



TOP

DIGITAL
MARKETERS

100

BASED ON OVER 2.8 MILLION MENTIONS

BRAND24

2018 EDITION

100 TOP DIGITAL MARKETERS

Benefits	2
Intro	3
Our Methodology	5
About the Data	7
Top 100 Digital Marketers	8
Top 20 Digital Marketers Beyond Social Media	28
Top 20 Digital Marketers with the Greatest Social Media Reach	29
Top 20 Most Engaging Digital Marketers	30
Top 20 Digital Marketers Most Talked About by <i>Other</i> Digital Marketers	31
Source Data	32
Key Conclusions	35
About Brand24	37
About the Authors	38

BENEFITS**Find out how to...****■ Learn from the top digital marketers**

Follow the top 100 digital marketers of 2018 to see which digital marketing strategies and tools are the most effective. The experts on this list are prime examples of how hard work and creative perseverance can produce outstanding results. Look at how they became so widely visible and effective in their fields. Find out what puts their blog posts, webinars and videos a notch above the rest.

Learn how to become a smarter digital marketer.

■ Become a top digital marketer

See how the top 100 digital marketers of 2018 became leading experts in their fields. Have you been inspired to become an influential and respected authority in your own industry? If you're trying to forge your own path to the top – take a look at the experts who are already there and see how you can do the same.

Become one of the next top 100 digital marketers.

■ Work with the top digital marketers

Find new brand ambassadors and consultants to cooperate with or book a Q&A session to get expert advice straight from the source. This is when knowing where to find the top most recommended experts becomes absolutely necessary. And we've narrowed down some of the best to watch, follow, and work with. This is why the Top 100 Digital Marketers 2018 is the report that you've been waiting for.

Find the most talented and respected digital marketers to work with.



The *Top 100 Digital Marketers 2018* is a data-based report, analyzing more than 2.8 million mentions and 14 million interactions over a period of 7 months.

As a top digital marketer and key opinion leader, there are 3 attributes which are key to standing out among the sea of thousands in the same field: *visibility*, *ingenuity* and *effectiveness*.

Whether you're promoting a product, new blog post, or building your personal brand – the Internet is your stage. And it's where you need to shine. Maintaining strong presence on the Internet is not only recommended – but *necessary*.

Our smartphones and laptops are instinctively the first devices we turn to for nearly everything. Because the Internet has become our first source of information, recommendations, and where we constantly find new inspiration (*here's lookin' at you, top 100 digital marketers of 2018*).

If you want people to be interested in what you have to say, you need to build presence on the Internet.

If you want to find out who people are interested in, measure the presence of top digital marketers on the Internet.

We are constantly on the lookout for the newest tools and inspirational idea makers to follow on the Web. And we truly appreciate all the time and hard work that these experts have put into creating these resources – just to make our lives and our work run a little more efficiently (*thank you*).

We know that finding the most accurate list of top digital marketing influencers to follow is a daunting task. Especially since there are thousands of experts out there.

But not to worry. We've done the legwork for you.

You might remember our humble report from last year, the *Top 100 Marketing Influencers 2017*. This was our first time working on a project like this, and the response was overwhelming. And all the interest, helpful comments, ideas, support and feedback that we received from YOU, our dear readers, was exactly what inspired us to roll up our sleeves and put together another report this year!

What's new in this year's report?

We learned a lot from last year's experience, and this time, we decided to take all of your amazing ideas and combine them with our own to create unique criteria to find the top 100 digital marketers of 2018. Here are some changes that we've made:

- Our report is still based on data, but we've created our own mode of scoring to provide more exact data on the type and scale of influence for each digital marketing influencer.
- The focus is on *digital* marketing experts – those who have built significant presence on the Internet and are mentioned or quoted by reputable sources.
- We also decided to tweak the design, to present our data in a way that's easier to absorb.

Over a period of 7 months, we collected and analyzed more than 2.8 million mentions and 14 million interactions.

This data was key to helping us narrow down the top 100 digital marketers who consistently influence general public opinions through their work. Using **Brand24**, we created hundreds of media monitoring projects dedicated to finding the most appreciated, mentioned, quoted and popular key opinion leaders in digital marketing.

And this is *how* we did it.

Our Methodology



Taking inspiration from all of the amazing feedback we received from the last report, we decided to take it a step further this time.



We created a customized **Brand24 Influencer Score** just for the new report, based on a combination of data on:

- Mentions about our experts (both in social media and beyond)
- Interactions with their content (such as likes, comments and shares)
- And their estimated social media reach

The data was collected through online media monitoring. Media monitoring is based on gathering mentions from a wide range of online sources, including social media platforms like Twitter, Facebook, Youtube, Instagram and LinkedIn. As well as non-social sources, such as message boards, blogs, news sites and more.

Analyzing the media monitoring data was key to finding the top digital marketers in these categories:

1.

Top 20 Digital Marketers Beyond Social Media

2.

Top 20 Digital Marketers with the Greatest Social Media Reach

3.

Top 20 Most Engaging Digital Marketers

4.

Top 20 Digital Marketers Most Talked About by *Other* Digital Marketers

About the data

As powerful and useful as media monitoring has proven to be, we feel that it is important to underline that some sources can be tracked more thoroughly than others. Platforms like Twitter support full access to online mentions, while Facebook and LinkedIn highly limit this. This is why typical sample data from these two platforms may be far from complete. This is not a limit for **Brand24** only – it is a challenge for any media monitoring tool out there. Until these platforms offer API endpoints that support search by keywords or hashtags, we must work with the data that our crawlers are able to gather.

We realize this might create a disadvantage for some of the digital marketers included in our report. Especially for those who have spent most of their time establishing strong communities on Facebook or LinkedIn. Hopefully, the future will present us with more metrics and data access points that will enable all media monitoring tools to track even more data.

BRAND24

100 TOP
DIGITAL
MARKETERS



1.

**GARY
VAYNERCHUK**

The most mentioned man in our ranking, Gary started a wine business with his family and grew it from \$3M to \$60M in just five years. He now runs digital agency VaynerMedia. He is also a prolific angel investor and venture capitalist, investing in companies like Facebook, Twitter, Tumblr, Uber, and Birchbox.

99.66 Brand24 Influencer score	253,846 Number of mentions
412,649,684 Social Media Reach	4,205,415 Number of Interactions

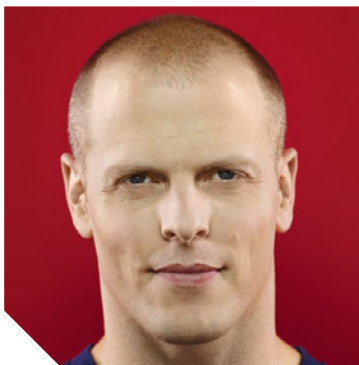


2.

**SETH
GODIN**

Seth is a popular author of 18 international bestsellers, which have been translated into more than 35 languages. He writes about the post-Industrial Revolution, the way ideas spread, about marketing, quitting, leadership, and most of all, *changing everything*. The author of books like *Linchpin*, *Tribes*, *The Dip*, and *Purple Cow*.

98.44 Brand24 Influencer score	129,451 Number of mentions
207,994,932 Social Media Reach	405,205 Number of Interactions



3.

**TIM
FERRISS**

Tim is an early-stage technology investor and advisor for Uber, Facebook, and Shopify. He's the author of four #1 *NYT* and *Wall Street Journal* bestsellers, including *The 4-Hour Workweek* and his latest, *Tribe of Mentors*. Tim is referred to as the "Oprah of audio" by *The Observer*, due to the widespread influence of his podcast, *The Tim Ferriss Show*.

98.04 Brand24 Influencer score	81,077 Number of mentions
317,279,517 Social Media Reach	405,332 Number of Interactions



4.

**NEIL
PATEL**

Neil is a cofounder of Crazy Egg, Hello Bar, and KISSmetrics. He helps companies like Amazon, NBC, GM, HP, and Viacom grow their revenue. *The Wall Street Journal* called him a Top Influencer on the Web. *Entrepreneur* credits Neil with creating one of the 100 most brilliant companies in the world.

97.44 Brand24 Influencer score	85,186 Number of mentions
183,271,694 Social Media Reach	144,123 Number of Interactions



5.

**GUY
KAWASAKI**





Guy is the chief evangelist of Canva and author of 13 bestselling books. He is on the board of trustees at the Wikimedia Foundation, a brand ambassador for Mercedes Benz USA, and an executive fellow at the Haas School of Business (UC Berkeley). Former chief evangelist of Apple, Guy is an expert on innovation, entrepreneurship, social media, and marketing.







6.

**ANN
HANDLEY**

Ann is the chief content officer at MarketingProfs and a columnist for *Entrepreneur*. She is also a bestselling author, and respected keynote speaker on social media and content marketing. Ann has an exceptional talent when it comes to social media, business, and digital marketing.

 91.92	 29,384
Brand24 Influencer score	Number of mentions
 73,602,940	 114,928
Social Media Reach	Number of Interactions

 91.34	 53,773
Brand24 Influencer score	Number of mentions
 66,943,615	 53,224
Social Media Reach	Number of Interactions



7.

**MICHAEL
HYATT**





Michael is a publisher, former literary agent, and popular blogger with a unique perspective on the rapidly changing world of content creation and delivery. He hosts the *This is Your Life* podcast and is the author of the brand new book *Your Best Year Ever*.







8.

**JEFF
BULLAS**

Jeff is a content marketing influencer, social media marketing strategist & keynote speaker. As the CEO of Jeffbullas.com Pty Ltd., he works with personal brands and businesses to optimize their online personal and company branding using emerging technologies, content, social media technologies and digital marketing.

 90.52	 41,013
Brand24 Influencer score	Number of mentions
 63,311,094	 46,160
Social Media Reach	Number of Interactions

 89.48	 46,422
Brand24 Influencer score	Number of mentions
 72,585,864	 45,305
Social Media Reach	Number of Interactions

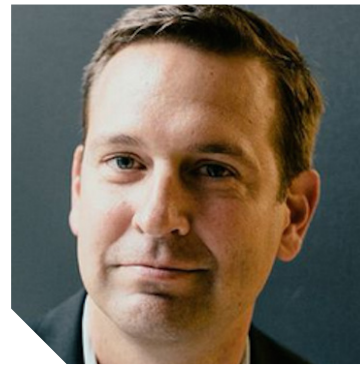


9.

**LILACH
BULLOCK**

Lilach is one of the most well-known names in the world of social media and online lead generation. Whether she is speaking, coaching, creating content or consulting for big names in the industry, Lilach is always looking for new and innovative ways to help people grow their business online.

88.56 Brand24 Influencer score	83,835 Number of mentions
76,651,185 Social Media Reach	53,423 Number of Interactions



10.

**MICHAEL
BRENNER**

Michael is a globally recognized keynote speaker on leadership, cultural and marketing. Author of bestselling book *The Content Formula*, Michael's work has been featured in *The Economist*, *The Guardian*, and *Entrepreneur*. In 2017, Michael was named a Top Business Speaker by *HuffPost* and a Top CMO Influencer by *Forbes*.

87.70 Brand24 Influencer score	44,189 Number of mentions
77,045,924 Social Media Reach	44,476 Number of Interactions



11.

**LARRY
KIM**

Larry is the founder of WordStream Inc – the leading provider of Internet consulting services for AdWords, Facebook, and various keyword tools. Not only a top columnist at *Inc.*, *Medium*, *Search Engine Land* and *Social Media Today*, he is also an expert in entrepreneurship, startups, Adwords, and Facebook advertising.

87.50 Brand24 Influencer score	24,044 Number of mentions
64,420,557 Social Media Reach	65,777 Number of Interactions



12.

**JAY
BAER**

Jay is a digital marketing & online customer service expert, as well as a *NYT* bestselling author, keynote speaker, emcee and consultant. He runs *Convince & Convert*, which provides digital marketing advice to some of the world's most important brands like The United Nations, Allstate, and Cisco.

87.43 Brand24 Influencer score	25,921 Number of mentions
49,690,329 Social Media Reach	41,814 Number of Interactions



13.

**MARK
SCHAEFER**





Mark is a social media keynote speaker and consultant, as well as author of 6 bestselling books on marketing, including *Known*. Host of the *Marketing Companion* podcast, Mark also blogs at {grow}. He has worked in global sales, PR, and held various positions in marketing during the past 30 years. Mark now provides consulting services as the executive director of US-based Schaefer Marketing Solutions.







14.

**KIM
GARST**

Kim is a social media and brand strategist. She was named as one of the Top 10 Women Social Media Power Influencers by *Forbes* and is the cofounder and CEO of Boom! Social, a corporate branding and social media consulting firm.

	87.40		29,188
Brand24 Influencer score		Number of mentions	
	79,906,112		26,981
Social Media Reach		Number of Interactions	

	86.68		26,399
Brand24 Influencer score		Number of mentions	
	64,822,718		41,739
Social Media Reach		Number of Interactions	



15.

**SUJAN
PATEL**





Sujan is the co-founder of marketing agency Web Profits. With over 13 years of Internet marketing experience, he's led digital marketing strategies for many Fortune 500 caliber companies like Salesforce, Mint, Intuit, and many more. Sujan is also a contributor at *Forbes, Inc.*, and *Entrepreneur*.







16.

**PAT
FLYNN**

Pat is a thought leader in online entrepreneurship, digital marketing and lifestyle businesses. He is routinely celebrated for his transparent leadership style and authentic principles. He runs the blog Smart Passive Income and hosts popular podcasts like *Ask Pat*.

	85.48		48,261
Brand24 Influencer score		Number of mentions	
	65,969,970		46,603
Social Media Reach		Number of Interactions	

	85.26		26,283
Brand24 Influencer score		Number of mentions	
	27,527,239		56,921
Social Media Reach		Number of Interactions	



17.

**MARSHA
COLLIER**

Marsha is the author of the *Ultimate Online Customer Service Guide* and 40+ books in the *For Dummies* series on: the best practices for eBay, Twitter, Facebook and social media, plus many other related titles. She is one of the foremost experts and educators on e-commerce in the world.



18.

**JOHN
RAMPTON**

John is an entrepreneur and connector, as well as the founder of Due and a contributor at *Entrepreneur*, *TechCrunch*, and *Mashable*. He also blogs about his successes and epic failures on *Forbes*, *Inc.*, *HuffPost*, and many other sites.

	84.80		21,762
Brand24 Influencer score		Number of mentions	
	93,476,613		96,130
Social Media Reach		Number of Interactions	

	83.50		15,918
Brand24 Influencer score		Number of mentions	
	78,106,030		39,191
Social Media Reach		Number of Interactions	



19.

**PAM
MOORE**

Pam is a keynote speaker and consultant, as well as the CEO and founder of Marketing Nuts. She is the host of podcast *Social Media Zoom Factor* and an expert in digital marketing, social media, and SEO. Pam was named one of the Top 10 Social Media Influencers by *Forbes*.



20.

**JOEL
COMM**

Joel has topped the charts as *NYT* bestselling author 12 times. He is a motivational speaker, entrepreneur, and consultant with 20+ years of business experience. Co-host of *The Bad Crypto Podcast*, Joel is widely considered to be a live video marketing expert and social media influencer.

	82.74		19,397
Brand24 Influencer score		Number of mentions	
	49,400,668		23,177
Social Media Reach		Number of Interactions	

	82.66		18,106
Brand24 Influencer score		Number of mentions	
	44,473,308		29,963
Social Media Reach		Number of Interactions	



21.

CHRIS BROGAN

Chris is the CEO of Owner Media Group and a 9-time *NYT* bestselling author. He has either spoken for or consulted with some of the biggest brands around, including Disney, Coke, and Google.

82.56	22,553
Brand24 Influencer score	Number of mentions
35,748,805	24,853
Social Media Reach	Number of Interactions



22.

RAND FISHKIN

Just call Rand the “Wizard of Moz”. He’s the founder and former CEO of Moz and a board member at presentation software startup Haiku Deck. Rand is also a blogger, co-author of several books on SEO, and a co-founder at Inbound.org. His latest book, *Lost & Founder*, is expected to come out in March 2018.

82.44	42,235
Brand24 Influencer score	Number of mentions
15,244,755	39,069
Social Media Reach	Number of Interactions



23.

TED RUBIN

Ted is the leading social marketing strategist, keynote speaker, brand evangelist, and acting CMO for Brand Innovators. Co-founder of the recently launched Prevailing Path, Ted created and evangelized the term ROR (hashtag #RonR): Return on Relationship. He is the author of the title *Ted Rubin on ROR #RonR: 140 AHA Moments Exploring Return on Relationship*.

80.56	26,894
Brand24 Influencer score	Number of mentions
62,328,268	27,784
Social Media Reach	Number of Interactions



24.

BRYAN KRAMER

Bryan is a keynote speaker for TEDTalk and other international venues. He is also a strategist who consults for Fortune 500 clients like IBM, Cisco, and Pitney Bowes – on humanizing business through social media. Author of *Shareology & Human to Human*, Bryan is the CEO of PureMatter. And according to *Forbes*, he is the “Zen master of marketing”.

80.38	17,429
Brand24 Influencer score	Number of mentions
41,287,595	76,413
Social Media Reach	Number of Interactions



25.

**JOE
PULIZZI**

Joe is an entrepreneur, speaker, author and podcaster. He is the founder of multiple startups, including the Content Marketing Institute (CMI). Joe is also the author of *Content, Inc.* and co-author of newly-released title *Killing Marketing*.



26.

**JOHN
JANTSCH**

John is a marketing consultant, speaker, and bestselling author of titles such as *Duct Tape Marketing*, *Duct Tape Selling*, *The Commitment Engine*, *The Referral Engine*, and *SEO for Growth*.

80.32 Brand24 Influencer score	23,148 Number of mentions
28,831,815 Social Media Reach	23,431 Number of Interactions

79.78 Brand24 Influencer score	24,677 Number of mentions
30,348,686 Social Media Reach	15,872 Number of Interactions



27.

**LEE
ODDEN**

Lee is an author, speaker, consultant, and CEO at TomRank Marketing. He is actively working on new marketing strategies and advancing new developments in thought leadership on content marketing, influencer marketing, social media marketing, SEO, and a holistic view of customer-centric digital marketing.



28.

**AARON
LEE**

Aaron is a social media writer, founder of AskAaronLee, and co-founder of Leney's. His talent in social media management and his sincerity in life as we know it, sees him reach over 500,000 people globally on a regular basis at AskAaronLee.com, Twitter, Facebook, Google Plus, LinkedIn and Instagram.

79.60 Brand24 Influencer score	20,532 Number of mentions
30,282,261 Social Media Reach	20,436 Number of Interactions

79.24 Brand24 Influencer score	16,595 Number of mentions
23,100,227 Social Media Reach	40,193 Number of Interactions



29.

**BRIAN
SOLIS**

Brian is globally recognized as one of the most prominent thought leaders, keynote speakers, and bestselling authors in innovation and digital transformation. His book, *X: The Experience When Business Meets Design*, explores the importance of experiences and how to design them for customers, employees and human beings everywhere.



30.

**TAMARA
McCLEARY**

Tamara is an internationally recognized expert on branding, influence & social business. Founder & CEO of Thuliam, Tamara's expertise is in B2B & B2C marketing, social influence & technology.

78.92	14,759
Brand24 Influencer score	Number of mentions
23,266,366	29,024
Social Media Reach	Number of Interactions

78.88	15,062
Brand24 Influencer score	Number of mentions
39,831,981	146,051
Social Media Reach	Number of Interactions



31.

**EVAN
KIRSTEL**

Evan helps B2B clients grow their social media audience & leverage Twitter for sales, networking, engagement & social selling. He is also actively building a network of fellow B2B influencers to help brands with scale and thought leadership.



32.

**DARREN
ROWSE**

Keynote speaker, author, blogger, and podcaster, Darren is also the founder of ProBlogger, ProBloggerEvent, & DigitalIPS.

78.76	16,430
Brand24 Influencer score	Number of mentions
31,540,194	316,742
Social Media Reach	Number of Interactions

78.44	22,101
Brand24 Influencer score	Number of mentions
30,975,631	15,646
Social Media Reach	Number of Interactions



33.

AARON ORENDORFF

Aaron is the Editor in Chief of ShopifyPlus, as well as freelance copywriter, blogger, and content marketer. He also contributes to *Entrepreneur*, *Success*, *Fast Company*, *HuffPost*, and more.

	76.94
Brand24 Influencer score	
	26,817
Number of mentions	
	20,713,653
Social Media Reach	
	39,315
Number of Interactions	



34.

REBEKAH RADICE

Founder of RadiantMediaLA, Rebekah is a social media and digital marketing writer, as well as blogger, keynote speaker, and Post Planner evangelist.

	75.84
Brand24 Influencer score	
	10,158
Number of mentions	
	41,266,050
Social Media Reach	
	29,441
Number of Interactions	



35.

BRIAN D. EVANS

Brian is the founder and CEO at Influencer, as well as a writer at *Inc*, *Entrepreneur*, *Forbes*, *The Huffington Post*, and *Business Insider*.

	75.72
Brand24 Influencer score	
	13,716
Number of mentions	
	28,738,298
Social Media Reach	
	57,629
Number of Interactions	



36.

KARA SWISHER

Kara is both co-executive editor and cofounder at Recode. Self-described as "grumpy lady of tech".

	73.96
Brand24 Influencer score	
	8,218
Number of mentions	
	26,565,883
Social Media Reach	
	39,465
Number of Interactions	



37.

DORIE CLARK

Dorie is a keynote speaker, HBR contributor, author, marketing consultant, and business school professor.

	72.90
Brand24 Influencer score	
	8,564
Number of mentions	
	33,674,755
Social Media Reach	
	23,080
Number of Interactions	



38.

DANNY SULLIVAN

Founding editor at *Marketing Land* & *Search Engine Land*. Danny writes about Facebook, Twitter, SEO, SEM, and all things related to digital marketing, search marketing, and search.

	71.82
Brand24 Influencer score	
	10,452
Number of mentions	
	12,375,715
Social Media Reach	
	31,914
Number of Interactions	



39.

JOHN WHITE

John is a globally recognized columnist for *Inc.* with over 175,000 followers on social media. He is known for creating viral content on social media and conducts interviews for *Inc.* Interviewees include Mark Cuban and Gatorade. John is the founder of Social Marketing Solutions.

	71.80
Brand24 Influencer score	
	9,497
Number of mentions	
	40,819,733
Social Media Reach	
	26,221
Number of Interactions	



40.

JEFF SHEEHAN

Jeff is an author and influential marketing & social selling professional. A LinkedIn and Twitter trainer, he is also a well-known keynote speaker and podcaster. Jeff has extensive experience working with companies of all sizes and in multiple global industries like Apple, Cisco or IBM.

	71.76
Brand24 Influencer score	
	15,037
Number of mentions	
	57,181,488
Social Media Reach	
	15,870
Number of Interactions	



41.

JOHN HALL

John is a co-founder of Influence & Co., keynote speaker, and author of the title *Top of Mind*. He has a weekly column at *Forbes & Inc.* and also contributes to the *Harvard Business Review*, *Mashable*, and *Fast Company*, among other sites.

	71.48
Brand24 Influencer score	
	14,751
Number of mentions	
	37,663,964
Social Media Reach	
	21,959
Number of Interactions	



42.

JOHN LEE DUMAS

Host of the podcast *Entrepreneur on Fire* (awarded "Best of iTunes"), John is the author of *The Mastery Journal* and *The Freedom Journal*.

	70.78
Brand24 Influencer score	
	10,601
Number of mentions	
	18,552,234
Social Media Reach	
	25,793
Number of Interactions	



43.

NEAL SCHAFER

Global social media speaker and marketing influencer, Neal is also an author and blogger. He recently published *The Business of Influence*.

	70.76
Brand24 Influencer score	
	11,856
Number of mentions	
	37,150,747
Social Media Reach	
	28,033
Number of Interactions	



44.

TONY RESTELL

A social media marketer, Tony helps small business owners and recruiters with their social media strategies.

	69.46
Brand24 Influencer score	
	23,652
Number of mentions	
	20,858,468
Social Media Reach	
	15,977
Number of Interactions	



45.

NOAH KAGAN

Noah is an American Internet entrepreneur and the founder of AppSumo. He likes to make things and eat tacos. His specialties include: happiness and the web.

	68.82
Brand24 Influencer score	
	9,878
Number of mentions	
	15,715,494
Social Media Reach	
	25,854
Number of Interactions	



46.

JULIEN SMITH

Co-founder and CEO at Breather, Julien is also the author of *Flinch*, a NYT bestseller.

	67.56
Brand24 Influencer score	
	6,500
Number of mentions	
	16,108,064
Social Media Reach	
	293,608
Number of Interactions	



47.

MADALYN SKLAR

Social media influencer, blogger, and business coach. You might also know Madalyn from her #TwitterSmarter podcast.

	66.52
Brand24 Influencer score	
	6,742
Number of mentions	
	39,875,799
Social Media Reach	
	23,729
Number of Interactions	



48.

ANN SMARTY

Ann is the founder of MyBlogU.com, SeoSmart, & ViralContentBuzz.com. She is also an SEO consultant and brand manager at Internet Marketing Ninjas.

	66.46
Brand24 Influencer score	
	12,688
Number of mentions	
	47,675,669
Social Media Reach	
	10,121
Number of Interactions	



49.

MARI SMITH

Social media thought leader, Mari is also a top Facebook marketing expert, author, consultant, and speaker.

	66.38
Brand24 Influencer score	
	8,702
Number of mentions	
	20,081,034
Social Media Reach	
	12,406
Number of Interactions	



50.

LAURA FITTON

Inbound marketing evangelist, Laura is the co-author of *Twitter for Dummies* and founder of Oneforty.com.

	66.22
Brand24 Influencer score	
	11,504
Number of mentions	
	19,570,779
Social Media Reach	
	38,062
Number of Interactions	



51.

JAN GORDON

Jan is a respected marketing specialist. She founded Curatti out of a desire to "make sense" of the changing world of business and communications, in a way that supports business growth.

	64.72
Brand24 Influencer score	
	8,274
Number of mentions	
	41,100,115
Social Media Reach	
	18,994
Number of Interactions	



52.

BRIAN CLARK

Brian is the CEO of Rainmaker Digital, founder of Copyblogger, host of *Unemployable*, and curator for *Further*.

	63.98
Brand24 Influencer score	
	8,078
Number of mentions	
	11,107,585
Social Media Reach	
	22,668
Number of Interactions	



53.

MARCUS SHERIDAN

Marcus is a keynote speaker & author on sales, marketing, and digital business. He is the president of The Sales Lion and a partner at River Pools and Spas. The NYT refers to Marcus as a "web marketing guru".

	63.94
Brand24 Influencer score	
	13,246
Number of mentions	
	18,752,353
Social Media Reach	
	11,890
Number of Interactions	



54.

PEG FITZPATRICK

Social media speaker, author, and trainer, Peg is also the co-author of *The Art of Social Media: Power Tips for Power Users*.

	63.30
Brand24 Influencer score	
	8,087
Number of mentions	
	24,192,547
Social Media Reach	
	11,798
Number of Interactions	



55.

JAYSON DeMERS

Founder & CEO of AudienceBloom, a Seattle-based content marketing & social media marketing agency, Jayson is also a writer for *Forbes*, *HuffPost*, and many other sites.

	61.88
Brand24 Influencer score	
	6,751
Number of mentions	
	34,461,839
Social Media Reach	
	13,319
Number of Interactions	



56.

ROBERT ROSE

Content marketing and customer experience consultant, Robert is also an author, speaker, startup advisor and investor. Co-author of the recently-released title *Killing Marketing*.

	61.44
Brand24 Influencer score	
	11,808
Number of mentions	
	7,483,830
Social Media Reach	
	14,615
Number of Interactions	



57.

REG SADDLER

Self described as “just a guy who loves social media, tech, photos, and humor”, Jay is the owner of Difference Theory, LCC. Named one of the Top 10 in Social Media by *Forbes*.

Brand24 Influencer score	61.18
Number of mentions	12,158
Social Media Reach	22,797,177
Number of Interactions	12,117



58.

IAN CLEARY

Ian is an award-winning tech blogger and keynote speaker on marketing. He is the founder of RazorSocial and also a contributor at *Entrepreneur*.

Brand24 Influencer score	60.50
Number of mentions	10,777
Social Media Reach	20,038,778
Number of Interactions	8,175



59.

MIKE STELZNER

Mike is the founder of *Social Media Examiner*, host of podcast *Social Media Marketing*, and author of titles *Launch & Writing White Papers*.

Brand24 Influencer score	60.18
Number of mentions	15,003
Social Media Reach	25,960,103
Number of Interactions	9,020



60.

CHRISTOPHER PENN

Christopher is the VP of Marketing Technology at SHIFT Communications, a digital marketing executive, bestselling author, and keynote speaker. He also just recently published a new book, *AI for Marketers: an Introduction and Primer*.

Brand24 Influencer score	59.84
Number of mentions	11,957
Social Media Reach	20,010,634
Number of Interactions	12,502



61.

MURRAY NEWLANDS

Entrepreneur, investor, business advisor and speaker, Murray is also a contributor at *Forbes* and *Entrepreneur*.

Brand24 Influencer score	59.28
Number of mentions	7,796
Social Media Reach	30,584,790
Number of Interactions	10,744



62.

BRIAN FANZO

Brian talks fast and tweets even faster. A proud pager-wearing Millennial, he is a keynote speaker and the founder / CEO of iSocialFanz LLC, a social strategy consulting agency. Brian also co-hosts podcasts *SMACtalk* and *FOMOFanz*.

Brand24 Influencer score	59.02
Number of mentions	6,384
Social Media Reach	21,759,703
Number of Interactions	22,686



63.

MIKE ALLTON

Mike is a content marketing practitioner, CMO, and author, as well as an award-winning social media blogger.

	58.96
Brand24 Influencer score	
	9,468
Number of mentions	
	28,692,584
Social Media Reach	
	8,010
Number of Interactions	



64.

MATT HEINZ

President of Heinz Marketing, Matt is also the host of *Sales Pipeline Radio*, an author, and keynote speaker for *Inc.*

	58.90
Brand24 Influencer score	
	11,164
Number of mentions	
	16,759,878
Social Media Reach	
	7,288
Number of Interactions	



65.

MITCH JOEL

Mitch is the president of Mirum. He is also the author of *Six Pixels of Separation* and *CTRL ALT Delete*, and was named one of the Top 100 Online Marketers in the World and awarded the highly prestigious title of Canada's Top 40 Under 40.

	58.20
Brand24 Influencer score	
	12,439
Number of mentions	
	19,489,614
Social Media Reach	
	8,476
Number of Interactions	



66.

DANIEL NEWMAN

Daniel loves technology, but he is also extremely passionate about the digital transformation & the digital strategies that go with it, because he believes technology can only reach its full potential when it is intertwined with humanity.

	56.86
Brand24 Influencer score	
	7,993
Number of mentions	
	12,088,531
Social Media Reach	
	21,707
Number of Interactions	



67.

MARTIN JONES

Martin is an author, influential content & digital marketing strategist, and a well-known keynote speaker.

	56.66
Brand24 Influencer score	
	8,119
Number of mentions	
	37,263,831
Social Media Reach	
	6,973
Number of Interactions	



68.

AVINASH KAUSHIK

Avinash is the author of two bestselling books: *Web Analytics 2.0* and *Web Analytics: An Hour a Day*, and also a blogger and digital marketing evangelist for Google. Avinash is the co-founder of Market Movie.

	56.60
Brand24 Influencer score	
	5,861
Number of mentions	
	5,171,310
Social Media Reach	
	68,297
Number of Interactions	



69.

GLEN GILMORE

Glen is a digital marketing expert and was named a Top 20 Social Media Influencer by *Forbes*. He is an author and speaker who also provides digital marketing strategies and training sessions to Fortune 500 companies.

Brand24 Influencer score	54.34
Number of mentions	5,384
Social Media Reach	14,917,788
Number of Interactions	30,270



70.

TIM HUGHES

Tim is a globally-based social selling pioneer and innovator, keynote speaker and co-founder of Digital Leadership Associates, a global social media management consultancy firm.

Brand24 Influencer score	53.74
Number of mentions	6,509
Social Media Reach	9,241,134
Number of Interactions	20,847



71.

AMY PORTERFIELD

Amy is a social media strategist specializing in Facebook marketing. She is also the co-author of *Facebook Marketing All-in-One for Dummies* and an expert in social media strategies and online marketing.

Brand24 Influencer score	52.88
Number of mentions	6,039
Social Media Reach	7,325,324
Number of Interactions	20,028



72.

JONAH BERGER

Jonah is the bestselling author of *Contagious* and *Invisible Influence*, as well as a top keynote speaker and consultant.

Brand24 Influencer score	52.38
Number of mentions	4,760
Social Media Reach	5,082,568
Number of Interactions	33,145



73.

CHRIS DUCKER

Chris is a CEO, serial entrepreneur, keynote speaker, bestselling author, blogger, and podcaster.

Brand24 Influencer score	52.36
Number of mentions	5,676
Social Media Reach	8,589,626
Number of Interactions	18,842



74.

DONNA MORITZ

Blogger at Socially Sorted, Donna is also a social media strategist and visual marketing specialist.

Brand24 Influencer score	50.80
Number of mentions	8,056
Social Media Reach	9,043,100
Number of Interactions	4,516



75.

LEONARD KIM

Leonard is a personal branding expert, keynote speaker, and marketing Influencer.

	50.14
Brand24 Influencer score	
	5,934
Number of mentions	
	9,171,552
Social Media Reach	
	20,917
Number of Interactions	



76.

PETER SHANKMAN

Founder of ShankMinds Business Masterminds, Peter is also an author, entrepreneur, speaker, and global connector.

	48.58
Brand24 Influencer score	
	5,240
Number of mentions	
	11,999,370
Social Media Reach	
	9,111
Number of Interactions	



77.

R RAY WANG

Ray is the principal analyst, founder, and chairman of Silicon Valley-based tech firm, Constellation Research, Inc. He is also the author of popular business strategy and technology blog *A Software Insider's Point of View*.

	47.66
Brand24 Influencer score	
	3,969
Number of mentions	
	10,385,541
Social Media Reach	
	31,243
Number of Interactions	



78.

NATHAN ALLEN PIRTLE

Nathan is a global speaker, host, and marketing expert. He was named one of the Top 10 Marketing Influencers by *Forbes*. He is also a philanthropist, activist, and life coach.

	47.30
Brand24 Influencer score	
	3,125
Number of mentions	
	11,859,624
Social Media Reach	
	33,615
Number of Interactions	



79.

SUSAN GILBERT

Online & literary marketing consultant, Susan is the founder and CEO of Online Promotion Success.

	46.62
Brand24 Influencer score	
	4,235
Number of mentions	
	17,605,122
Social Media Reach	
	16,192
Number of Interactions	



80.

ANDY CRESTODINA

Andy is a speaker, content marketer, co-founder of Orbit Media and author of *Content Chemistry*.

	46.60
Brand24 Influencer score	
	6,627
Number of mentions	
	7,659,220
Social Media Reach	
	9,372
Number of Interactions	



81.

NICOLAS COLE

Nicolas is the founder of Digital Press. He's a 3-time Top Writer on Quora, columnist for *Inc.*, and was also named one of the Top 30 under 30 by *Inc.* He regularly gets over 50 million views for his content.

Brand24 Influencer score	46.10
Number of mentions	6,625
Social Media Reach	8,521,223
Number of Interactions	13,631



82.

JOHN BOITNOTT

John is a longtime digital media consultant and journalist living in San Francisco. He's written for *Venturebeat*, *USA Today* and *FastCompany*.

Brand24 Influencer score	45.92
Number of mentions	3,087
Social Media Reach	41,892,953
Number of Interactions	8,935



83.

MELONIE DODARO

Melonie is the CEO of Top Dog Social Media. She is a social media strategist, keynote speaker, LinkedIn expert, and social selling speaker and trainer. She's the author of bestselling title *The LinkedIn Code*.

Brand24 Influencer score	44.70
Number of mentions	6,113
Social Media Reach	8,354,903
Number of Interactions	9,104



84.

HEIDI COHEN

Heidi is the chief content officer at the Actionable Marketing Guide, a keynote speaker, professor and journalist who shares practical advice on social media, content marketing, small businesses and life.

Brand24 Influencer score	43.80
Number of mentions	6,612
Social Media Reach	5,743,250
Number of Interactions	3,061



85.

KEITH KELLER

Keith is a popular speaker on Twitter and social media marketing. He has appeared on numerous radio shows, teleseminars, and webinars around the world.

Brand24 Influencer score	42.80
Number of mentions	1,568
Social Media Reach	10,518,255
Number of Interactions	21,721



86.

CARLOS GIL

Carlos is an entrepreneur, marketing executive, writer, and public speaker with over a decade of experience leading social media marketing strategies for global brands.

Brand24 Influencer score	41.54
Number of mentions	4,764
Social Media Reach	4,453,663
Number of Interactions	12,361



87.

AMY SCHMITTAUER

Amy is a video marketing consultant and the author of *#VlogLikeaBoss*. She's also an international keynote speaker and YouTube video creator.

♥	41.18
Brand24 Influencer score	
💬	4,498
Number of mentions	
🌐	6,420,613
Social Media Reach	
🔄	16,016
Number of Interactions	



88.

SCOTT BRINKER

Scott is an entrepreneurial executive with broad experience at the intersection of technology and marketing. He has a strong background in digital marketing, marketing technology, web development, SaaS, and product management.

♥	40.84
Brand24 Influencer score	
💬	5,469
Number of mentions	
🌐	4,773,514
Social Media Reach	
🔄	9,657
Number of Interactions	



89.

ANDREW DAVIS

Andrew is the founder of Monumental Shift, a bestselling author, & internationally acclaimed keynote speaker.

♥	40.30
Brand24 Influencer score	
💬	5,090
Number of mentions	
🌐	3,505,843
Social Media Reach	
🔄	4,452
Number of Interactions	



90.

MARK FIDELMAN

Mark is the CEO of digital marketing agency Fanatics Media, and is the author of *Socialized*.

♥	40.26
Brand24 Influencer score	
💬	4,578
Number of mentions	
🌐	11,747,173
Social Media Reach	
🔄	8,955
Number of Interactions	



91.

DAN SCHAWBEL

Dan is a NYT bestselling author. He is a partner and research director at Future Workplace, and founder of both Millennial Branding and WorkplaceTrends.com.

♥	40.08
Brand24 Influencer score	
💬	3,408
Number of mentions	
🌐	16,524,689
Social Media Reach	
🔄	7,397
Number of Interactions	



92.

SAMANTHA KELLY

Samantha is a social media strategist, keynote speaker, and trainer. She helps many businesses with her training courses, including HP, HSE, and the Irish League of Credit Unions.

♥	39.60
Brand24 Influencer score	
💬	3,634
Number of mentions	
🌐	2,887,543
Social Media Reach	
🔄	20,491
Number of Interactions	



93.

DAVE KERPEN

Dave is an entrepreneur, author of many bestsellers and reality television personality. He is the CEO of Likeable Local and Founder of Likeable Media.

	37.68
Brand24 Influencer score	
	2,855
Number of mentions	
	3,195,431
Social Media Reach	
	15,994
Number of Interactions	

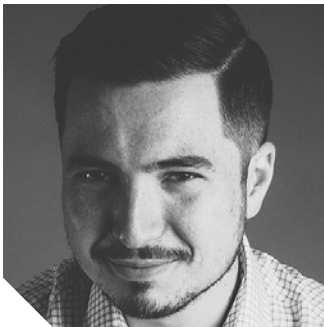


94.

BRIAN HALLIGAN

Brian is the CEO of HubSpot and the author of *Inbound Marketing*. He is also a senior lecturer at MIT and tweets about inbound marketing, scale ups, and diversity.

	37.16
Brand24 Influencer score	
	4,675
Number of mentions	
	4,353,339
Social Media Reach	
	8,819
Number of Interactions	



95.

JOSHUA DAVIDSON

Founder of ChopDawg.com, Joshua is also an entrepreneur, speaker, and startup advisor.

	37.02
Brand24 Influencer score	
	5,125
Number of mentions	
	3,998,865
Social Media Reach	
	6,811
Number of Interactions	



96.

JON LOOMER

Jon is a Facebook marketing strategist, as well as an expert in Facebook Ads optimization and Facebook metrics. He is also a known blogger and consultant.

	37.00
Brand24 Influencer score	
	5,029
Number of mentions	
	4,226,994
Social Media Reach	
	2,837
Number of Interactions	



97.

ANN TRAN

Ann is VP of the platform ecosystem at HubSpot and chair of the #MarTech conference. She is also the editor of ChiefMartec.com, author of *Hacking Marketing*, and former CTO at Ion Interactive.

	36.94
Brand24 Influencer score	
	1,918
Number of mentions	
	11,880,114
Social Media Reach	
	9,468
Number of Interactions	



98.

WARREN WHITLOCK

Warren is a digital marketing influencer in health, business, tech, blockchain, solar energy, and social media marketing.

	36.82
Brand24 Influencer score	
	4,650
Number of mentions	
	8,828,147
Social Media Reach	
	6,708
Number of Interactions	

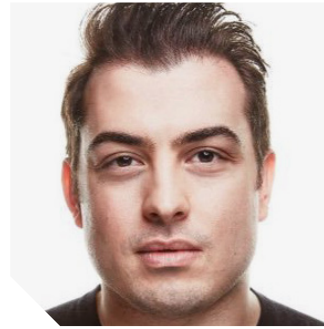


99.

DAVID MEERMAN SCOTT

David is a marketing and sales strategist, entrepreneur, advisor to emerging companies, and bestselling author of 10 books, including *The New Rules of Marketing & PR*.

	36.71
Brand24 Influencer score	
	4,729
Number of mentions	
	4,790,826
Social Media Reach	
	7,511
Number of Interactions	



100.

DEREK HALPERN

Derek is an investor and founder of Social Triggers, which reaches more than 400,000 entrepreneurs each month.

	36.38
Brand24 Influencer score	
	2,977
Number of mentions	
	2,882,165
Social Media Reach	
	4,735
Number of Interactions	

LEARN FROM THE PROS

“ Whether you want to brush up on your skills or expand your learnings, there are several fundamentals every digital marketer must have on hand in 2018. The core foundation of digital marketing remains content, but oh how it's evolved. Using a data-backed approach to create a seamless and personalized experience is critical.

REBEKAH RADICE



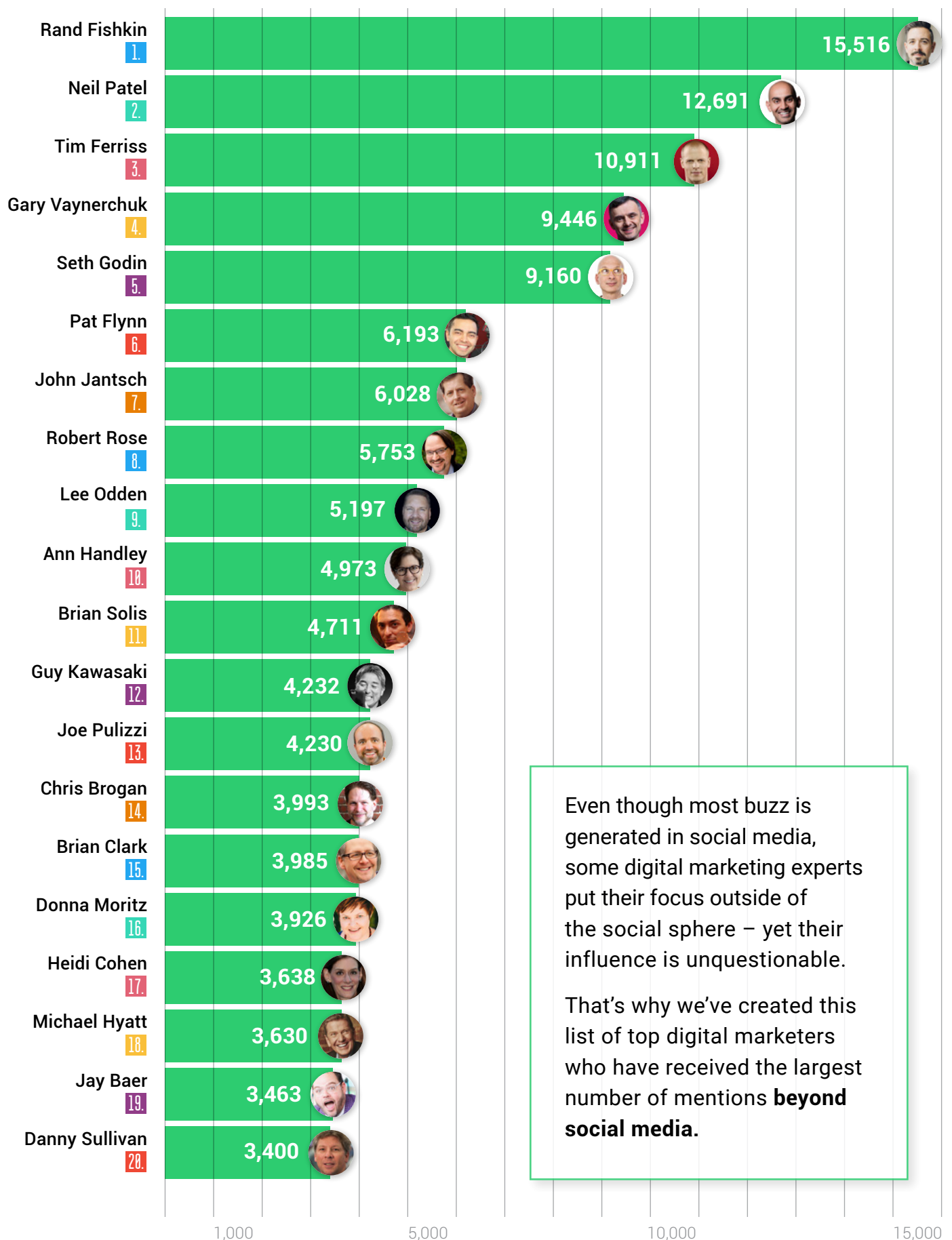
“ Digital marketing is just two words. But it has evolved to become a complex intersection and eco-system of art and science. For many of us it is a confusing mess of multiple media, platforms and disciplines fighting for our attention. We need to distill the clutter and noise of shiny new ideas and distractions into the essential elements you need to foster for marketing mastery. There are also many skill-sets and mindsets you will need to develop to succeed as a marketer in an age of machines. To become a master marketer in a digital world you will need to hug the geeks, build the robots and nurture the creatives.

JEFF BULLAS



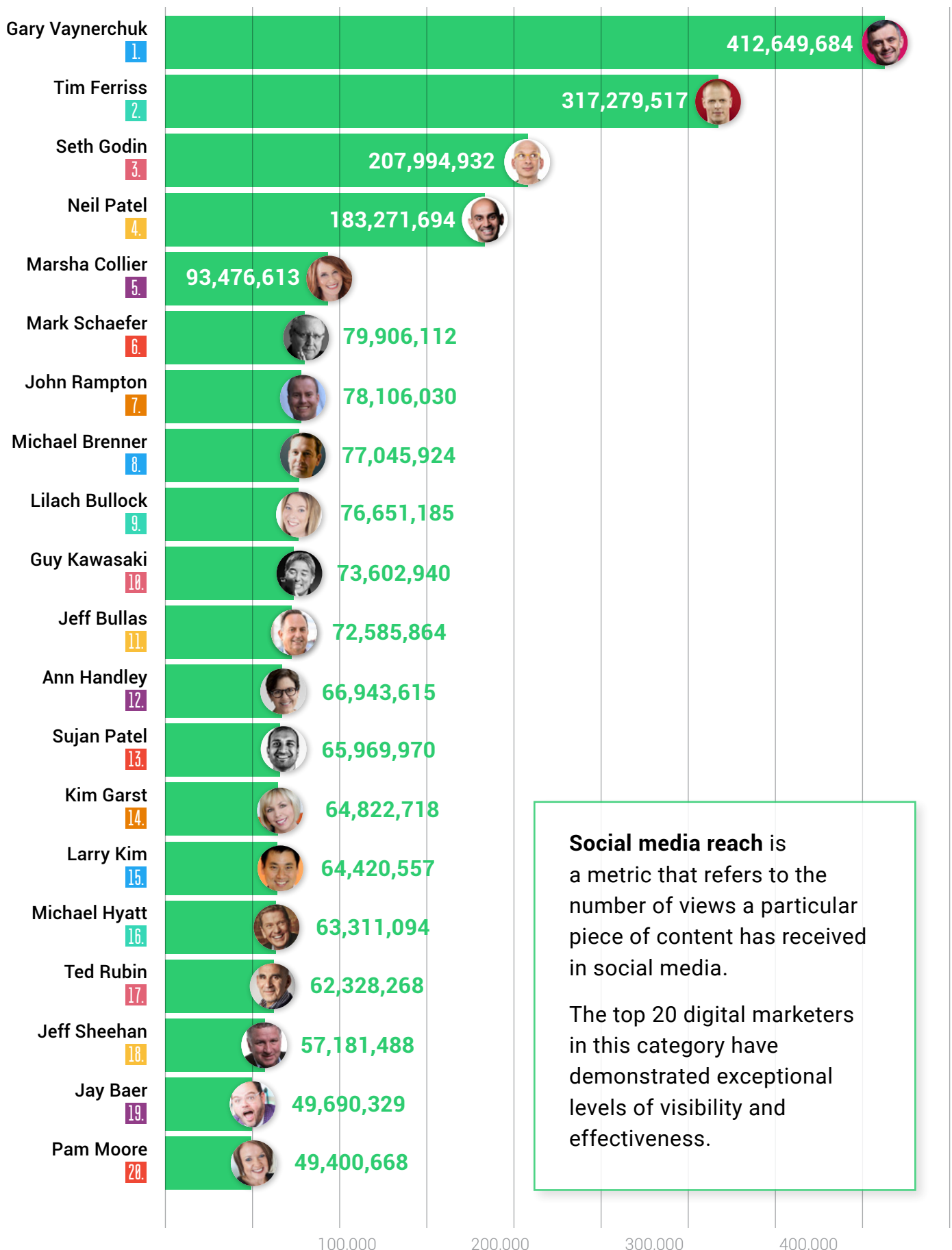
CATEGORY:

TOP 20 DIGITAL MARKETERS BEYOND SOCIAL MEDIA



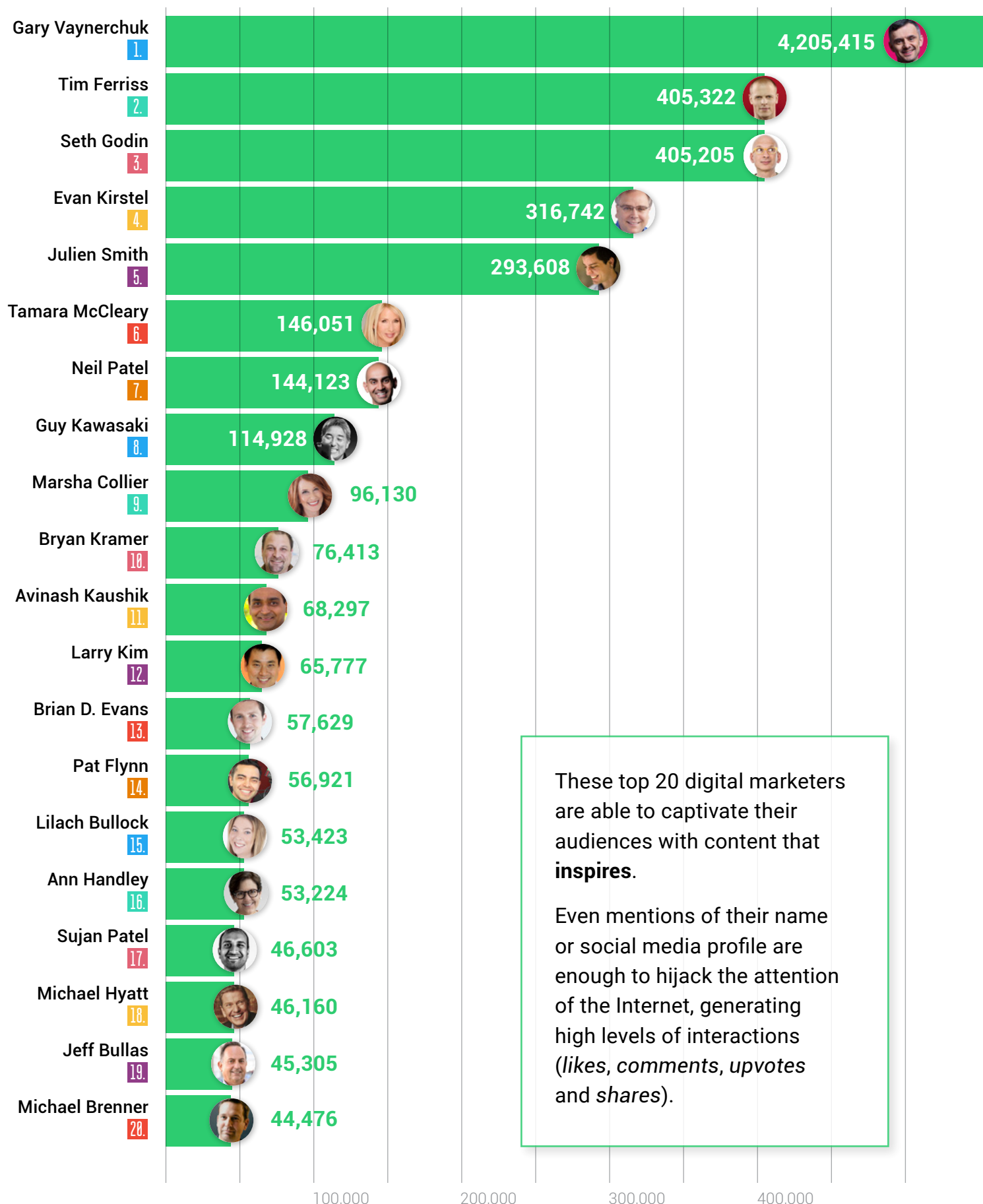
CATEGORY:

TOP 20 DIGITAL MARKETERS WITH THE GREATEST SOCIAL MEDIA REACH



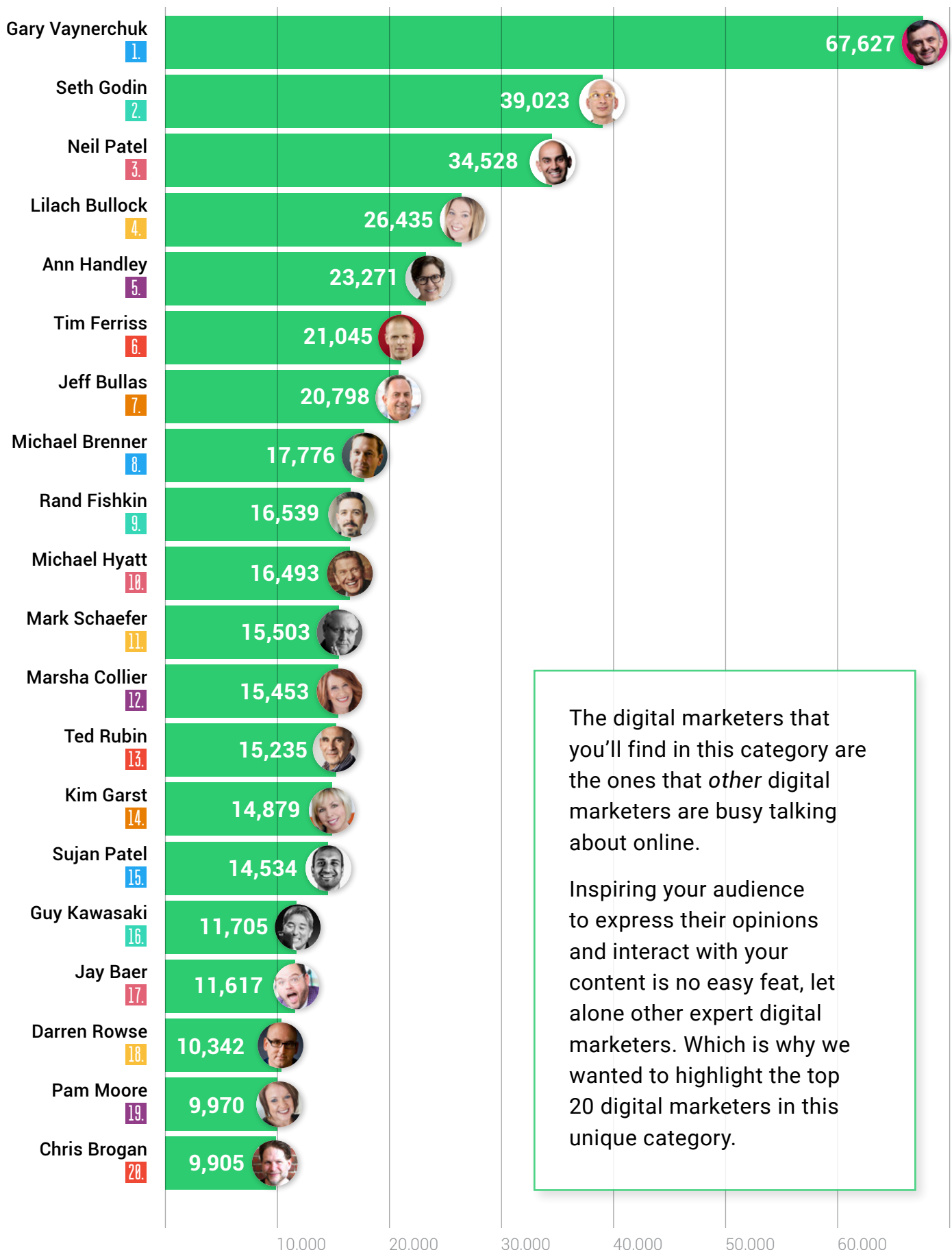
CATEGORY:

TOP 20 MOST ENGAGING DIGITAL MARKETERS



CATEGORY:

TOP 20 DIGITAL MARKETERS MOST TALKED ABOUT BY *OTHER* DIGITAL MARKETERS



POSITION	INFLUENCER	 BRAND24 INFLUENCER SCORE	 NUMBER OF MENTIONS	 SOCIAL MEDIA REACH	 NUMBER OF INTERACTIONS
1	GARY VAYNERCHUK	99.66	253,846	412,649,684	4,205,415
2	SETH GODIN	98.44	129,451	207,994,932	405,205
3	TIM FERRISS	98.04	81,077	317,279,517	405,322
4	NEIL PATEL	97.44	85,186	183,271,694	144,123
5	GUY KAWASAKI	91.92	29,384	73,602,940	114,928
6	ANN HANDLEY	91.34	53,773	66,943,615	53,224
7	MICHAEL HYATT	90.52	41,013	63,311,094	46,160
8	JEFF BULLAS	89.48	46,422	72,585,864	45,305
9	LILACH BULLOCK	88.56	83,835	76,651,185	53,423
10	MICHAEL BRENNER	87.70	44,189	77,045,924	44,476
11	LARRY KIM	87.50	24,044	64,420,557	65,777
12	JAY BAER	87.43	25,921	49,690,329	41,814
13	MARK SCHAEFER	87.40	29,188	79,906,112	26,981
14	KIM GARST	86.68	26,399	64,822,718	41,739
15	SUJAN PATEL	85.48	48,261	65,969,970	46,603
16	PAT FLYNN	85.26	26,283	27,527,239	56,921
17	MARSHA COLLIER	84.80	21,762	93,476,613	96,130
18	JOHN RAMPTON	83.50	15,918	78,106,030	39,191
19	PAM MOORE	82.74	19,397	49,400,668	23,177
20	JOEL COMM	82.66	18,106	44,473,308	29,963
21	CHRIS BROGAN	82.56	22,553	35,748,805	24,853
22	RAND FISHKIN	82.44	42,235	15,244,755	39,069
23	TED RUBIN	80.56	26,894	62,328,268	27,784
24	BRYAN KRAMER	80.38	17,429	41,287,595	76,413
25	JOE PULIZZI	80.32	23,148	28,831,815	23,431
26	JOHN JANTSCH	79.78	24,677	30,348,686	15,872
27	LEE ODDEN	79.60	20,532	30,282,261	20,436
28	AARON LEE	79.24	16,595	23,100,227	40,193
29	BRIAN SOLIS	78.92	14,759	23,266,366	29,024
30	TAMARA MCCLEARY	78.88	15,062	39,831,981	146,051
31	EVAN KIRSTEL	78.76	16,430	31,540,194	316,742
32	DARREN ROWSE	78.44	22,101	30,975,631	15,646
33	AARON ORENDORFF	76.94	26,817	20,713,653	39,315
34	REBEKAH RADICE	75.84	10,158	41,266,050	29,441
35	BRIAN D. EVANS	75.72	13,716	28,738,298	57,629
36	KARA SWISHER	73.96	8,218	26,565,883	39,465
37	DORIE CLARK	72.90	8,564	33,674,755	23,080
38	DANNY SULLIVAN	71.82	10,452	12,375,715	31,914
39	JOHN WHITE	71.80	9,497	40,819,733	26,221
40	JEFF SHEEHAN	71.76	15,037	57,181,488	15,870
41	JOHN HALL	71.48	14,751	37,663,964	21,959
42	JOHN LEE DUMAS	70.78	10,601	18,552,234	25,793
43	NEAL SCHAFFER	70.76	11,856	37,150,747	28,033
44	TONY RESTELL	69.46	23,652	20,858,468	15,977
45	NOAH KAGAN	68.82	9,878	15,715,494	25,854
46	JULIEN SMITH	67.56	6,500	16,108,064	293,608
47	MADALYN SKLAR	66.52	6,742	39,875,799	23,729
48	ANN SMARTY	66.46	12,688	47,675,669	10,121
49	MARI SMITH	66.38	8,702	20,081,034	12,406
50	LAURA FITTON	66.22	11,504	19,570,779	38,062

POSITION	INFLUENCER	 BRAND24 INFLUENCER SCORE	 NUMBER OF MENTIONS	 SOCIAL MEDIA REACH	 NUMBER OF INTERACTIONS
51	JAN GORDON	64.72	8,274	41,100,115	18,994
52	BRIAN CLARK	63.98	8,078	11,107,585	22,668
53	MARCUS SHERIDAN	63.94	13,246	18,752,353	11,890
54	PEG FITZPATRICK	63.30	8,087	24,192,547	11,798
55	JAYSON DEMERS	61.88	6,751	34,461,839	13,319
56	ROBERT ROSE	61.44	11,808	7,483,830	14,615
57	REG SADDLER	61.18	12,158	22,797,177	12,117
58	IAN CLEARY	60.50	10,777	20,038,778	8,175
59	MIKE STELZNER	60.18	15,003	25,960,103	9,020
60	CHRISTOPHER PENN	59.84	11,957	20,010,634	12,502
61	MURRAY NEWLANDS	59.28	7,796	30,584,790	10,744
62	BRIAN FANZO	59.02	6,384	21,759,703	22,686
63	MIKE ALLTON	58.96	9,468	28,692,584	8,010
64	MATT HEINZ	58.90	11,164	16,759,878	7,288
65	MITCH JOEL	58.20	12,439	19,489,614	8,476
66	DANIEL NEWMAN	56.86	7,993	12,088,531	21,707
67	MARTIN JONES	56.66	8,119	37,263,831	6,973
68	AVINASH KAUSHIK	56.60	5,861	5,171,310	68,297
69	GLEN GILMORE	54.34	5,384	14,917,788	30,270
70	TIM HUGHES	53.74	6,509	9,241,134	20,847
71	AMY PORTERFIELD	52.88	6,039	7,325,324	20,028
72	JONAH BERGER	52.38	4,760	5,082,568	33,145
73	CHRIS DUCKER	52.36	5,676	8,589,626	18,842
74	DONNA MORITZ	50.80	8,056	9,043,100	4,516
75	LEONARD KIM	50.14	5,934	9,171,552	20,917
76	PETER SHANKMAN	48.58	5,240	11,999,370	9,111
77	R RAY WANG	47.66	3,969	10,385,541	31,243
78	NATHAN ALLEN PIRTLE	47.30	3,125	11,859,624	33,615
79	SUSAN GILBERT	46.62	4,235	17,605,122	16,192
80	ANDY CRESTODINA	46.60	6,627	7,659,220	9,372
81	NICOLAS COLE	46.10	6,625	8,521,223	13,631
82	JOHN BOITNOTT	45.92	3,087	41,892,953	8,935
83	MELONIE DODARO	44.70	6,113	8,354,903	9,104
84	HEIDI COHEN	43.80	6,612	5,743,250	3,061
85	KEITH KELLER	42.80	1,568	10,518,255	21,721
86	CARLOS GIL	41.54	4,764	4,453,663	12,361
87	AMY SCHMITTAUER	41.18	4,498	6,420,613	16,016
88	SCOTT BRINKER	40.84	5,469	4,773,514	9,657
89	ANDREW DAVIS	40.30	5,090	3,505,843	4,452
90	MARK FIDELMAN	40.26	4,578	11,747,173	8,955
91	DAN SCHAWBEL	40.08	3,408	16,524,689	7,397
92	SAMANTHA KELLY	39.60	3,634	2,887,543	20,491
93	DAVE KERPEN	37.68	2,855	3,195,431	15,994
94	BRIAN HALLIGAN	37.16	4,675	4,353,339	8,819
95	JOSHUA DAVIDSON	37.02	5,125	3,998,865	6,811
96	JON LOOMER	37.00	5,029	4,226,994	2,837
97	ANN TRAN	36.94	1,918	11,880,114	9,468
98	WARREN WHITLOCK	36.82	4,650	8,828,147	6,708
99	DAVID MEERMAN SCOTT	36.71	4,729	4,790,826	7,511
100	DEREK HALPERN	36.38	2,977	2,882,165	4,735

LEARN FROM THE **PROS**

“ Being involved in digital marketing is so exciting because of the ongoing changes to the industry. To be an effective digital marketer you need to drive measurable results for your company. As digital marketing is constantly changing we need to be open to learning, testing and improving. Your best tactics today may not be your best tactics tomorrow.

IAN CLEARY



“ There are numerous different aspects of being an effective digital marketer today; for one, you need to be strategic and plan your strategies ahead of time. You also need to be prepared to make changes to your strategies and plans at any moment; always check your analytics, understand them, and use them to optimise your strategy. And finally, an effective digital marketer knows tools: what the best ones are and what to use them for to help you save time & generate results.

LILACH BULLOCK



“ With technology constantly evolving, digital marketing is a moving target that never sleeps. If you are looking to others for effective strategies, you will always be behind the curve. A true digital marketer experiments, innovates and discovers new ways to leverage the tools and tech to bring their message to their audience.

JOEL COMM



“ To be an effective digital marketer in 2018 requires extreme focus while also having an experimental mindset. It's easy to get distracted with shiny new tactics or emerging channels that you read about everyday so it's more important than ever to focus on marketing channels that can move the needle and prioritize activities based on potential impact. It's best to use the rest as inspiration and to fuel your experiments.

SUJAN PATEL



Key Conclusions

Data is a source of power. It's what allows us to draw solid conclusions so we can choose the most productive ways to *develop our business*, make informed decisions that will *benefit our business*, and figure out where we need to *invest our time*. The reasons above are why it was so important for us to build this report on **data**, on numbers that we spent several months collecting.

A total of over 2.8M mentions were collected from all over the Internet. This is what allowed us to find the most effective digital marketers who generate the greatest interest in their industries. All by using their knowledge, experience, charisma and talent. After we collected all the data for the report, we gained some major insights. The key conclusions below are Very Important Best Practices (VIBP) that are exercised by all of our top 100 digital marketers on a regular basis.

Very Important Best Practices (VIBP)

Focus on your audience

Humility and talent are characteristics that all the experts in the *Top 100 Digital Marketers 2018* share. Their audiences come first and they create content from that perspective. Mark Schaefer is a perfect example of this. Whether it's a podcast, blog post or book – his audience knows that their needs are the focus and that his content provides a valuable source of information. Those familiar with Mark's work appreciate his great sense of humor, but above all, they know that they can rely on him for content that is focused on their needs.

Practice consistency

We live in an era that's filled with *noise* – especially when it comes to digital communication. Time is something that we're constantly running out of, and we need to find the information we need as quickly as possible. The top 100 digital marketers of 2018 know this all too well. They consistently publish content that is focused on delivering value to their audience. Look at Donna Moritz – her readers know that they can always turn to her to find proven tips on visual content.

Be authentic

Closing the gap between the audience and the content, showing transparency, and not disappearing during difficult situations – this is what audiences love. We just find it both reassuring and endearing when we see that the experts we look up to also face challenges and problems, just like the rest of us. Sujan Patel is a master in this area. He certainly shows great passion for his work, but also isn't shy about sharing his life outside of it. You can feel his energy in his content. Sujan inspires readers to follow his lead and enjoy life – just like he does.

Never stop learning

The moment that you start to rest on your past achievements, you stop learning. In the digital era, this is the equivalent of regressing. That's why we've paid special attention to the experts who were included in the *Top 100 Marketing Influencers 2017*. Have they maintained the same levels of quality, consistency and focus on building relationships? For many of them, the answer is yes. Some have even raised the bar. Take Ann Handley, Jay Baer and Kim Garst. These are experts who never stop learning even though they are already regarded as marketing gurus.

100 TOP DIGITAL MARKETERS

This report is based
on data provided by
Brand24.

Brand24 is a social media monitoring tool which lets you keep track of what people are saying about you and your brand or product by monitoring relevant keywords. You can even track what your competitors are up to. Stay up to date on all online mentions as they unfold in real time. The tool's various filters also make it possible for you to follow online conversations and Influencers that are relevant only to your specific projects, while the collected data is presented in clear and concise reports. Use Brand24 to find the right ambassadors for your brand and identify potential leads: sales, marketing, and otherwise. It's efficient, affordable, and easy to use. A must-have for those who need to track their brand presence all over the web.

BRAND24

The game is on.

TRY IT

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Magda takes care of Brand24's image and communications on the global market. PR and influencer marketing specialist. Top Writer at Quora. Host of the *BrandTalks* podcast.



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Tell us who your top Influencers are by contacting our Global Community Manager at: magda@brand24.com or [@Brand24](https://twitter.com/Brand24) on Twitter



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