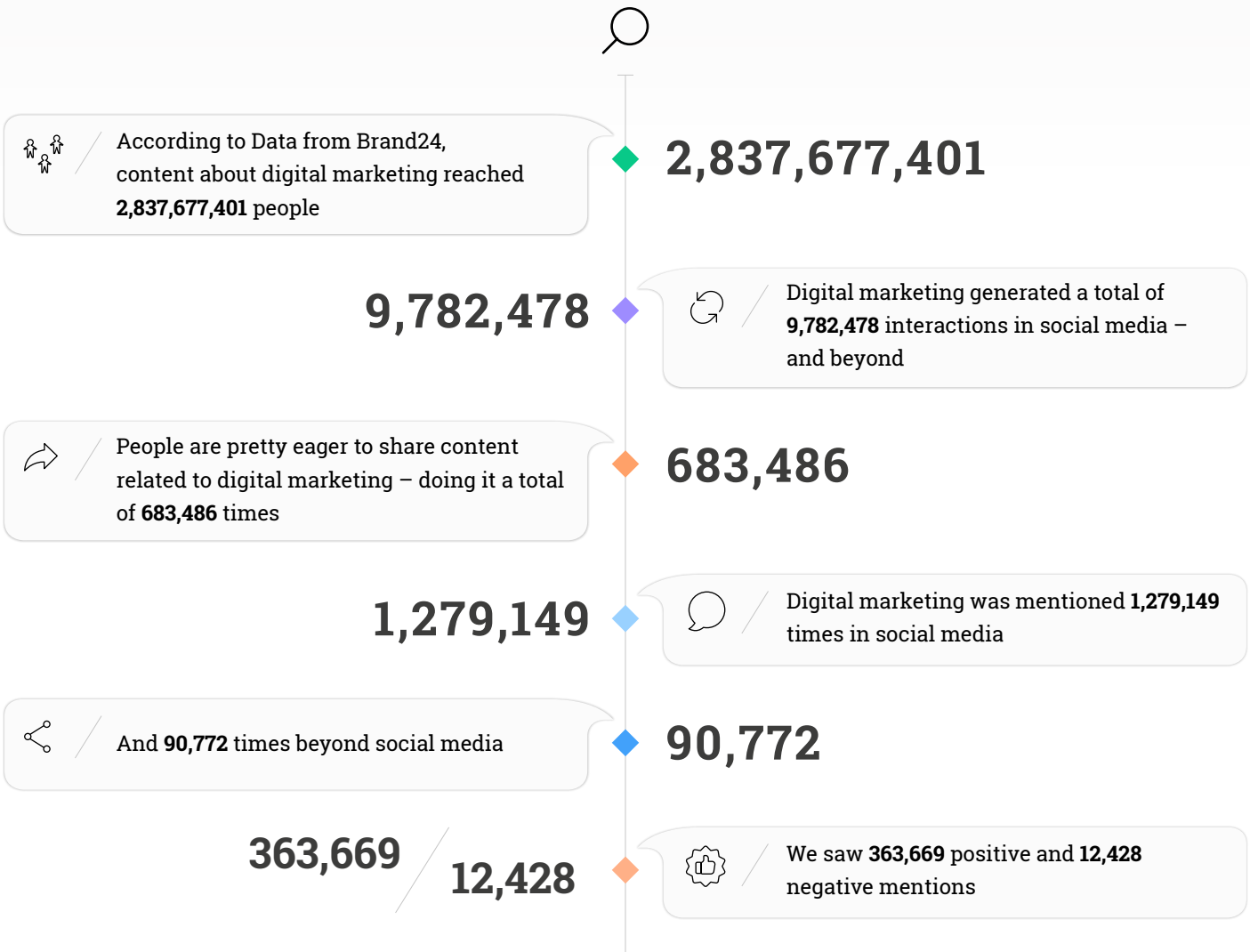
000,000,000
Social Media Reach

Social media reach gauges the number of views that a particular piece of content has generated in social media.

0,000,000
Number of Interactions

Likes, shares, upvotes and comments.

04. Digital Marketing Landscape



the keyword

Throughout 2018, we collected all public mentions that included the keyword “digital marketing”.



1.3M

During this time, we collected more than 1.3M mentions with Brand24.



Twitter, Instagram, Facebook, the Web

Twitter is the most popular platform for discussions about digital marketing, followed by Instagram, FB and the Web.

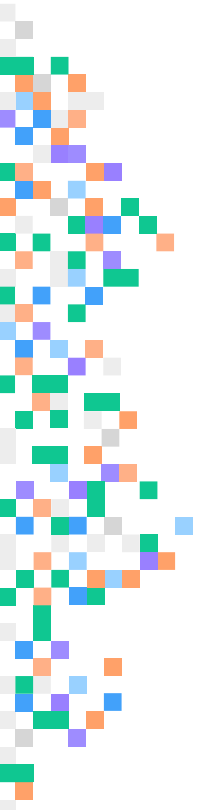


ROI

According to these mentions, measuring ROI is one of the biggest challenges in digital marketing.



The most popular words and phrases that people use when talking about digital marketing:



/ And hashtags:

#digitalmarketing	#advertising	#business	#ppc	#socialmedia	#webdesign	#job
101,630	11,180	22,129	7,994	34,231	9,320	7,975
#growthhacking	#contentmarketing	#marketing	#seo	#branding	#emailmarketing	
7,662	17,227	59,742	48,665	10,943	8,278	
#entrepreneur	#smm	#onlinemarketing	#socialmediamarketing	#website	#startup	#digital
13,367	15,736	16,616	21,766	8,218	10,680	27,980



Digital marketing was mentioned most often in these countries:



UNITED STATES



INDIA



UNITED KINGDOM



CANADA



NIGERIA



Data-based Insights

What kind of digital content is the most effective? The data can show us! Unfortunately, there isn't one universal recipe that tells us which type of digital content is the most effective. It depends on the individual, on the influencer, and on the type of content that they publish. The numbers vary, and it can be anything from two posts a day to about twenty. Let's take a look at the following examples...

Most of **Seth Godin's** tweets are about his blog. This is essentially what his Twitter account is for, at least most of the time. And even though he doesn't post very often – just once or twice a day – he generates a lot of interactions. Each tweet gets between **100** and **250** likes, around **20** to **100** shares and **5** to **10** comments.

Neil Patel utilizes a similar strategy; he mostly shares links to his podcast via Twitter. Neil tweets pretty regularly – about **4** posts a day. Each tweet generates, on average, about **40-50** likes, **3-50** shares, and about **6-10** comments. Those numbers are a good prognosis for anybody who is interested in creating a podcast of their own. Along with the development of music streaming platforms, podcasts are becoming more and more popular.

Interestingly, **Seth Godin** and **Neil Patel's** posts are not just about marketing. Often, they relate to self-development in general, which shows us that the demand for this type of content is still quite large.

At the same time, there are also influencers who post very often, and with very diverse content. The most popular person in this year's ranking – **Gary Vaynerchuk** – tweets, on average, **15-20** times per day, on a very wide range of topics.

In his case, his tweets are often related to his family's brand of wines – Empathy Wines – which are extremely popular. Gary usually boasts about their new types of wines or their growing sales figures. This type of content gives him an average of **60-130** likes per post (although there are exceptions, with **300** and **600** likes) and **10-30** shares.

Retweeting other authors also turns out to be a good strategy, as **Marsha Collier** and **Tim Ferris** have successfully demonstrated. Retweets can reach an average of **50-100** likes and **10-15** shares per post.

Spontaneous posts, the ones that at a glance appear to be unplanned, coming from the bottom of the influencer's "heart", are also very popular. Gary Vee knows all about this. For example, he is known to ask his followers to leave their phone number in a comment – and then he actually calls them, usually while he is driving, waiting for a flight, or even during radio interviews.

During these short conversations, Gary gives his followers advice and answers their questions. The numbers for these types of tweets look pretty impressive – they can generate **300+** likes, **60** shares, and around **13** comments, making them almost twice as popular as other tweets that consist of text only.

It is worth noting that Gary usually records these conversations and posts them as videos, which has proven to be the most well-received form of content nowadays. That's because watching a video doesn't require as big an investment from the viewer as reading a blog might. Moreover, videos expose a viewer to both an image and sound at the same time. Video content has also proven to draw a greater audience than text alone. The most popular social media channel among influencers – Twitter – has an average of **6.5** times fewer visits than Youtube, which holds the fourth position in this ranking.

The types of posts that **Tamara McCleary** shares are also quite popular. She usually posts real-time photos and videos of conferences in which she participates. Her content is able to generate an average of **20-30** likes and **10-20** shares per post.

The popularity of quotes is quite impressive, as well. According to the data that we collected with our tool, the hashtag **#quote** is the most popular hashtag among all the posts that mention influencers – it appears **78,244** times in total. Posts with quotes generate an average of **100-250** likes and up to **50** shares per influencer.

DO YOU THINK SOMEONE'S MISSING FROM THE Top 100 Digital Marketers 2019?

If there's a particular name that you are shocked to *not* see here...



We want to know!

365 days and countless hours of tracking, analyzing and checking the data went into the making of this report, so we would love to get your feedback.

→ Send us a message: magda@brand24.com



05. Top 100 digital marketers

01.

GARY VAYNERCHUK



TOP 30

100.00

Brand24 Influencer score

712,382

Number of mentions

897,771,091

Social Media Reach

11,593,508

Number of Interactions

Gary runs VaynerMedia, which has flourished and expanded into providing services in paid media, strategy, full-service creative, influencer marketing, and more. Gary also hosts a business podcast, The GaryVee Audio Experience. An experienced investor and venture capitalist, he has invested in companies like Facebook, Twitter, Tumblr, Uber and Birchbox before eventually co-founding VaynerRSE, a \$25M investment fund. Author of books AskGaryVee, The Thank You Economy and more.

02.

SETH GODIN



TOP 30

98.74

Brand24 Influencer score

171,200

Number of mentions

276,969,655

Social Media Reach

711,713

Number of Interactions

Seth is an author, entrepreneur, teacher and best-selling author. He has written 18 best-selling books, including The Dip, Linchpin, Purple Cow, and Tribes. Seth also founded two companies, Squidoo and Yoyodyne (acquired by Yahoo!). He is host of the popular Akimbo podcast, where he motivates and inspires countless people around the world. In 2013, Seth was one of just three professionals inducted into the Direct Marketing Hall of Fame. In an astonishing turn of events, in May 2018, he was inducted into the Marketing Hall of Fame as well.

03.

GRANT CARDONE



TOP 30

98.62

Brand24 Influencer score

160,863

Number of mentions

297,772,826

Social Media Reach

2,791,124

Number of Interactions

Grant Cardone is an international sales expert, New York Times best-selling author, and radio show host of The Cardone Zone. He has founded three companies: Cardone Enterprises, Cardone Real Estate Holdings and the Cardone Group. He has shared his sales and business expertise as a motivational speaker and is the author of five books: Sell to Survive; The Closers Survival Guide; If You're Not First, You're Last; The 10X Rule; and Sell or Be Sold.

04.

TIM FERRISS



TOP 30

98.00

Brand24 Influencer score

105,999

Number of mentions

325,749,490

Social Media Reach

702,476

Number of Interactions

Tim Ferriss has been listed as one of Fast Company's "Most Innovative Business People." He is an angel investor and advisor (Facebook, Twitter, Uber, Nextdoor, Alibaba, etc.) and author of five #1 NYT/WSJ bestsellers, including The 4-Hour Workweek. Host of The Tim Ferriss Show podcast, the first business-interview podcast to pass 100M downloads and selected for "Best of iTunes" three years running.

05.

KARA SWISHER



TOP 30

97.56

Brand24 Influencer score

95,738

Number of mentions

383,394,973

Social Media Reach

428,639

Number of Interactions

Co-founder of Recode, Kara is a tech business journalist who became a contributing writer to The New York Times Opinion section in 2018. Previously, she wrote for The Wall Street Journal, serving as co-executive editor of All Things Digital. Author of There Must be a Pony in Here Somewhere: the AOL Time Warner Debacle and the Quest for a Digital Future. Kara has also served as a judge for Mayor Michael Bloomberg's NYC BigApps competition in NYC.

06.

LARRY KIM



TOP 30

96.36

Brand24 Influencer score

92,952

Number of mentions

193,359,381

Social Media Reach

280,982

Number of Interactions

CEO of MobileMonkey, Inc. and founder of WordStream, Inc. – the company employs over three hundred people and manages billions of dollars of ad spend on behalf of tens of thousands of customers, – acquired by Gannett for \$150 million in June 2018. Larry is ranked #8 most popular author on Medium. Contributor to CNBC and Inc. Magazine. Key interests include: AdWords, Facebook ads, entrepreneurship and start-ups.

07.

NEIL PATEL



TOP 30

96.30

Brand24 Influencer score

70,197

Number of mentions

155,847,622

Social Media Reach

209,667

Number of Interactions

He is a New York Times bestselling author. The Wall Street Journal calls him a "Top Influencer on the Web", Forbes names him as one of the "Top 10 Marketers", and Entrepreneur Magazine says he created one of the 100 most brilliant companies. Neil was recognized as one of the "Top 100 Entrepreneurs Under the Age of 30" by President Obama and one of the "Top 100 Entrepreneurs Under the Age of 35" by the United Nations.

08.

MARSHA COLLIER



TOP 30

94.90

Brand24 Influencer score

70,435

Number of mentions

342,634,022

Social Media Reach

419,830

Number of Interactions

Author of the Ultimate Online Customer Service Guide and over 40 books in the "for Dummies" series on best practices for eBay, Twitter, Facebook, and Social Media. As a communicator and writer, Marsha works with brands such as Ogilvy, Huawei, IBM and NASA. Since 2008, her technology podcast gets 30K listeners per month, and her TV show Making Your Fortune Online was one of PBS' most popular pledge programs.

09.

TAMARA McCLEARY



TOP 30

92.94

Brand24 Influencer score

46,419

Number of mentions

172,144,738

Social Media Reach

346,836

Number of Interactions

Tamara is the CEO of Thulium, and is ranked by Klear in the Top 1% of global social media influencers. Tamara ranks in these lists: Top 5 in AI, Robotics & IoT, Top 50 in Big Data, Top 15 in Machine to Machine (M2M), Top 50 in Blockchain and Top 50 in Digital Transformation Influencers. Tamara was also named #1 Most Influential Woman in MarTech by B2B Marketing and ranked by LeadTail as the 2nd most-mentioned person on Twitter by Chief Marketing Officers. Tamara is an IBM Futurist & creator of the trademarked RelationShift® method.

10.

GUY KAWASAKI



TOP 30

91.16

Brand24 Influencer score

30,508

Number of mentions

105,274,342

Social Media Reach

271,348

Number of Interactions

Guy is the chief evangelist of Canva. He is on the board of trustees of the Wikimedia Foundation, a brand ambassador for Mercedes Benz USA, and an executive fellow of the Haas School of Business (UC Berkeley). He was also the chief evangelist of Apple, and is the author of thirteen books.

11.

ANN HANDLEY



TOP 30

89.88

Brand24 Influencer score

48,639

Number of mentions

106,991,193

Social Media Reach

93,131

Number of Interactions

Ann is Chief Content Officer at MarketingPros. Cited in Forbes as “the most influential woman in social media” and recognized by ForbesWoman as one of the “Top 20 Women Bloggers”. Ann is a speaker, author, and member of the LinkedIn Influencer program. She is the author of the Wall Street Journal’s best-seller on business writing, Everybody Writes.

12.

RAND FISHKIN



TOP 30

89.84

Brand24 Influencer score

48,863

Number of mentions

67,502,697

Social Media Reach

106,593

Number of Interactions

Rand co-founded the SEO software company, Moz, where he served as CEO until 2014. In 2018, he left and founded SparkToro, a software and data company focused on helping people understand how and where to reach their target audiences. Author of Lost and Founder: A Painfully Honest Field Guide to the Startup World (2018) and a frequent keynote speaker on marketing and entrepreneurship topics around the world.

13.

JAY
BAER



TOP 30

88.78

Brand24 Influencer score

33,570

Number of mentions

99,159,739

Social Media Reach

97,386

Number of Interactions

Word of mouth, content marketing, social media marketing and customer experience consultant. Jay is a Hall of Fame keynote speaker, New York Times best-selling author, and technology investor and advisor. He is a 7th-generation entrepreneur who has authored 6 best-selling business books, and is the founder of 5 multi-million dollar companies.

14.

JOEL
COMM



TOP 30

88.34

Brand24 Influencer score

36,929

Number of mentions

68,210,713

Social Media Reach

118,967

Number of Interactions

Joel is an entrepreneur, author, speaker, and consultant. Creator and host of the Bad Crypto Podcast. He is the leading voice in live video marketing. Whether using tools such as Facebook Live, Periscope, Instagram or Snapchat to broadcast a clearly defined message to a receptive audience, or leveraging the power of webinar and meeting technologies, Joel is the New York Times best-selling author of 15 books, including The AdSense Code.

15.

PAT
FLYNN



TOP 30

86.34

Brand24 Influencer score

32,184

Number of mentions

46,551,561

Social Media Reach

120,162

Number of Interactions

Pat Flynn is an author, entrepreneur, and thought leader in the areas of online entrepreneurship, digital marketing, and lifestyle businesses. He is routinely celebrated for his transparent leadership style and authentic principles. Creator and host of Smart Passive Income and AskPat. Author of books like Will It Fly and Let Go.

16.

JOHN
HALL



TOP 30

85.24

Brand24 Influencer score

29,934

Number of mentions

39,956,717

Social Media Reach

129,064

Number of Interactions

Co-founder of Calendar.com and author of the book Top of Mind. John does a lot of speaking on helping people build trust and engaging the people that matter most. Former co-founder and advisor to Influence & Co., one of the largest creators and distributors of expert content in media. John has a weekly column at Forbes & Inc.com, and also contributes to Harvard Business Review, Mashable, Fast Company.

17.

BRIAN SOLIS



TOP 30

84.42

Brand24 Influencer score

22,724

Number of mentions

66,603,931

Social Media Reach

111,993

Number of Interactions

Principal analyst at Altimeter, a Prophet Company, Author of X: The Experience When Business Meets Design, and frequent keynote speaker. Brian studies disruptive technology and its impact on business and society.

18.

LILACH BULLOCK



TOP 30

83.82

Brand24 Influencer score

125,665

Number of mentions

108,794,447

Social Media Reach

65,938

Number of Interactions

Digital marketing consultant and trainer, social media expert and professional speaker. Lilach was listed in Forbes as one of the Top 20 Women Social Media Influencers, named the Number One Top Digital Marketing Influencer by Career Experts in the UK, and won the title of "Social Influencer of Europe" from Oracle.

19.

MICHAEL HYATT



TOP 30

83.06

Brand24 Influencer score

30,334

Number of mentions

64,018,662

Social Media Reach

73,046

Number of Interactions

Michael Hyatt is a publisher, former literary agent, New York Times bestselling author and popular blogger. He has a unique perspective on the rapidly changing world of content creation and delivery. Michael is the former Chairman & CEO of Thomas Nelson Publishers, the largest faith-based publisher in the world, now part of HarperCollins. Owner of Michael Hyatt & Company.

20.

JEFF BULLAS



TOP 30

81.72

Brand24 Influencer score

46,748

Number of mentions

88,575,166

Social Media Reach

64,129

Number of Interactions

Jeff Bullas is the owner of jeffbullas.com. Forbes calls him a "top influencer among Chief Marketing Officers" and one of the world's top social marketing talents. Entrepreneur lists him among the "50 Online Marketing Influencers to Watch". Inc.com has him on the list of "20 Digital Marketing Experts to Follow on Twitter". BizHUMM also ranks him as the world's #1 business blogger.

21.

MADALYN SKLAR



TOP 30

81.70

Brand24 Influencer score

28,298

Number of mentions

269,389,569

Social Media Reach

85,041

Number of Interactions

Madalyn is a social media power influencer, blogger, podcaster and business coach who is known for her Twitter expertise. Ranked #1 in Social Media in Houston, she blogs about social media and technology and was named by Huffington Post as one of the "50 Must-Follow Women Entrepreneurs" in 2017. Speaker at Social Media Marketing World – 2016, 2017, 2018 and 2019.

22.

KIM GARST



TOP 30

81.38

Brand24 Influencer score

31,163

Number of mentions

120,568,470

Social Media Reach

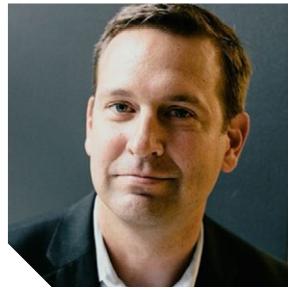
86,217

Number of Interactions

Kim Garst is a social media and brand strategist who has been named one of Forbes "Top 10 Women Social Media Power Influencers". She is also the co-founder and CEO of Boom! Social, a corporate branding and social media consulting firm. She has provided social and digital marketing advice to some of the world's top brands like Microsoft, IBM, and Mastercard.

23.

MICHAEL BRENNER



TOP 30

78.80

Brand24 Influencer score

49,625

Number of mentions

55,354,775

Social Media Reach

47,460

Number of Interactions

Michael is a keynote speaker and evangelist on leadership, culture, and marketing, helping companies convert new customers through employee engagement and storytelling. He co-authored the bestselling book *The Content Formula and Digital Marketing Growth Hacks*. Michael has written more than 1,000 articles for *The Economist*, *The Guardian*, *Forbes*, *Entrepreneur Magazine*, and more.

24.

DANNY SULLIVAN



TOP 30

76.22

Brand24 Influencer score

21,768

Number of mentions

31,385,070

Social Media Reach

71,587

Number of Interactions

Former analyst and journalist who now works for Google, educating the public about search. He explores and explains issues that may arise within search, obtaining feedback from the public used to help provide solutions.

25.

REBEKAH RADICE



TOP 30

74.08

Brand24 Influencer score

21,820

Number of mentions

116,936,275

Social Media Reach

75,459

Number of Interactions

Rebekah is founder of RadiantLA and Rebekah Radice Media, premier training and development companies. She's the author of Social Media Mastery: A Comprehensive Guide to Strategic Growth, creator of the Authority Matrix and the PREP Performance™ Method. Host of the #BrandAuthority Podcast, a recognized digital marketing expert, and international keynote speaker.

26.

CARLOS GIL



TOP 30

73.88

Brand24 Influencer score

16,408

Number of mentions

57,295,988

Social Media Reach

75,702

Number of Interactions

Entrepreneur, marketing executive, writer and public speaker. CEO at Gil Media Co., Carlos' work has been featured by CNNMoney, Harvard Business Review, Inc. Magazine, and Mashable. Carlos is also a prominent speaker at industry events such as SXSW and Social Media Marketing World. Former Global Head of Social Media for BMC Software.

27.

MARK SCHAEFER



TOP 30

73.68

Brand24 Influencer score

23,558

Number of mentions

78,217,009

Social Media Reach

42,683

Number of Interactions

Mark is a globally-recognized speaker, educator and author who blogs at {grow}. Mark has worked in global sales, PR and marketing positions for 30 years and now provides consulting services as executive director of U.S.-based Schaefer Marketing Solutions. He specializes in marketing strategy and social media workshops, and his clients include both startups and global brands such as Adidas, Johnson & Johnson, and the UK government. Podcaster and author of 7 books including Marketing Rebellion.

28.

SAMANTHA KELLY



TOP 30

72.32

Brand24 Influencer score

26,709

Number of mentions

37,516,565

Social Media Reach

84,858

Number of Interactions

Twitter expert and community builder at Tweetinggoddess. Samantha is verified on Twitter and she has been named as a "Top 100 Digital Influencer" on many global lists. She is also the founder of Womensinspirenetwork.com, an online global network for female entrepreneurs. As a social media trainer, Sam teaches Twitter workshops and does one-on-one lessons and consultations for many companies.

29.

ANDREW CHEN



TOP 30

71.98

Brand24 Influencer score

22,794

Number of mentions

28,967,733

Social Media Reach

66,030

Number of Interactions

Investor at Andreessen Horowitz, where he focuses on consumer products, marketplaces, and bottoms up SaaS businesses. Previously, Andrew led growth teams at Uber.

30.

BRIAN FANZO



TOP 30

71.54

Brand24 Influencer score

18,793

Number of mentions

88,543,659

Social Media Reach

70,640

Number of Interactions

Keynote speaker and founder & CEO of iSocialFanz, LLC. A proud pager-wearing millennial, Brian also hosts two podcasts (FOMOFanz & SMACtalk). He has traveled to over 70 countries and has spoken at many of the world's largest events, including SXSW, Social Media Marketing World, CES, and Mobile World Congress.

31.

CHRIS BROGAN



71.14

Brand24 Influencer score

21,594

Number of mentions

51,045,277

Social Media Reach

41,272

Number of Interactions

President of Chris Brogan Media. He helps small business owners through classes and webinars at Owner Media Group. Chris is a sought after keynote speaker and the New York Times bestselling author of nine books and counting. His next book is Be Where They Are. Go Where They're Going: Share, Sell, and Serve Your Customers From Their Side of the Story.

32.

R "RAY" WANG



71.12

Brand24 Influencer score

15,975

Number of mentions

80,830,256

Social Media Reach

112,768

Number of Interactions

Principal analyst, founder, and chairman of Silicon Valley-based Constellation Research, Inc. Wang is the writer of the popular business strategy and technology blog "A Software Insider's Point of View", and author of Disrupting Digital Business. He is a prominent dynamic keynote speaker, research analyst, and industry commentator.

33. LEE
ODDEN



70.62

Brand24 Influencer score

17,607

Number of mentions

51,542,458

Social Media Reach

45,630

Number of Interactions

CEO at TopRank Marketing, digital marketing strategist, author and keynote speaker. Lee is the author of *Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media and Content Marketing* (Wiley) and has been blogging for over 13 years at toprankblog.com.

34. MARTIN
JONES



69.20

Brand24 Influencer score

15,123

Number of mentions

40,295,027

Social Media Reach

115,238

Number of Interactions

Innovative and accomplished digital, content and social media marketing leader. Martin is a senior marketing manager with the Cox Communications marketing team. He is also one of the "Top 100 Marketing Influencers and Keynote Speakers" according to the Science of Digital Marketing."

35. MARI
SMITH



68.92

Brand24 Influencer score

14,853

Number of mentions

56,765,362

Social Media Reach

58,182

Number of Interactions

Mari Smith is one of the world's foremost experts on Facebook marketing. She is a Forbes' perennial "Top Social Media Power Influencer", author of *The New Relationship Marketing* and coauthor of *Facebook Marketing: An Hour A Day*. IBM recently named Mari as one of 7 women who are shaping digital marketing.

36. SUJAN
PATEL



68.64

Brand24 Influencer score

30,889

Number of mentions

50,557,205

Social Media Reach

42,645

Number of Interactions

Sujan is a data-driven marketer and entrepreneur. He is a high-energy individual fueled by his passion to help people and solve problems. Sujan is the co-founder of WebProfits US, a growth marketing agency & Managing Partner at Ramp Ventures, which are the creators of Mailshake, VoilaNorbert.com, Rightinbox.com, and more sales & marketing SaaS companies.

37. NEAL
SCHAFFER



67.82

Brand24 Influencer score

19,536

Number of mentions

63,423,973

Social Media Reach

56,720

Number of Interactions

Neal helps businesses maximize their social as a global keynote speaker, university educator, social media agency owner (Maximize Your Social), author, and social media strategy consultant. From Fortune 50 enterprises to Grammy award-winning musicians, Neal has helped brands reach their next level in social media marketing.

38. BRYAN
KRAMER



67.30

Brand24 Influencer score

14,504

Number of mentions

50,670,421

Social Media Reach

45,520

Number of Interactions

CEO of Pure Matter. Bryan is an international TED and keynote speaker, bestselling author (*Shareology & Human to Human*), and consulting strategist for Fortune 500 clients such as Harvard, IBM, Cisco, TED, Mastercard, Dell, NASA, and many more on humanizing businesses through new advances in marketing and social media.

39. BETH COMSTOCK**66.78**

Brand24 Influencer score

10,817

Number of mentions

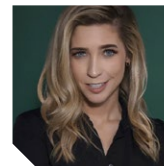
63,341,934

Social Media Reach

52,049

Number of Interactions

Director at Nike, trustee of The National Geographic Society and former board president of the Cooper Hewitt Smithsonian National Design Museum. Beth graduated from the College of William and Mary with a degree in biology. Her first book, *Imagine It Forward*, about summoning courage and creativity in the face of change was published in 2018.

40. CYNTHIA JOHNSON**66.32**

Brand24 Influencer score

17,855

Number of mentions

33,540,863

Social Media Reach

45,475

Number of Interactions

Entrepreneur, marketing professional, author and keynote speaker. Co-founder and CEO at Bell +Ivy. Former managing partner & director of marketing for RankLab, an agency listed in Inc. Magazine's "Fastest Growing Private Companies" in 2015. Author and contributing columnist for Entrepreneur, Search Engine Journal, Startup Grind, and Social Media Examiner.

41. TED RUBIN**65.86**

Brand24 Influencer score

18,589

Number of mentions

94,263,782

Social Media Reach

38,922

Number of Interactions

Ted is a leading social marketing strategist, speaker, CMO of Brand Innovators & co-founder of Prevailing Path. In March 2009, he started using and evangelizing the term ROR, Return on Relationship, hashtag #RonR. Ted remained a principal shareholder of Collective Bias until the November 2016 acquisition by Inmar.

42. JOHN JANTSCH**65.64**

Brand24 Influencer score

25,727

Number of mentions

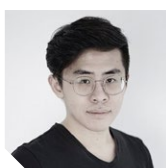
43,003,106

Social Media Reach

20,788

Number of Interactions

John Jantsch is a marketing consultant, speaker and best selling author of *Duct Tape Marketing*, *Duct Tape Selling*, *The Commitment Engine*, *The Referral Engine*, and *SEO for Growth*.

43. AARON LEE**65.56**

Brand24 Influencer score

20,939

Number of mentions

31,859,998

Social Media Reach

36,015

Number of Interactions

Social media manager and entrepreneur. Aaron has extensive experience working with different areas within the marketing industry from working in marketing agencies and startups, to starting his own business. He was #5 on Forbes' "Top 50 Social Media Power Influencers" in 2013.

44. PAM MOORE**65.36**

Brand24 Influencer score

15,034

Number of mentions

56,659,456

Social Media Reach

29,031

Number of Interactions

Keynote speaker on social media, digital marketing, branding, content strategies, technology transformation, female empowerment, entrepreneurship, and motivation. Pam is the CEO of Marketing Nutz and #5 on Forbes' list of "Social Power Influencers".

45. TIM HUGHES



65.12

Brand24 Influencer score

13,920

Number of mentions

30,700,438

Social Media Reach

46,269

Number of Interactions

Global social selling pioneer and innovator, speaker. CEO & co-founder of Digital Leadership Associates, the Global Social Consultancy. Author of de facto social selling book for sales people Social Selling – Influencing Buyers and Changemakers.

47. JOHN LEE DUMAS



61.36

Brand24 Influencer score

10,416

Number of mentions

20,290,032

Social Media Reach

104,638

Number of Interactions

Host of the EOFire podcast, an award-winning podcast where he interviews inspiring entrepreneurs who are truly on fire. John has aired over 2000 episodes, with 1 million+ listens a month, and earning seven figures in annual revenue.

49. JOE PULIZZI



59.80

Brand24 Influencer score

13,836

Number of mentions

25,790,045

Social Media Reach

30,994

Number of Interactions

Entrepreneur, speaker, author, and podcaster. Joe is the founder of multiple startups, including the Content Marketing Institute (CMI), recognized as the fastest growing business media company by Inc. Magazine in 2014 and 2015. Winner of the 2014 John Caldwell Lifetime Achievement Award from the Content Council.

46. JOHN WHITE



62.76

Brand24 Influencer score

23,997

Number of mentions

32,340,908

Social Media Reach

41,572

Number of Interactions

John is a globally recognized columnist for Inc. Magazine with over 300,000 followers on social media. He is known for creating viral content on social media. John is the founder of Social Marketing Solutions in Fort Collins, CO. He helps entrepreneurs and brands develop the right message and deliver it to the right audience by using the latest strategies and growth hacks in social media marketing.

48. ANDREW DAVIS



60.98

Brand24 Influencer score

14,501

Number of mentions

16,879,3513

Social Media Reach

52,053

Number of Interactions

Andrew Davis is a best-selling author & keynote speaker. He has built and sold a digital marketing agency, produced programs for NBC and worked on The Muppets. Today, Andrew Davis teaches business leaders how to grow their businesses, transform their cities, and leave their legacy.

50. DARREN ROWSE



59.68

Brand24 Influencer score

19,475

Number of mentions

44,896,003

Social Media Reach

22,477

Number of Interactions

Darren Rowse (known online as ProBlogger) is a blogger, speaker, consultant and founder of several blogs and blog networks, including b5media, ProBlogger.net and Digital Photography School. Darren also co-authored a book about blogging – ProBlogger the Book.

51. DANIEL NEWMAN



57.24

Brand24 Influencer score

11,262

Number of mentions

38,309,796

Social Media Reach

40,957

Number of Interactions

Entrepreneur focused in the technology and digital space. Daniel is the founder, partner and operator of 4 companies ranging from his role as principal analyst at Futurum Research, a technology and analysis firm – to the CEO of Broadsuite Media Group and president of Digital Agency V3B.E.

53. ANDREW AND PETE



57.18

Brand24 Influencer score

15,248

Number of mentions

29,078,180

Social Media Reach

37,390

Number of Interactions

Creative content marketing duo, Andrew Pickering and Peter Garland are YouTubers, authors, podcasters and keynote speakers. They work with clients from all over the world, have been featured on some of the world’s biggest and best podcasts and blogs, written 2 books, won numerous awards and continue to collaborate with leading experts. Hosts of ATOMICON19.

55. CHRISTOPHER PENN



55.68

Brand24 Influencer score

12,372

Number of mentions

47,568,025

Social Media Reach

29,055

Number of Interactions

Co-founder and chief innovator at Trust Insights. The authority on digital marketing and marketing technology. A recognized thought leader, author, and speaker, Chris has shaped five key fields in the marketing industry: the adoption of Google Analytics, data-driven marketing, PR, modern email marketing, and artificial intelligence/machine learning in marketing.

52. GLEN GILMORE



57.22

Brand24 Influencer score

8,928

Number of mentions

34,983,682

Social Media Reach

77,514

Number of Interactions

A strategic consultant in digital marketing, Glen has ranked in Forbes’ “Top 20 Social Media Power Influencers” two years in a row. Author of Social Media Law for Business and contributing author to Strategic Digital Marketing, Glen provides consultations and customized training to members of the Fortune 500. He is recognized as a top influencer in social business, content marketing, and the Internet of things.

54. BRIAN HUGHES



55.72

Brand24 Influencer score

9,281

Number of mentions

16,519,948

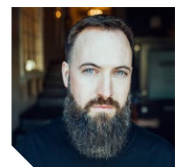
Social Media Reach

81,052

Number of Interactions

Founder and CEO of Integrity Marketing & Consulting, where he helps his clients build powerful brands through content marketing, social media marketing, search engine optimization, email marketing, pay-per-click advertising, and web design. Brian is also a contributor to The Huffington Post, Entrepreneur.com, Business.com, Small Business Trends, Moz, ChamberofCommerce.com and Social Media Week.

56. BRANDEN HAMPTON



55.34

Brand24 Influencer score

9,209

Number of mentions

21,029,139

Social Media Reach

120,697

Number of Interactions

Founder of Elevator Studio. Branden is a content, engagement and branding specialist who helps individuals and brands maximize their online presence and brand equity.

56. DORIE CLARK



55.34

Brand24 Influencer score

11,079

Number of mentions

33,634,879

Social Media Reach

27,553

Number of Interactions

Keynote speaker, Harvard Business Review contributor. Dorie is a strategy consultant and professional speaker who has worked with various clients, including Google, Microsoft, Yale University, and the World Bank. Author of Entrepreneurial You, Reinventing You and Stand Out.

59. JOHN RAMPTON



55.10

Brand24 Influencer score

18,621

Number of mentions

26,907,056

Social Media Reach

26,805

Number of Interactions

Entrepreneur, investor, online marketing guru and startup enthusiast. Founder of Due and Chief at Calendar, John is best known as an entrepreneur and connector. Named #3 on the "Top 50 Online Influencers in the World" by Entrepreneur Magazine, and has been one of the "Top 10 Most Influential PPC Experts in the World" for the past three years.

61. AMY PORTERFIELD



53.76

Brand24 Influencer score

8,178

Number of mentions

15,064,887

Social Media Reach

145,676

Number of Interactions

Amy teaches business owners, educators and entrepreneurs how to build a highly engaged email list, create online training courses and use online marketing strategies to sell with ease. Authored one of those big, yellow "For dummies" books on Facebook. Named by Forbes as one of the Top 50 Social Media Power Influencers.

58. LEONARD KIM



55.26

Brand24 Influencer score

16,750

Number of mentions

19,381,365

Social Media Reach

55,464

Number of Interactions

Leonard is recognized by Forbes as a "Top Marketing Influencer", by Inc. Magazine as a "Top Digital Marketer" and "Top Youth Marketer", and by Entrepreneur as a "Top Personal Branding Expert". Adweek also recognized him as one of their "Socially Strong Entrepreneurs Every VC Should Be Following". His TEDx talk has been recognized as one of the best TED Talks by Forbes and Inc. Magazine.

60. TYLER ANDERSON



55.00

Brand24 Influencer score

10,971

Number of mentions

11,717,645

Social Media Reach

46,526

Number of Interactions

Founder and CEO of Casual Fridays, Tyler also hosts the Social Media Social Hour, a top-ranked social media marketing podcast.

62. TONY RESTELL



52.84

Brand24 Influencer score

33,064

Number of mentions

24,414,188

Social Media Reach

15,896

Number of Interactions

Tony is the Founder of Social-Hire.com and a respected commentator in the online recruitment and social media sectors. A published author and Cambridge graduate, Tony spent his early career in strategy consulting before going on to build and sell an online recruitment business to Jobsite. He is focused on helping candidates and recruiters use social media to find their next career or their next hire.

63. AVINASH KAUSHIK



52.36

Brand24 Influencer score

9,566

Number of mentions

22,427,581

Social Media Reach

54,631

Number of Interactions

Author of two best-selling books: *Web Analytics 2.0* and *Web Analytics: An Hour A Day*. Avinash is also a digital marketing evangelist for Google (simplifying complex marketing). He is also the co-founder and chief education officer for Market Motive.

64. ROBERT ROSE



52.34

Brand24 Influencer score

10,780

Number of mentions

12,002,380

Social Media Reach

36,532

Number of Interactions

Content marketing and customer experience expert, keynote speaker, bestselling author, and founder of the Content Advisory. Robert is the founder and Chief Troublemaker for The Content Advisory, an education and consulting group with the Content Marketing Institute.

65. MIKE STELZNER



52.28

Brand24 Influencer score

16,880

Number of mentions

44,023,440

Social Media Reach

21,022

Number of Interactions

Founder of Social Media Examiner, author of the books *Launch* and *Writing White Papers*, and the man behind large events, such as *Social Media Marketing World*. He is also host of the *Social Media Marketing* podcast, founder of the *Social Media Marketing Society* and host of the weekly morning *Social Media Marketing Talk Show*.

66. ANN SMARTY



51.80

Brand24 Influencer score

15,087

Number of mentions

55,310,845

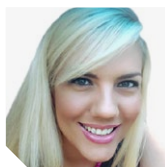
Social Media Reach

14,424

Number of Interactions

Ann is brand manager at IM Ninjas and founder of MyBlogU and Viral Content Bee. She is also an affiliate program manager, and freelance/in-house/and independent SEO consultant. Her specialities include: keyword research, online reputation management, link building and social media marketing. Ann is the former Editor-in-Chief of *Search Engine Journal*.

67. ADEL DE MEYER



51.72

Brand24 Influencer score

11,334

Number of mentions

26,811,357

Social Media Reach

39,929

Number of Interactions

Social media marketing specialist, speaker, trainer, and advisor. Co-Founder of *The Crypto Collectors* and *DAPS Coin*. Adel covers public relations for *Altcoins* and *Blockchain Products*. She is recognized as a leading *Instagram* and *Twitter* influencer on social media and business in *Australia* and the *APAC* region.

68. RYAN FOLAND



51.00

Brand24 Influencer score

13,373

Number of mentions

36,997,841

Social Media Reach

27,561

Number of Interactions

Keynote speaker, inventor of the *3-1-3® Method* (a process whereby pitches begin as three sentences, condense into one sentence and then boil down to three words), *Four-time TEDx Speaker* and *personal branding expert*. He writes for *Influencive* and has appeared in *Entrepreneur, Inc., HuffPost, Fortune*, and more.

69. MIKE ALLTON



50.28

Brand24 Influencer score

11,113

Number of mentions

46,044,605

Social Media Reach

25,443

Number of Interactions

Founder of digital marketing agency: The Social Media Hat. Mike helps businesses understand the long-term value of a great content strategy, and helps them weave that content into their overall marketing plan. He has also written for major industry publications, like Social Media Examiner, MarketingProfs, Marketo, Social Media Today, BusinessesGrow and others.

70. CHRIS DUCKER



48.54

Brand24 Influencer score

10,035

Number of mentions

15,708,745

Social Media Reach

40,001

Number of Interactions

Founder of Youpreneur, a business community for coaches, consultants, authors, speakers, bloggers, podcasters, freelancers and entrepreneurs focusing on building a business around a brand, reputation, and those that they serve. Chris helps entrepreneurs become the go-to leaders in their industries.

71. DAN SCHAWBEL



48.32

Brand24 Influencer score

6,206

Number of mentions

23,740,088

Social Media Reach

43,528

Number of Interactions

New York Times bestselling author, serial entrepreneur, Fortune 500 consultant, TV personality, keynote speaker, career and workplace expert & startup advisor. Dan is also a partner and resource director at Future Workplace, and the founder of both Millennial Branding and WorkplaceTrends.com. He is the author of 3 career books: Promote Yourself, Me 2.0 and Back to Human: How Great Leaders Create Connection in the Age of Isolation.

72. AMY LANDINO



46.22

Brand24 Influencer score

10,674

Number of mentions

21,561,880

Social Media Reach

34,831

Number of Interactions

Award-winning host of AmyTV, social media strategist and co-author of Facebook Marketing All-In-One for Dummies. Amy helps entrepreneurs across industries establish strategies to maximize the power of social media and increase the success of their online marketing efforts.

73. MATT HEINZ



45.80

Brand24 Influencer score

11,620

Number of mentions

18,067,352

Social Media Reach

16,037

Number of Interactions

President and founder of Heinz Marketing with 20 years of marketing, business development and sales experience with a variety of organizations and industries. Author and nationally recognized, award-winning blogger.

74. SCOTT BRINKER



45.62

Brand24 Influencer score

11,179

Number of mentions

14,541,123

Social Media Reach

28,825

Number of Interactions

VP of the platform ecosystem at HubSpot and chief marketing technologist at chiefmartec.com, analyzing topics at the intersection of marketing, technology, and management. Scott is behind the renown marketing technology landscape. In 2014, he launched the MarTech conference, where he served as the event's program chair. Author of Hacking Marketing.

75. ANDY
CRESTODINA **45.58**

Brand24 Influencer score

10,644

Number of mentions

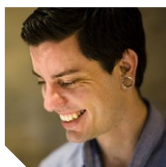
26,128,589

Social Media Reach

30,220

Number of Interactions

Co-founder and Strategic Director of Orbit Media, an award-winning agency. Over the past 18 years, Andy has provided digital strategy to more than a thousand businesses. He is a top-rated speaker at national conferences, a writer for the biggest blogs and the host of a tiny podcast. Andy has written hundreds of articles on content strategy, search engine optimization, social media, and analytics.

77. JULIEN
SMITH **44.66**

Brand24 Influencer score

7,130

Number of mentions

12,753,649

Social Media Reach

45,321

Number of Interactions

Co-founder and Chairman of the Board at Breather. Julien's first book, Trust Agents, co-written with Chris Brogan, was an instant New York Times and Wall Street Journal bestseller and won many awards, including Amazon's and 800-CEO-READ's "Best Books of the Year". His second book, The Flinch, was edited by Seth Godin has been read by hundreds of thousands of people.

79. JUSTIN
WU **43.74**

Brand24 Influencer score

11,531

Number of mentions

11,513,847

Social Media Reach

36,189

Number of Interactions

Growth marketer & information architect. Co-founder of BlockchainNW, Seattle's first blockchain conference. Justin runs all things growth for BlockchainNY's projects & dapps. Justin served as growth / marketing lead with over 15+ tokens & dapps on their campaigns.

76. SHANE
SNOW **45.24**

Brand24 Influencer score

6,723

Number of mentions

13,861,734

Social Media Reach

63,314

Number of Interactions

Shane is co-founder of the Hatch Institute and Contently, a keynote speaker, an award-winning journalist and entrepreneur, and author of the bestselling titles Smartcuts, The Storytelling Edge and Dream Teams.

78. JEFF
SHEEHAN **43.92**

Brand24 Influencer score

9,671

Number of mentions

53,440,973

Social Media Reach

14,617

Number of Interactions

Technology futurist, marketing & social selling pro, speaker and author. Jeff has extensive experience in working in multiple industries with companies of all sizes, including global companies such as Intel, Apple Computer, and Cisco Systems.

80. BRIAN
CLARK **43.36**

Brand24 Influencer score

9,184

Number of mentions

17,850,688

Social Media Reach

25,782

Number of Interactions

Writer, traveler, and entrepreneur. Brian is the founder of the pioneering content marketing website Copyblogger, the personal growth newsletter Further, and Unemployable – a resource that provides smart strategies for freelancers and entrepreneurs. Brian has started 10 businesses in the last 20 years, either solo or as co-founder.

81. NICOLAS COLE



43.02

Brand24 Influencer score

11,585

Number of mentions

9,071,277

Social Media Reach

19,885

Number of Interactions

Author, speaker and entrepreneur, as well as a daily columnist for Inc Magazine. He is a well-known Top Writer on Quora, and was named one of the "Top 25 Marketing Influencers to Watch" in 2017 by Forbes. Nicolas is known to be one of the most viral writers online, having accumulated over 20,000,000 readers on his work alone.

83. MICHAEL SCHIEMER



42.56

Brand24 Influencer score

5,941

Number of mentions

8,447,234

Social Media Reach

79,606

Number of Interactions

Publisher, author, blogger and former marketing consultant, Michael is a results-driven social media and digital marketing professional with 10 years of experience. He has created social media and content marketing campaigns for hundreds of companies, including Allstate Insurance, Reebok, GNC, Uno's, DuPont, Monsanto, UnitedHealth Group & Post Holdings.

85. PETER SHANKMAN



41.84

Brand24 Influencer score

10,762

Number of mentions

27,698,881

Social Media Reach

17,292

Number of Interactions

Entrepreneur, 5x bestselling author, keynote speaker, board member, advisor, angel investor, and podcaster focusing on customer service and the new and emerging customer economy. The New York Times has called Peter "a rockstar who knows everything about social media and then some".

82. AARON ORENDORFF



42.84

Brand24 Influencer score

14,874

Number of mentions

12,422,928

Social Media Reach

16,987

Number of Interactions

Editor in chief of Shopify Plus and one of Forbes' "Top 10 B2B Content Marketers". Aaron is also a contributor at Mashable, Entrepreneur, Huffington Post, Lifehacker, Inc., Fast Company, Business Insider, Success Magazine, The Next Web, Content Marketing Institute, Copyblogger, MarketingProfs, ConversionXL, Unbounce & more.

84. SUSAN GILBERT



42.48

Brand24 Influencer score

8,195

Number of mentions

28,770,974

Social Media Reach

28,649

Number of Interactions

Online & book marketing consultant, Susan is the founder and CEO at Online Promotion Success. As the author and publisher of The Land of I Can, Susan has demonstrated her hands on success in both traditional and online publishing. Co-author of The Complete Idiot's Guide to Starting and Running a Coffee Bar.

86. BRIAN D. EVANS



41.14

Brand24 Influencer score

12,379

Number of mentions

13,148,293

Social Media Reach

27,726

Number of Interactions

Entrepreneur and the founder of Influencive.com. Brian's online advertising and marketing agency made the Inc. 500 list of "Fastest Growing Private Companies in America", and is the 25th fastest growing advertising and marketing agency in America.

87. HEIDI COHEN



40.60

Brand24 Influencer score

10,326

Number of mentions

17,566,921

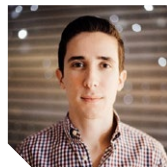
Social Media Reach

9,608

Number of Interactions

Chief content officer at Actionable Marketing Guide. Heidi is an integrated marketer who creates profitable products and programs that have deepened and extended customer relationships to build brands and businesses for The New York Times Digital, Cendant's Cheap Tickets, The Economist, Bertelsmann's Bookspan, Citibank, and Columbia House.

89. ALLEN GANNETT



40.20

Brand24 Influencer score

8,740

Number of mentions

14,818,370

Social Media Reach

27,046

Number of Interactions

Founder and CEO of TrackMaven, a marketing insights platform whose clients have included Microsoft, Marriott, and Saks Fifth Avenue. Allen has been on the "30 Under 30" lists for both Inc. and Forbes. He is a contributor to FastCompany.com.

91. MARCUS SHERIDAN



38.84

Brand24 Influencer score

9,719

Number of mentions

22,799,128

Social Media Reach

16,505

Number of Interactions

Founder and president of The Sales Lion (which recently merged with IMPACT). International keynote speaker known for his ability to excite, engage and motivate audiences. In 2017, Forbes named Marcus 1 of "20 Speakers You Don't Want to Miss." Marcus has been dubbed a "Web Marketing Guru" by the New York Times and featured in Inc., The Globe and Mail, Forbes, and more.

88. TRAVIS WRIGHT



40.34

Brand24 Influencer score

8,912

Number of mentions

8,789,235

Social Media Reach

33,381

Number of Interactions

Keynote speaker, marketing advisor at Digitex Future Exchange, and Vice-Chairman at World Tokenomic Forum. Travis also co-hosts The Bad Crypto podcast, where he teaches people who are trying to figure out cryptocurrency, blockchain and the future of digital payments. He also wrote a book with Wiley & Sons titled, Digital Sense, to help companies market more effectively in the 21st century.

90. MICHAEL CHUI



39.46

Brand24 Influencer score

3,529

Number of mentions

3,958,688

Social Media Reach

39,059

Number of Interactions

Partner at the McKinsey Global Institute (MGI) – McKinsey's business and economics research arm, Michael is also a frequent speaker at major global conferences, and his research is often cited in leading publications around the world. His PhD dissertation, I Still Haven't Found What I'm Looking For: Web Searching as Query Refinement, examined Web user search behaviors and the usability of Web search engines.

92. JONAH BERGER



38.32

Brand24 Influencer score

6,118

Number of mentions

12,764,830

Social Media Reach

28,413

Number of Interactions

Professor of Marketing at the Wharton School, at the University of Pennsylvania and a world-renowned expert on word-of-mouth, social influence and consumer behavior, Jonah is the author of international bestsellers Contagious: Why Things Catch On and Invisible Influence: The Hidden Forces that Shape Behavior. Jonah has been a keynote speaker at conferences and events like SXSW and Cannes Lions.

93. JEFF BARRETT



38.08

Brand24 Influencer score

7,429

Number of mentions

56,799,030

Social Media Reach

12,202

Number of Interactions

CEO at PR agency Status Creative, consultant at Adobe, and columnist at Inc. Jeff writes for Hootsuite, Mashable, Digital Trends, Tapinfluence, The Huffington Post, Elite Daily, Cision and Simply Measured. He also runs podcasts about management and marketing with Eric Hultgren.

94. VINCENZO LANDINO



37.24

Brand24 Influencer score

8,267

Number of mentions

32,821,334

Social Media Reach

10,576

Number of Interactions

CEO at Aftermarq, a video marketing agency where Vincenzo and his team help clients drive better business outcomes with video production, influencer marketing, experiential, and event marketing. Aftermarq has cooperated with companies such as KIA, Intel, SAP, Oracle, and VaynerSports.

95. ANDREA VAHL



37.08

Brand24 Influencer score

3,850

Number of mentions

11,182,453

Social Media Reach

46,790

Number of Interactions

Andrea is a social media consultant and speaker who is passionate about helping businesses understand and leverage the power of social media, especially Facebook. She is co-author of Facebook Marketing All-in-One for Dummies and was a community manager for Social Media Examiner. Andrea is also an international speaker, having spoken at Social Media Marketing World, Marketingprofs B2B, and many other venues.

96. IAN CLEARY



36.80

Brand24 Influencer score

9,681

Number of mentions

21,516,602

Social Media Reach

15,707

Number of Interactions

Founder of RazorSocial. Ian provides training to help companies achieve better results from social media with a strong focus on using the best tools and technology. Speaker at top social media events such as Social Media Marketing World and Content Marketing World. He has been published on leading industry sites, including VentureBeat, Content Marketing Institute and Social Media Examiner.

97. DAVID MEERMAN SCOTT



35.66

Brand24 Influencer score

7,182

Number of mentions

10,945,823

Social Media Reach

29,679

Number of Interactions

David is a marketing and sales strategist, entrepreneur, advisor to emerging companies, and both co-founder and partner at Signature Tones. He is also a keynote speaker and bestselling author of 10 books, including The New Rules of Marketing & PR.

98. DAN GINGISS



35.24

Brand24 Influencer score

7,831

Number of mentions

32,058,911

Social Media Reach

18,679

Number of Interactions


Marketing and customer experience expert, passionate about social media. Dan is Vice President at Persado, where he is responsible for marketing. He is also author of Winning at Social Customer Care: How Top Brands Create Engaging Experiences on Social Media. Moreover, Dan is also a co-host of the podcast "Experience This!" and a regular contributor to Forbes.com.

99. DAVE KERPEN



 **34.16**

Brand24 Influencer score

 **6,597**

Number of mentions

 **8,502,480**

Social Media Reach

 **22,202**

Number of Interactions


Dave is the Chairman of Likeable Media, as well as a global keynote speaker and author of New York Times bestselling book Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and be Generally Amazing on Facebook and Other Social Networks.

100. PEG FITZPATRICK



 **33.36**


Brand24 Influencer score

 **7,831**

Number of mentions

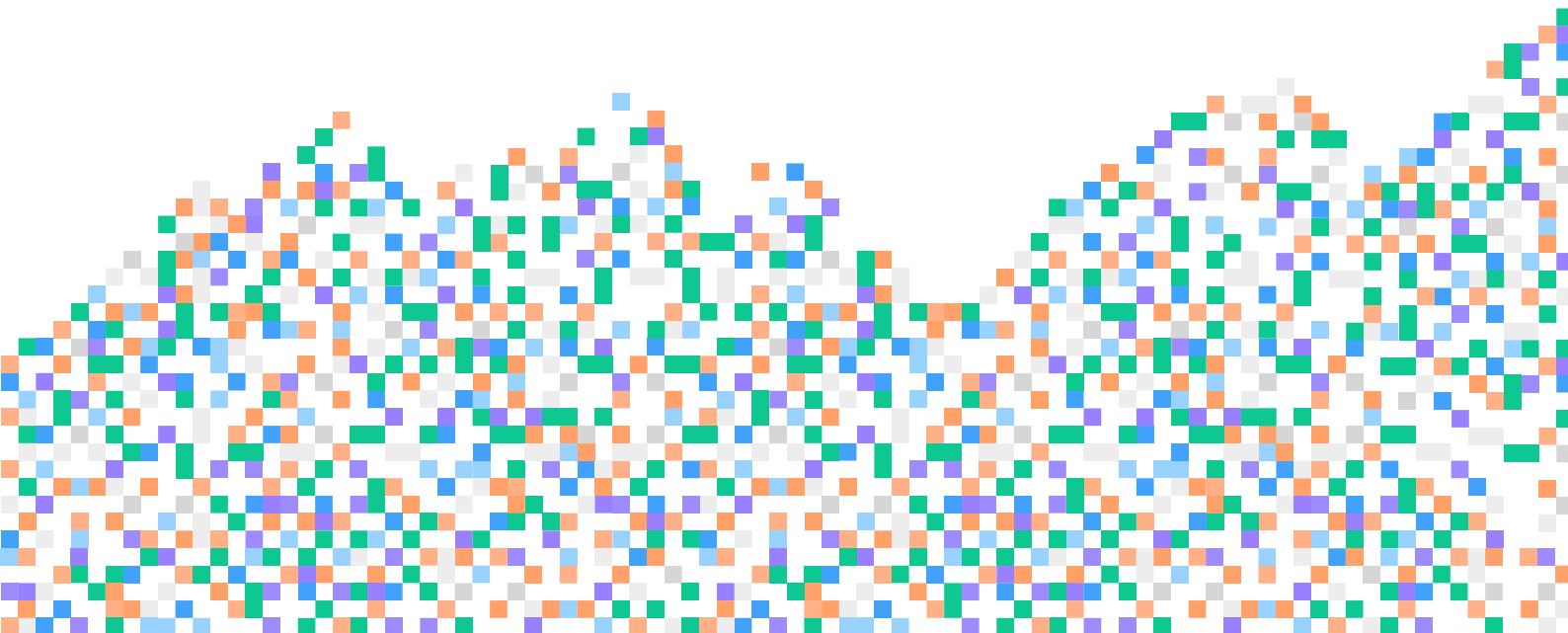
 **26,382,282**

Social Media Reach

 **13,853**

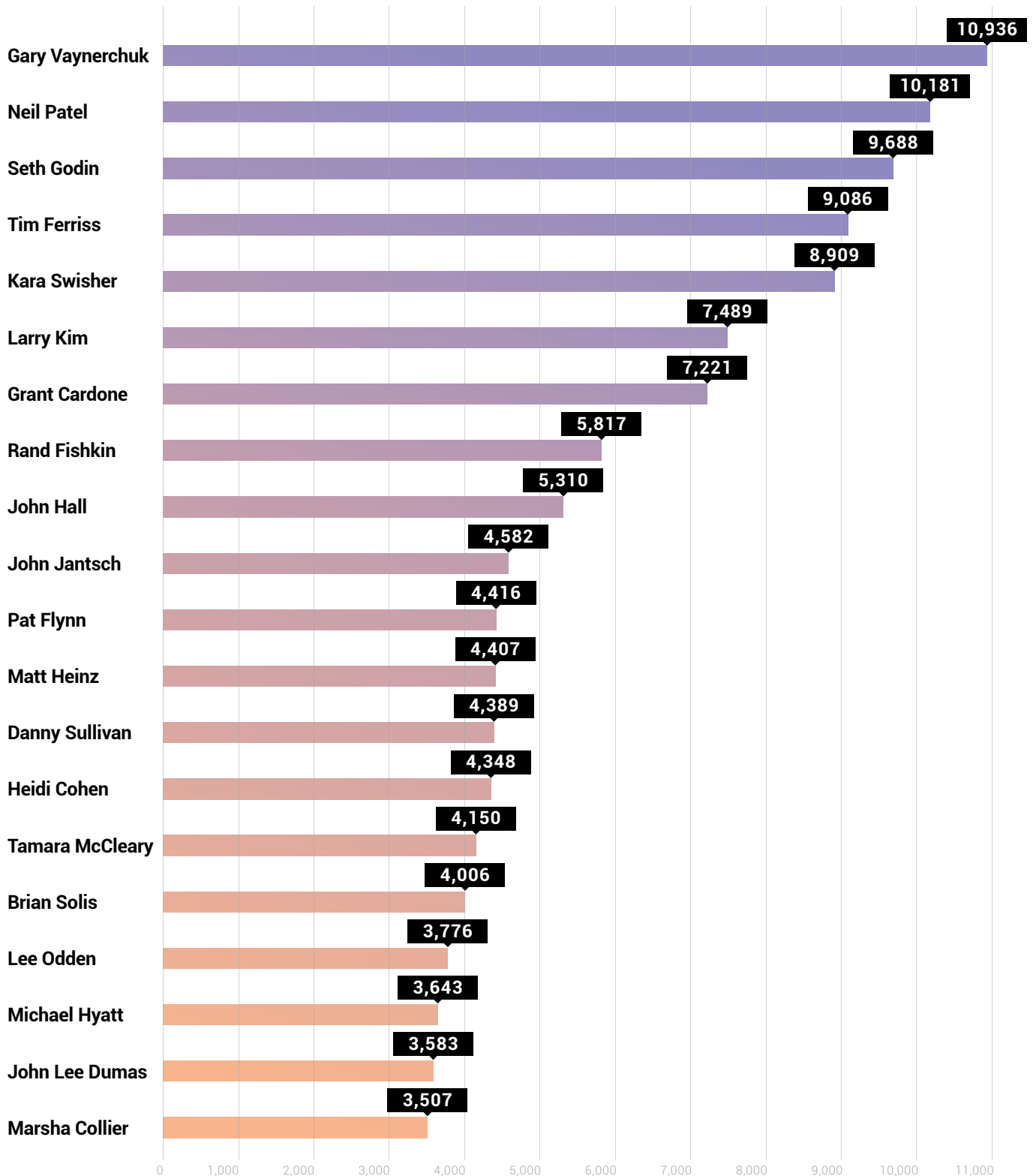
Number of Interactions

Popular social media speaker, trainer and social media author, Peg works with global brands and leaders in the social media sphere. Co-author of The Art of Social Media: Power Tips for Power Users with Guy Kawasaki. Covering all the major social media platforms, she frequently hears 'you're everywhere!'. Peg is passionate about social media and inspiring others to be their best.



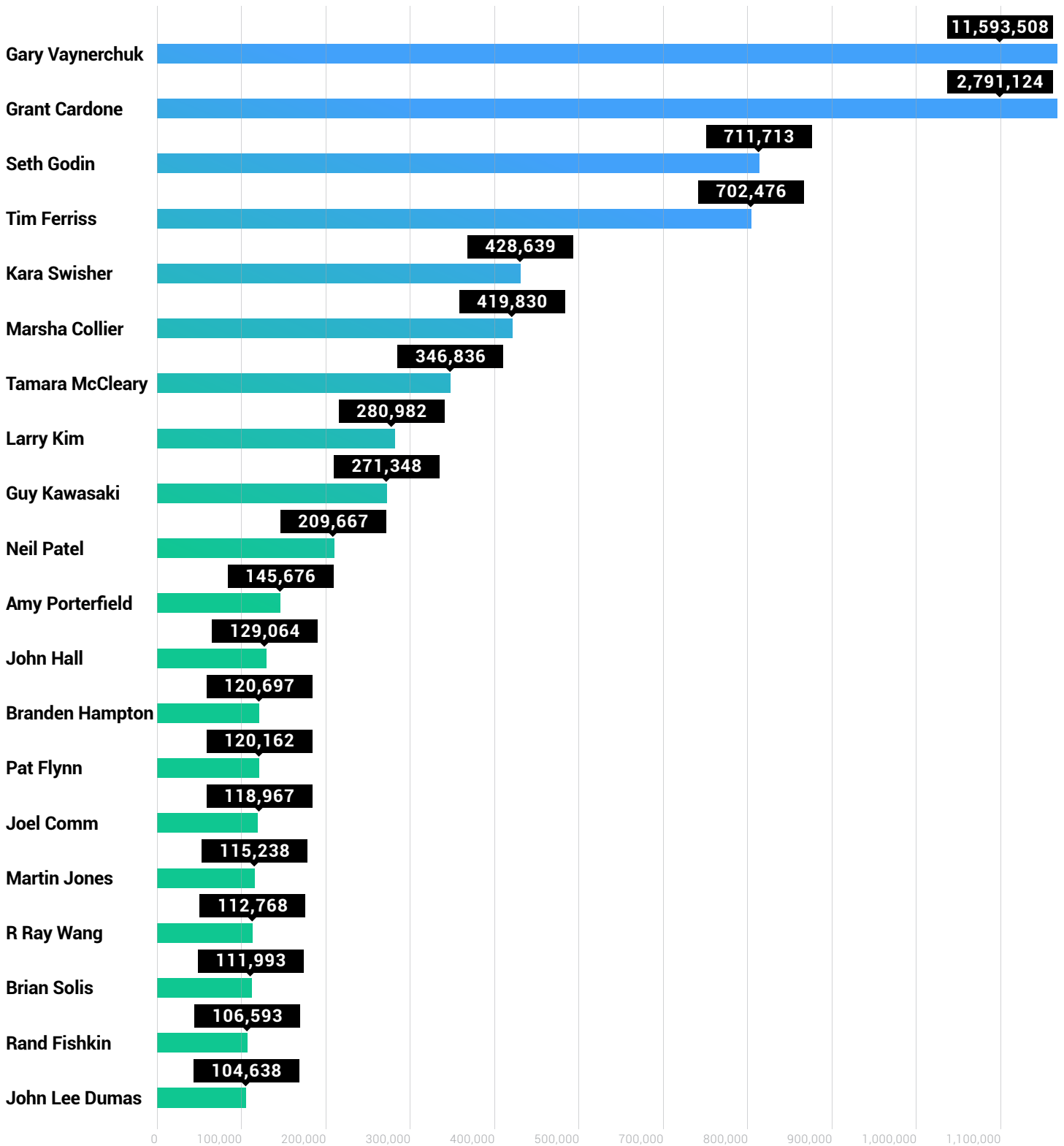
06. Top 20 digital marketers beyond social media

Although most buzz is generated in social media, some digital marketing authorities put their focus outside of the social sphere – yet their influence is *unquestionable*. That's why we've created this list of top digital marketers who have received the largest number of mentions **beyond social media**.



07. Top 20 most interactive digital marketers

These top 20 digital marketers captivate their audiences with content that **inspires**. Even mentioning their name is enough to get people to react and interact (with *likes, comments, upvotes and shares*).



08. 15 digital marketers *to follow*

The digital marketing industry has grown to resemble a vast ocean. Gigantic, powerful, and constantly being developed by hundreds of thousands of people around the world. With every edition of the report, we receive more and more feedback – often suggesting even more people that we could feature in addition to our Top 100. And that's not a bad idea. This list could be a lot more expansive, if not for the fact that our priority has been focused on data. That's why, in this edition, we also want to highlight some people who, **in our opinion***, are also excellent digital marketers. Their work deserves recognition for the quality it delivers. Following their content and their strategies is a pleasure in itself, and to the benefit of every marketer.

Steve Dotto Tech geek and entrepreneur. From 1992 to 2010, Steve hosted and produced a nationally syndicated TV show called Dotto Tech (Dotto's Data Cafe). He also hosted a weekly call-in tech-based radio show (8 years) and wrote columns for several newspapers. Steve is an expert in demystifying technology, producing streaming content for the social media and technological world. Also a writer, blogger, and keynote speaker.

Ian Anderson Gray International speaker and social media consultant. Ian is the founder of Seriously Social & the Confident Live Marketing Academy. He is also a trainer and coach. Ian is a partner for the Internet solutions company, Select Performers which he co-founded back in 2003 with his dad, Tom Gray.

Nancy Richmond Dr. Nancy Richmond is an internationally-acclaimed professor, speaker and consultant. She is a social media expert who has inspired thousands of individuals and companies from around the globe. Her goal is to empower and train leaders in effectively leveraging social media.

Matt Navarra Matt Navarra is a digital and social media consultant with over 10 years of industry experience. Formerly, the Director of Social Media for global tech news publisher TNW. Matt also held the position of Digital Communications Lead for the UK Government. He offers insight as an industry expert for many of the world's most popular publications, including The Guardian and The Independent.

Geoff Desreumaux Co-Founder and CEO of WeRSM & Snapr, and the founder of Socially integrated Digital Rebels. Geoff has helped dozens of brands successfully activate, grow, inspire and engage online communities to spark conversations and cultural connections that truly bring together brands and their consumers.

Alex Khan International entrepreneur, keynote speaker, social media and live video coach. Alex is also CEO of social media agency Attractive Media. His focus lies in creating a uniform social media strategy, as well as live video training. 400,000 people follow Alex Khan on his social media channels, and he is also the founder of Germany's first Social Media Academy, where he gives weekly talks on the latest marketing topics.

*This is the first and only section of the report where we share our personal opinions.

Christian Karasiewicz Consultant and public speaker on social media, Internet marketing and technology. Award-winning social media and Facebook marketing pro, and the founder of Social Chefs. With over ten years of experience, Christian Karasiewicz strives to create meaningful social media campaigns that help businesses connect and engage with their customers.

Josh Elledge Josh is an entrepreneur who builds the companies he needs most in the world. In 2014, he launched UpMyInfluence to help entrepreneurs like himself attract the perfect audiences and grow their brands without the crazy costs. He is a frequent speaker at business and startup conferences including Social Media Marketing World and a Tony Robbins event for his Business Mastery grads.

Neil Eneix As a founder of Fannit, Neil has helped startups and multi-million dollar companies worldwide build successful, predictable growth systems. 3x Startuppreneur. One of the Top 55 Social Media Marketing Influencers 2018.

Adam Connell Founder of BloggingWizard & FunnelOverload. Adam helps entrepreneurs reach more people online. On his blog, BloggingWizard, you can find piece after piece of brilliant content written by Adam and his guests. He is passionate about helping other bloggers take things to the next level.

Melonie Dodaro CEO at Top Dog Social Media. Melonie is recognized globally as a no-nonsense speaker, trainer and author in the field of LinkedIn and social selling. Her books *LinkedIn Unlocked* and *The LinkedIn Code* were both international #1 bestsellers. She is a highly-sought-after speaker and trainer.

Mark Fidelman Chief Marketing Officer at Primechain and Fantastic Media. Forbes Columnist and Contributor. Mark has led some of the industry's most recognizable marketing campaigns across digital, e-commerce, mobile, and experiential – including silicon valley marketing campaigns for eBay, Oracle, IBM, Microsoft and others.

Michael Kawula CEO at Dinner Table, MBA, entrepreneur, author, and podcaster. Mike shares the fast version of great ideas from best-selling authors for busy moms & dads. He has sold over \$100 million in products & services during his entrepreneurial journey online & offline. Made Inc. Magazine's list of Top 500 fastest growing businesses.

Jon Loomer Facebook marketing strategist, Facebook ads optimization expert, and Facebook metrics master, as well as consultant and blogger. Jon started Jon Loomer Digital in 2011. Over 17 months, he built a profitable, self-branded business around a website that has generated 4 Million page views. JonLoomer.com was recognized as one of Social Media Examiner's Top 10 Social Media Blogs of 2013.

David Meerman Scott Leading marketing and sales speaker for companies and at conferences worldwide. Author of best-selling books *The New Rules of Marketing & PR*, *Real-Time Marketing & PR* and *Marketing Lessons from the Grateful Dead*. Co-founder and partner at Signature Tones.

09. Source Data

		Brand24 Influencer Score	Number of Mentions	Social Media Reach	Number of Interactions
1	GARY VAYNERCHUK	100.00	712,382	897,771,091	11,593,508
2	SETH GODIN	98.74	171,200	276,969,655	711,713
3	GRANT CARDONE	98.62	160,863	297,772,826	2,791,124
4	TIM FERRISS	98.00	105,999	325,749,490	702,476
5	KARA SWISHER	97.56	95,738	383,394,973	428,639
6	LARRY KIM	96.36	92,952	193,359,381	280,982
7	NEIL PATEL	96.30	70,197	155,847,622	209,667
8	MARSHA COLLIER	94.90	70,435	342,634,022	419,830
9	TAMARA MCCLEARY	92.94	46,419	172,144,738	346,836
10	GUY KAWASAKI	91.16	30,508	105,274,342	271,348
11	ANN HANDLEY	89.88	48,639	106,991,193	93,131
12	RAND FISHKIN	89.84	48,863	67,502,697	106,593
13	JAY BAER	88.78	33,570	99,159,739	97,386
14	JOEL COMM	88.34	36,929	68,210,713	118,967
15	PAT FLYNN	86.34	32,184	46,551,561	120,162
16	JOHN HALL	85.24	29,934	39,956,717	129,064
17	BRIAN SOLIS	84.42	22,724	66,603,931	111,993
18	LILACH BULLOCK	83.82	125,655	108,794,447	65,938
19	MICHAEL HYATT	83.06	30,334	64,018,662	73,046
20	JEFF BULLAS	81.72	46,748	88,575,166	64,129
21	MADALYN SKLAR	81.70	28,298	269,389,569	85,041
22	KIM GARST	81.38	31,163	120,568,470	86,217
23	MICHAEL BRENNER	78.80	49,625	55,354,775	47,460
24	DANNY SULLIVAN	76.22	21,768	31,385,070	71,587
25	REBEKAH RADICE	74.08	21,820	116,936,275	75,459
26	CARLOS GIL	73.88	16,408	57,295,988	75,702
27	MARK SCHAEFER	73.68	23,558	78,217,009	42,683
28	SAMANTHA KELLY	72.32	26,709	37,516,565	84,858
29	ANDREW CHEN	71.98	22,794	28,967,733	66,030
30	BRIAN FANZO	71.54	18,793	88,543,659	70,640
31	CHRIS BROGAN	71.14	21,594	51,045,277	41,272
32	R "RAY" WANG	71.12	15,975	80,830,256	112,768
33	LEE ODDEN	70.62	17,607	51,542,458	45,630
34	MARTIN JONES	69.20	15,123	40,295,027	115,238
35	MARI SMITH	68.92	14,853	56,765,362	58,182
36	SUJAN PATEL	68.64	30,889	50,557,205	42,645
37	NEAL SCHAFFER	67.82	19,536	63,423,973	56,720
38	BRYAN KRAMER	67.30	14,504	50,670,421	45,520
39	BETH COMSTOCK	66.78	10,817	63,341,934	52,049
40	CYNTHIA JOHNSON	66.32	17,855	33,540,863	45,475
41	TED RUBIN	65.86	18,589	94,263,782	38,922
42	JOHN JANTSCH	65.64	25,727	43,003,106	20,788
43	AARON LEE	65.56	20,939	31,859,998	36,015
44	PAM MOORE	65.36	15,034	56,659,456	29,031
45	TIM HUGHES	65.12	13,920	30,700,438	46,269
46	JOHN WHITE	62.76	23,997	32,340,908	41,572
47	JOHN LEE DUMAS	61.36	10,416	20,290,032	104,638
48	ANDREW DAVIS	60.98	14,501	16,879,351	52,053
49	JOE PULIZZI	59.80	13,836	25,790,045	30,994
50	DARREN ROWSE	59.68	19,475	44,896,003	22,477

09. Source Data

		Brand24 Influencer Score	Number of Mentions	Social Media Reach	Number of Interactions
51	DANIEL NEWMAN	57.24	11,262	38,309,796	40,957
52	GLEN GILMORE	57.22	8,928	34,983,682	77,514
53	ANDREW AND PETE	57.18	15,248	29,078,180	37,390
54	BRIAN HUGHES	55.72	9,281	16,519,948	81,052
55	CHRISTOPHER PENN	55.68	12,372	47,568,025	29,055
56	BRANDEN HAMPTON	55.34	9,209	21,029,139	120,697
57	DORIE CLARK	55.34	11,079	33,634,879	27,553
58	LEONARD KIM	55.26	16,750	19,381,365	55,464
59	JOHN RAMPTON	55.10	18,621	26,907,056	26,805
60	TYLER ANDERSON	55.00	10,971	11,717,645	46,526
61	AMY PORTERFIELD	53.76	8,178	15,064,887	145,676
62	TONY RESTELL	52.84	33,064	24,414,188	15,896
63	AVINASH KAUSHIK	52.36	9,566	22,427,581	54,631
64	ROBERT ROSE	52.34	10,780	12,002,380	36,532
65	MIKE STELZNER	52.28	16,880	44,023,440	21,022
66	ANN SMARTY	51.80	15,087	55,310,845	14,424
67	ADEL DE MEYER	51.72	11,334	26,811,357	39,929
68	RYAN FOLAND	51.00	13,373	36,997,841	27,561
69	MIKE ALLTON	50.28	11,113	46,044,605	25,443
70	CHRIS DUCKER	48.54	10,035	15,708,745	40,001
71	DAN SCHAWBEL	48.32	6,206	23,740,088	43,528
72	AMY LANDINO	46.22	10,674	21,561,880	34,831
73	MATT HEINZ	45.80	11,620	18,067,352	16,037
74	SCOTT BRINKER	45.62	11,179	14,541,123	28,825
75	ANDY CRESTODINA	45.58	10,644	26,128,589	30,220
76	SHANE SNOW	45.24	6,723	13,861,734	63,314
77	JULIEN SMITH	44.66	7,130	12,753,649	45,321
78	JEFF SHEEHAN	43.92	9,671	53,440,973	14,617
79	JUSTIN WU	43.74	11,531	11,513,847	36,189
80	BRIAN CLARK	43.36	9,184	17,850,688	25,782
81	NICOLAS COLE	43.02	11,585	9,071,277	19,885
82	AARON ORENDORFF	42.84	14,874	12,422,928	16,987
83	MICHAEL SCHIEMER	42.56	5,941	8,447,234	79,606
84	SUSAN GILBERT	42.48	8,195	28,770,974	28,649
85	PETER SHANKMAN	41.84	10,762	27,698,881	17,292
86	BRIAN D. EVANS	41.14	12,379	13,148,293	27,726
87	HEIDI COHEN	40.60	10,326	17,566,921	9,608
88	TRAVIS WRIGHT	40.34	8,912	8,789,235	33,381
89	ALLEN GANNETT	40.20	8,740	14,818,370	27,046
90	MICHAEL CHUI	39.46	3,529	3,958,688	39,059
91	MARCUS SHERIDAN	38.84	9,719	22,799,128	16,505
92	JONAH BERGER	38.32	6,118	12,764,830	28,413
93	JEFF BARRETT	38.08	7,429	56,799,030	12,202
94	VINCENZO LANDINO	37.24	8,267	32,821,334	10,576
95	ANDREA VAHL	37.08	3,850	11,182,453	46,790
96	IAN CLEARY	36.80	9,681	21,516,602	15,707
97	DAVID MEERMAN SCOTT	35.66	7,182	10,945,823	29,679
98	DAN GINGISS	35.24	7,831	32,058,911	18,679
99	DAVE KERPEN	34.16	6,597	8,502,480	22,202
100	PEG FITZPATRICK	33.36	7,831	26,382,282	13,853

10. Digital Reflections

So you've seen the Top 100 Digital Marketers 2019 – thoughts? Comments? As the authors of the 3rd edition, now it's our turn to share some insights that we've gained from creating this report:

Influence does not endure on its own

Many people from the previous edition of this report reappear in this one, proving that consistency is key. These experts are constantly working hard to maintain their position, because they know that in a market filled with so much noise, you have to fight for attention.

However, there are also a few people who have significantly decreased their digital marketing activities. Some of them have shifted their focus to new areas of business, while others are just taking a break.

But marketing doesn't occur in a vacuum. And your audience confirms this. There are several new names in this year's report, and while they may not have appeared in our previous editions, they've been on our radar for a long time. Good content, effective strategies and strong communities have earned them a position among this year's best.

May each recurring appearance, new presence and surprising absence inside the Top 100 Digital Marketers 2019 serve as a reminder that influence is not self-enduring... it's something that you fight for.

People's needs are permanent – trends are not

Trends are either created or followed – never ignored. And there are as many trends out there as there are Internet users: like live videos, Instagram, TikTok, podcasts, infographics – and even longform blog posts. The strategies that we implement depend on the market, audience, brand, season, and even on geographic coordinates. Anybody can create a trend. And everyone wants to apply them, but not everyone knows how. We're in a race for the attention of our customers and clients.

Content from our digital experts carefully balance two critical aspects: (1) what people need and (2) the latest trends. Our needs don't change; the way that we satisfy them do.

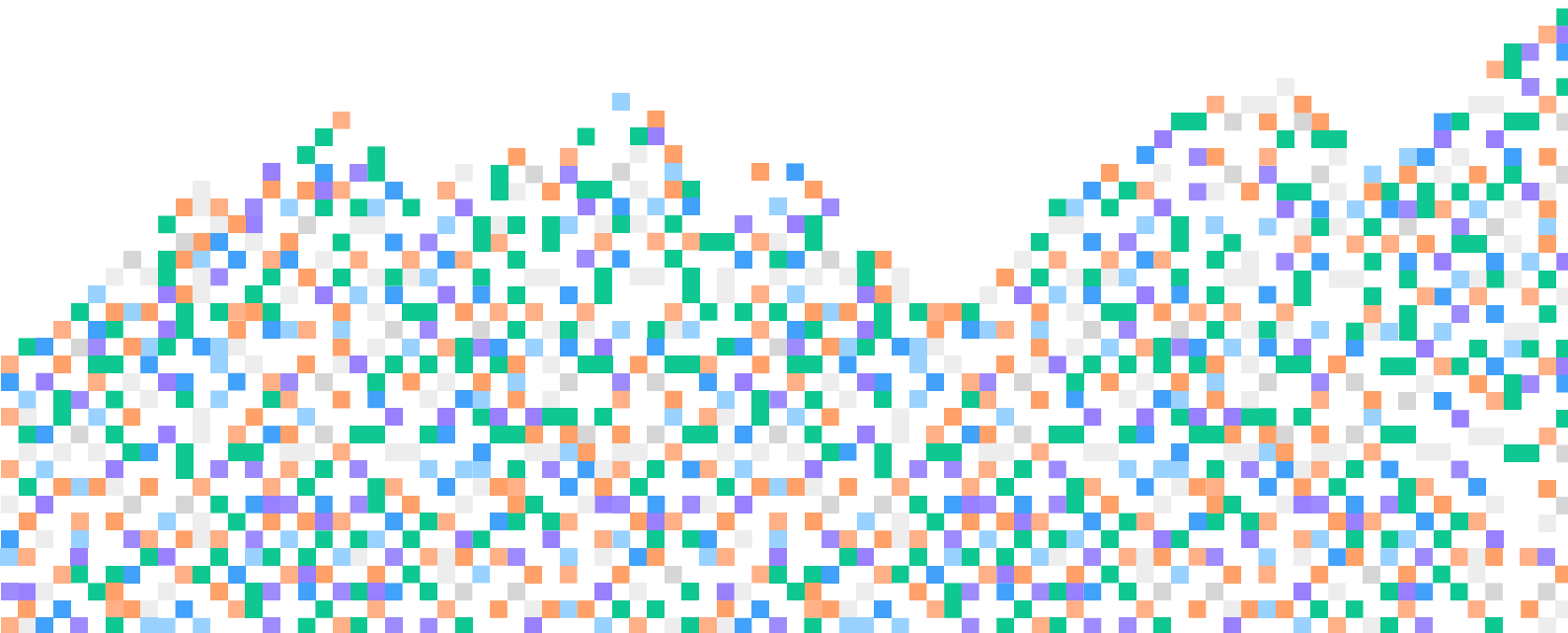
Instead of form, let's focus on the message itself. And most of all – let's focus on the people who will be receiving our message. The top 100 Digital Marketers 2019 have such engaged followers because they listen to them, taking their needs into account. People won't follow authorities who just broadcast their own success stories repeatedly, even if they are experts in their field.

Numbers are important but not as much as relationships

Our entire report is based on numerical data, including figures for social media reach, mentions and interactions. Using analytics, we were able to measure the reach of each digital marketer's activities, and how many people were pulled in by their strategies. This is an extremely important indicator that informs us of the power (and dare we say *influence*) of these marketers.

Numbers will always be important. They tell us whether our strategies are working – and to what extent. Data is what steers us in the right direction, so we can obtain the highest possible ROI.

But nothing is more important than the relationships we build: business, personal or otherwise. We work *with* people and *for* people – and some of them work for us. If we've learned anything from putting together this report, it's that the relationships we cultivate will ultimately be our greatest sources of value, in business and beyond. We should all keep this in mind as we work towards becoming top digital marketers ourselves.



11. Who are the authors?



Magdalena Urbaniak

Brand Manager

Magda manages Brand24's communications on the global market. She is a public relations strategist. Magda loves podcasts and also hosts one – BrandTalks. She believes in fair influencer marketing and building solid relationships in business and beyond. A big tractor enthusiast.



Chia-Luen Lee

Multimedia Creative

Chia brings video, audio and other multimedia projects to life at Brand24. Dedicated to empowering audiences through knowledge, Chia believes that the best content answers questions you didn't even know you had. Creator of edu-based video series #ChiaExplains and writer & host of #SocialRecap (2018).



Przemysław Lipczyński

SaaS Analyst

Przemek handles analytics at Brand24. He loves finding crazy patterns inside fuzzy data and translating it into actionable insights. Apart from work, he waits all year for Winter snowboarding. When there's no snow, he gets his adrenaline rush from watching Speedway.



Krzysztof Wróblewski

Content Manager

Krzysztof combines his passions for both writing and marketing at Brand24. In his spare time, he enjoys developing his skills in street workouts and planning trips around Europe. Krzysztof is addicted to Mediterranean cuisine and Martin Scorsese movies.



Natalia Stachura

Graphic Designer

Illustrator, founder of a one-man digital publishing studio (seedofcolor.com) focused on projects in IT and data science. Natalia believes in the social role of design and its power to convey emotions and ideas, changing the way people think through the visualization and sharing of data.

This report is based on data provided by Brand24.

Brand24 is a social media monitoring tool that lets you track what people are saying about you and your brand across the Internet. Stay up to date and see who's talking about you in real time.

Follow relevant conversations on specific topics of interest with easy-to-use filters. Present a deep data analysis in clear and concise PDF reports. And find the right influencers and ambassadors to work with your brand... and much more.

Brand24 is efficient, affordable, and easy to use. A powerful must-have for those who need to track their brand presence all over the web.

BRAND24

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