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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

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

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).

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

Likes, shares, upvotes and comments.
Throughout 2018, we collected all public mentions that included the keyword "digital marketing". During this time, we collected more than 1.3M mentions with Brand24.

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:

- advertising
- content
- strategy
- manager
- work
- trends
- facebook
- using
- great
- help
- free
- timeline
- people
- today
- know
- google
- year
- social media
- clients
- world
- business
- tools
- start
- blog
- industry
- market
- data
- online
- sales
- brand
- post
- mobile
- tips
- jobs
- learn
- video
- agency
- like
- new
- use
- create
- training
- social
- team
- experience
- skills
- email
- course
- digital marketing
- need
- information
- ppc
- executive
- growth
- join
- marketing
- solutions
- agency
- good
- photos
- design
- customers
- looking
- digital
- years
- working
- internet
- analytics
- job
- knowledge
- best
- comment
- digital

Hashtags:

- #digitalmarketing: 101,630
- #advertising: 11,180
- #business: 22,129
- #ppc: 7,994
- #social media: 34,231
- #web design: 9,320
- #job: 7,975
- #growth hacking: 7,562
- #content marketing: 17,227
- #marketing: 59,742
- #seo: 48,655
- #branding: 10,943
- #email marketing: 8,278
- #entrepreneur: 13,367
- #smm: 15,736
- #online marketing: 16,616
- #social media marketing: 21,766
- #website: 8,218
- #startup: 10,680
- #digital: 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.
05. Top 100 digital marketers

01. GARY VAYNERCHUK
   - Brand24 Influencer score: 100.00
   - Number of mentions: 712,382
   - Social Media Reach: 897,771,091
   - Number of Interactions: 11,593,508
   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
   - Brand24 Influencer score: 98.74
   - Number of mentions: 171,200
   - Social Media Reach: 276,969,655
   - Number of Interactions: 711,713
   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
   - Brand24 Influencer score: 98.62
   - Number of mentions: 160,863
   - Social Media Reach: 297,772,826
   - Number of Interactions: 2,791,124
   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
   - Brand24 Influencer score: 98.00
   - Number of mentions: 105,999
   - Social Media Reach: 325,749,490
   - Number of Interactions: 702,476
   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

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

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

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

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.
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.

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.

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

Brand24 Influencer score: 88.78
Number of mentions: 33,570
Social Media Reach: 99,159,739
Number of Interactions: 97,386

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

Brand24 Influencer score: 88.34
Number of mentions: 36,929
Social Media Reach: 68,210,713
Number of Interactions: 118,967

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

Brand24 Influencer score: 86.34
Number of mentions: 32,184
Social Media Reach: 46,551,561
Number of Interactions: 120,162

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

Brand24 Influencer score: 85.24
Number of mentions: 29,934
Social Media Reach: 39,956,717
Number of Interactions: 129,064

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

Brand24 Influencer score: 84.42
Number of mentions: 22,724
Social Media Reach: 66,603,931
Number of Interactions: 111,993

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

Brand24 Influencer score: 83.82
Number of mentions: 125,665
Social Media Reach: 108,794,447
Number of Interactions: 65,938

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

Brand24 Influencer score: 83.06
Number of mentions: 30,334
Social Media Reach: 64,018,662
Number of Interactions: 73,046

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

Brand24 Influencer score: 81.72
Number of mentions: 46,748
Social Media Reach: 88,575,166
Number of Interactions: 64,129

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

- **Brand24 Influencer score**: 81.70
- **Number of mentions**: 28,298
- **Social Media Reach**: 269,389,569
- **Number of Interactions**: 85,041

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

- **Brand24 Influencer score**: 81.38
- **Number of mentions**: 31,163
- **Social Media Reach**: 120,568,470
- **Number of Interactions**: 86,217

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

- **Brand24 Influencer score**: 78.80
- **Number of mentions**: 49,625
- **Social Media Reach**: 55,354,775
- **Number of Interactions**: 47,460

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

- **Brand24 Influencer score**: 76.22
- **Number of mentions**: 21,768
- **Social Media Reach**: 31,385,070
- **Number of Interactions**: 71,587

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

- **Brand24 Influencer score**: 74.08
- **Number of mentions**: 21,820
- **Social Media Reach**: 116,936,275
- **Number of Interactions**: 75,459

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

- **Brand24 Influencer score**: 73.88
- **Number of mentions**: 16,408
- **Social Media Reach**: 57,295,988
- **Number of Interactions**: 75,702

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

- **Brand24 Influencer score**: 73.68
- **Number of mentions**: 23,558
- **Social Media Reach**: 78,217,009
- **Number of Interactions**: 42,683

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

- **Brand24 Influencer score**: 72.32
- **Number of mentions**: 26,709
- **Social Media Reach**: 37,516,565
- **Number of Interactions**: 84,858

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

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.

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.

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**

- **Brand24 Influencer score**: 70.62
- **Number of mentions**: 17,607
- **Social Media Reach**: 51,542,458
- **Number of Interactions**: 45,630

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**

- **Brand24 Influencer score**: 69.20
- **Number of mentions**: 15,123
- **Social Media Reach**: 40,295,027
- **Number of Interactions**: 115,238

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**

- **Brand24 Influencer score**: 68.92
- **Number of mentions**: 14,853
- **Social Media Reach**: 56,765,362
- **Number of Interactions**: 58,182

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**

- **Brand24 Influencer score**: 68.64
- **Number of mentions**: 30,889
- **Social Media Reach**: 50,557,205
- **Number of Interactions**: 42,645

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**

- **Brand24 Influencer score**: 67.82
- **Number of mentions**: 19,536
- **Social Media Reach**: 63,423,973
- **Number of Interactions**: 56,720

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**

- **Brand24 Influencer score**: 67.30
- **Number of mentions**: 14,504
- **Social Media Reach**: 50,670,421
- **Number of Interactions**: 45,520

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

Brand24 Influencer score: 66.78
Number of mentions: 10,817
Social Media Reach: 63,341,934
Number of Interactions: 52,049

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

Brand24 Influencer score: 66.32
Number of mentions: 17,855
Social Media Reach: 33,540,863
Number of Interactions: 45,475


41. TED RUBIN

Brand24 Influencer score: 65.86
Number of mentions: 18,589
Social Media Reach: 94,263,782
Number of Interactions: 38,922

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

Brand24 Influencer score: 65.64
Number of mentions: 25,727
Social Media Reach: 43,003,106
Number of Interactions: 20,788

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

Brand24 Influencer score: 65.56
Number of mentions: 20,939
Social Media Reach: 31,859,998
Number of Interactions: 36,015

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

Brand24 Influencer score: 65.36
Number of mentions: 15,034
Social Media Reach: 56,659,456
Number of Interactions: 29,031

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”.

BETH COMSTOCK

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.

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CYNTHIA JOHNSON


TED RUBIN

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.

JOHN JANTSCH

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.

AARON LEE

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.

PAM MOORE

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”.

2019 EDITION
45. TIM HUGHES

- Brand24 Influencer score: 65.12
- Number of interactions: 13,920
- Social Media Reach: 30,700,438

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.

46. JOHN WHITE

- Brand24 Influencer score: 62.76
- Number of mentions: 23,997
- Social Media Reach: 32,340,908

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.

47. JOHN LEE DUMAS

- Brand24 Influencer score: 61.36
- Number of interactions: 10,416
- Social Media Reach: 20,290,032

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.

48. ANDREW DAVIS

- Brand24 Influencer score: 60.98
- Number of mentions: 14,501
- Social Media Reach: 16,879,3513

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.

49. JOE PULIZZI

- Brand24 Influencer score: 59.80
- Number of mentions: 13,836
- Social Media Reach: 25,790,045

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.

50. DARREN ROWSE

- Brand24 Influencer score: 59.68
- Number of mentions: 19,475
- Social Media Reach: 44,896,003

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

Brand24 Influencer score: 57.24
Number of mentions: 11,262
Social Media Reach: 38,309,796
Number of Interactions: 40,957

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.

52. GLEN GILMORE

Brand24 Influencer score: 57.22
Number of mentions: 8,928
Social Media Reach: 34,983,682
Number of Interactions: 77,514

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.

53. ANDREW AND PETE

Brand24 Influencer score: 57.18
Number of mentions: 15,248
Social Media Reach: 29,078,180
Number of Interactions: 37,390

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.

54. BRIAN HUGHES

Brand24 Influencer score: 55.72
Number of mentions: 9,281
Social Media Reach: 16,519,948
Number of Interactions: 81,052

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.

55. CHRISTOPHER PENN

Brand24 Influencer score: 55.68
Number of mentions: 12,372
Social Media Reach: 47,568,025
Number of Interactions: 29,055

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.

56. BRANDEN HAMPTON

Brand24 Influencer score: 55.34
Number of mentions: 9,209
Social Media Reach: 21,029,139
Number of Interactions: 120,697

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**

- **Brand24 Influencer score**: 55.34
- **Number of mentions**: 11,079
- **Social Media Reach**: 33,634,879
- **Number of Interactions**: 27,553

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*.

58. **Leonard Kim**

- **Brand24 Influencer score**: 55.26
- **Number of mentions**: 16,750
- **Social Media Reach**: 19,381,365
- **Number of Interactions**: 55,464

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.

59. **John Rampton**

- **Brand24 Influencer score**: 55.10
- **Number of mentions**: 18,621
- **Social Media Reach**: 26,907,056
- **Number of Interactions**: 26,805

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.

60. **Tyler Anderson**

- **Brand24 Influencer score**: 55.00
- **Number of mentions**: 10,971
- **Social Media Reach**: 11,717,645
- **Number of Interactions**: 46,526

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

61. **Amy Porterfield**

- **Brand24 Influencer score**: 53.76
- **Number of mentions**: 8,178
- **Social Media Reach**: 15,064,887
- **Number of Interactions**: 145,676

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.

62. **Tony Restell**

- **Brand24 Influencer score**: 52.84
- **Number of mentions**: 33,064
- **Social Media Reach**: 24,414,188
- **Number of Interactions**: 15,896

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.
AVINASH KAUSHIK

- Brand24 Influencer score: 52.36
- Number of mentions: 9,566
- Social Media Reach: 22,427,581

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.

ROBERT ROSE

- Brand24 Influencer score: 52.34
- Number of mentions: 10,780
- Social Media Reach: 12,002,380

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.

MIKE STELZNER

- Brand24 Influencer score: 52.28
- Number of mentions: 16,880
- Social Media Reach: 44,023,440

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.

ANN SMARTY

- Brand24 Influencer score: 51.80
- Number of mentions: 15,087
- Social Media Reach: 55,310,845

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/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.

ADEL DE MEYER

- Brand24 Influencer score: 51.72
- Number of mentions: 11,334
- Social Media Reach: 26,811,357

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.

RYAN FOLAND

- Brand24 Influencer score: 51.00
- Number of mentions: 13,373
- Social Media Reach: 36,997,841

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

Brand24 Influencer score: 50.28
Number of mentions: 11,113
Social Media Reach: 46,044,605
Number of Interactions: 25,443

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

Brand24 Influencer score: 48.54
Number of mentions: 10,035
Social Media Reach: 15,708,745
Number of Interactions: 40,001

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

Brand24 Influencer score: 48.32
Number of mentions: 6,206
Social Media Reach: 23,740,088
Number of Interactions: 43,528

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

Brand24 Influencer score: 46.22
Number of mentions: 10,674
Social Media Reach: 21,561,880
Number of Interactions: 34,831

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

Brand24 Influencer score: 45.80
Number of mentions: 11,620
Social Media Reach: 18,067,352
Number of Interactions: 16,037

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

Brand24 Influencer score: 45.62
Number of mentions: 11,179
Social Media Reach: 14,541,123
Number of Interactions: 28,825

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.
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<th>Rank</th>
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<th>Social Media Reach</th>
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<td>ANDY CRESTODINA</td>
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<td>BRIAN CLARK</td>
<td>43.36</td>
<td>9,184</td>
<td>17,850,688</td>
<td>25,782</td>
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**ANDY CRESTODINA**
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.

**JULIEN SMITH**
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 and has been read by hundreds of thousands of people.

**JEFF SHEEHAN**
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.

**JUSTIN WU**
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.

**BRIAN CLARK**
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.
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.

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.

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

- Brand24 Influencer score: 40.60
- Number of mentions: 10,326
- Social Media Reach: 17,566,921

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.

88. Travis Wright

- Brand24 Influencer score: 40.34
- Number of mentions: 8,912
- Social Media Reach: 8,789,235

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.

89. Allen Gannett

- Brand24 Influencer score: 40.20
- Number of mentions: 8,740
- Social Media Reach: 14,818,370

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.

90. Michael Chui

- Brand24 Influencer score: 39.46
- Number of mentions: 3,529
- Social Media Reach: 3,958,688

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.

91. Marcus Sheridan

- Brand24 Influencer score: 38.84
- Number of mentions: 9,719
- Social Media Reach: 22,799,128

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.

92. Jonah Berger

- Brand24 Influencer score: 38.32
- Number of mentions: 6,118
- Social Media Reach: 12,764,830

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**

- **Brand24 Influencer score**: 38.08
- **Number of mentions**: 7,429
- **Social Media Reach**: 56,799,030
- **Number of Interactions**: 12,202

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**

- **Brand24 Influencer score**: 37.24
- **Number of mentions**: 8,267
- **Social Media Reach**: 32,821,334
- **Number of Interactions**: 10,576

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**

- **Brand24 Influencer score**: 37.08
- **Number of mentions**: 3,850
- **Social Media Reach**: 11,182,453
- **Number of Interactions**: 46,790

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**

- **Brand24 Influencer score**: 36.80
- **Number of mentions**: 9,681
- **Social Media Reach**: 21,516,602
- **Number of Interactions**: 15,707

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**

- **Brand24 Influencer score**: 35.66
- **Number of mentions**: 7,182
- **Social Media Reach**: 10,945,823
- **Number of Interactions**: 29,679

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**

- **Brand24 Influencer score**: 35.24
- **Number of mentions**: 7,831
- **Social Media Reach**: 32,058,911
- **Number of Interactions**: 18,679

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**

![Dave Kerpent](image)

- **Brand24 Influencer score**: 34.16
- **Number of mentions**: 6,597
- **Social Media Reach**: 8,502,480
- **Number of Interactions**: 22,202

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**

![Peg Fitzpatrick](image)

- **Brand24 Influencer score**: 33.36
- **Number of mentions**: 7,831
- **Social Media Reach**: 26,382,282
- **Number of Interactions**: 13,853

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.
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*).
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.

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*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 Startupreneur. 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.
## Top 100 Digital Marketers

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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.