

top



# digital marketing influencers

2022 REPORT

**BRAND24**

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## It is finally here!

The report featuring the profiles of prominent experts is ready. To say that much has changed would be a huge understatement. Recent years have been an extremely challenging time for all of us. This includes entrepreneurs, marketers, and social media managers alike who had to embrace and navigate the new reality.

That's even more reason to look for guidance, authorities and experts you can trust.

In our view, this report will be more useful today than ever.

Over the last few months, we have monitored the activity of several hundred marketers. We watched their work and the buzz around their personal brands – both in terms of the content they create and how their audiences react to it. In this way, we created a list of dozens of experts based on data from Brand24 and our own observations. Therefore, without a doubt, the people on this list are, in our opinion, the best in the business. We certainly haven't included all the great people in the marketing industry, but rest assured the ones you'll "meet" on the following pages are absolutely top-notch.

We want to promote and refer you to those who create the highest quality content. To those who provide inspiration and are able to skillfully build a dialogue with their audience using social media. Ones that will help you deepen your expertise and build your brands more effectively. And you're about to check it out for yourself – each personality delivers amazing marketing content. Each in their individual form, but all at the highest level.

We divided the list into two parts. In the first part, we highlighted the top 30 people who have been outstanding in recent months in terms of their activities, content creation, and community engagement. The second part, in which you'll find the top 70 people, has no numbering. Qualitative and quantitative analysis showed that these individuals' knowledge and inspiration are undeniable.

However, some of the people mentioned in our report got the same scores in our evaluation and therefore appear *ex aequo*. You can read more about the methodology and our evaluation tools in the next chapter. The last 70 influencers come without a number next to their positions. This is because their scores were too similar and, based on their online activity, the differences were so subtle that ranking them could be too ambiguous. Nevertheless, we assure you all of these influencers are worth following!

We are sure that every name is a guarantee of professionalism that will give you proper guidance in the marketing industry. After all, this is what we need most today, when there is so much communication noise.

In addition, we added some valuable articles to the report. You will learn from them how to build effective influencer campaigns and what mistakes to avoid. There is also a surprise waiting for you: a list of tools with a very cool bonus.

We believe this report will be a valuable source of inspiration for effective marketing activities. Our aim is to support your work and if we succeed – we will be pleased.

And if you want to share your thoughts with us – go ahead!  
Write to us at [top100report@brand24.com](mailto:top100report@brand24.com).



## Methodology

Our report is unique in terms of quality. Presenting a list of popular names can be relatively simple, the real challenge is to have hard data to justify the choices.

This is the challenge we take on in our report (this is its fourth successful edition). And what has always distinguished our report is that we prepare it based on numerical and qualitative data. That is what we have done this time as well. We monitored several hundred names over the period of 12 weeks, and some of them are people we have been following for years. We collected information on what content the experts published, how often, and in which media.

The list consists of a thorough selection of influencers we are monitoring, but the essential part is our own AI solution we use at Brand24 daily. We used the **Presence Score** as a deciding factor when selecting the influencers and their appearance order.

Presence Score is our original metric for measuring a brand's or topic's (or, in this case, a person's) online popularity. Our users use it in the Brand24 app to measure **brand awareness**, and it's been proven to help evaluate marketing and PR efforts.

The Presence Score metric is calculated based on the number of in-app mentions and their total reach.

As a result, we are confident that we are serving you a top-quality list of experts who not only provide us with quality knowledge in the broad field of marketing, but also brilliantly build their personal brands.

## Top 30 digital marketing influencers

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1

**Seth Godin**

PRESENCE SCORE

50

Seth is an entrepreneur, best-selling author, and speaker. In addition to launching one of the most popular blogs in the world, he has written 20 best-selling books, including *The Dip*, *Linchpin*, *Purple Cow*, *Tribes*, and *What To Do When It's Your Turn (And It's Always Your Turn)*. His book, *This is Marketing*, was an instant bestseller worldwide. Though renowned for his writing and speaking, Seth also founded two companies, Squidoo and Yoyodyne (acquired by Yahoo!).



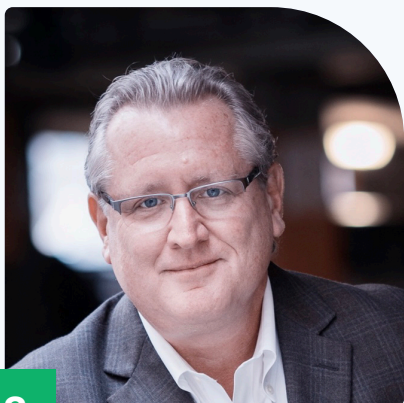
2

**Neil Patel**

PRESENCE SCORE

45

Neil is a co-founder of Crazy Egg, Hello Bar, and KISSmetrics and a New York Times Bestselling author. He helps companies like Amazon, NBC, GM, HP, and Viacom grow their revenue. The Wall Street Journal calls him a top influencer on the web. Entrepreneur magazine credits Neil with creating one of the 100 most brilliant companies in the world.



3

**Mark Schaefer**

PRESENCE SCORE

41

Mark is a globally recognized keynote speaker, educator, business consultant, and author. His blog is hailed as one of the top marketing blogs in the world. He has worked in global sales, PR, and held marketing positions for 30 years, and now provides consulting services as the Executive Director of US-based Schaefer Marketing Solutions.





3



## Larry Kim



PRESENCE SCORE

41

Larry is the founder and CEO of MobileMonkey, the world's best messaging automation platform for sales and marketing. He is ranked the #8 popular author on Medium. He's a contributor to CNBC and Inc. Magazine. Larry is also the founder of WordStream, Inc – the leading provider of AdWords, Facebook, and keyword tools.



5



## John Hall



PRESENCE SCORE

40

John Hall is the co-founder of [Calendar.com](https://calendar.com) and strategic advisor at Relevance, a company that helps brands differentiate themselves and lead their industry online. He is also the author of the best-selling book Top of Mind.



5



## Ann Handley



PRESENCE SCORE

40

Ann is a content marketing keynote speaker, best-selling author, and digital marketing pioneer. She has exceptional talent when it comes to social media, business, and digital marketing. Ann is a co-founder of [ClickZ.com](https://clickz.com), the largest online resource of digital marketing news and commentary.

## Top 30 digital marketing influencers

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## Rand Fishkin



PRESENCE SCORE

38

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 co-founder at [Inbound.org](https://www.inbound.org).



8



in



## Andrew Chen



PRESENCE SCORE

37

Andrew is a General Partner at Andreessen Horowitz, focusing on customer technology, including social, marketplaces, and bottoms-up SaaS companies. Andrew is a prolific writer and leading voice on mobile, metrics, and user growth. He is the author of *The Cold Start Problem*, which explores how new start-ups launch and scale by leveraging network effects.



8



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## Carlos Gil



PRESENCE SCORE

37

Carlos Gil is an entrepreneur, marketing executive, bestselling author, and keynote speaker with over a decade of experience leading social media marketing strategies for global brands. He is also a NFT marketing consultant.



## Top 30 digital marketing influencers

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## Jay Baer



PRESENCE SCORE

36

Jay Baer, a digital marketing and online customer service expert, is a New York Times best-selling author, keynote speaker, emcee, and consultant. Jay is the founder of Convince & Convert, which provides digital marketing advice to some of the world's most important brands like The United Nations, Allstate, Cisco, Nike and Hilton.



11



## Guy Kawasaki



PRESENCE SCORE

35

Guy Kawasaki is the chief evangelist of Canva. He is a brand ambassador for Mercedes Benz USA, and an executive fellow of the Haas School of Business (UC Berkeley). Guy was the chief evangelist of Apple and a trustee of the Wikimedia Foundation. He is also the author of fifteen books, and gives over fifty keynote speeches per year. His clients include Apple, Nike, Gartner, Audi, Google, Microsoft, and Breitling, as well as dozens of trade associations.



11



## Andrew Davis



PRESENCE SCORE

35

Andrew is the founder of Monumental Shift, a bestselling author and an internationally acclaimed keynote speaker. When he's not speaking, he's writing books or shooting YouTube video series.



11



## Erik Huberman



PRESENCE SCORE

35

Erik Huberman is the CEO & Founder of Hawke Media. As a serial entrepreneur and marketing expert, Erik has been recognized through honors and awards, including Forbes Magazine's 30Under30, CSQ's 40Under40, and Inc. Magazine's Top 25 Marketing Influencers.



14



## Robert Rose



PRESENCE SCORE

34

Robert Rose is a sought-after consultant, best-selling author, keynote speaker, and one of the world's most recognized experts in content strategy and marketing.



14



## Pat Flynn



PRESENCE SCORE

34

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 Smart Passive Income and Ask Pat.

## Top 30 digital marketing influencers

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**Tim Hughes**

PRESENCE SCORE

33

Tim is a pioneer, innovator, and social selling evangelist. He is the author of *Social Selling: Techniques to Influence Buyers and Changemakers* and the creator of one of the most advanced social selling programs. He is also the co-founder and CEO of Digital Leadership Associates.



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**Danny Sullivan**

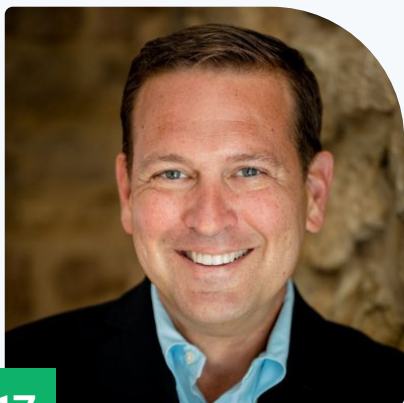
PRESENCE SCORE

32

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



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17

**Michael Brenner**

PRESENCE SCORE

32

Michael is a globally-recognized keynote speaker on leadership, culture, and marketing. He is also the author of two best-selling books *The Content Formula* and *Mean People Suck*. His work has been featured in *The Economist*, *The Guardian*, and *Entrepreneur Magazine*.



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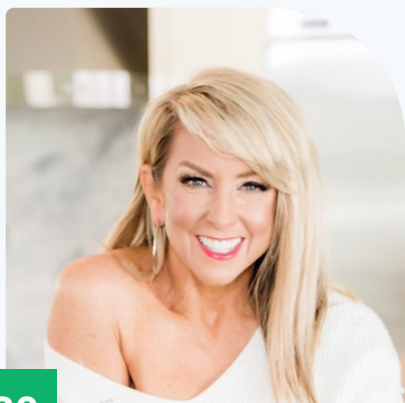
## Cathy Hackl



PRESENCE SCORE

31

Cathy is a tech futurist, sought-after consultant, and globally recognized metaverse expert. She has been called the Godmother of the Metaverse and works to change the future of how organizations are managed and led.



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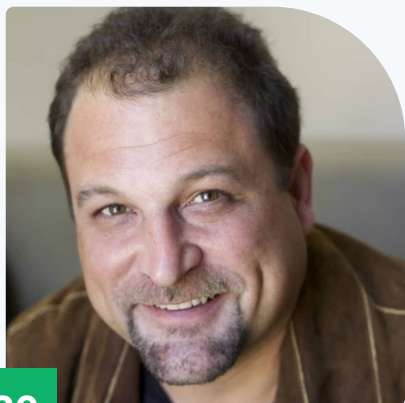
## Chalene Johnson



PRESENCE SCORE

30

Chalene is a world-renowned speaker, lifestyle business marketer, and Guinness World Record holder. She is passionate about showing marketers and business owners how to get noticed on Instagram and simplify their approach.



20



## Bryan Kramer



PRESENCE SCORE

30

Called the “Zen Master to Digital Marketers” by Forbes, Bryan is a TED and international keynote speaker, and CEO of PureMatter. He is also a strategist for Fortune 500 clients like IBM, Cisco, and Pitney Bowes on humanizing business through social media. Author of Shareology & Human to Human.





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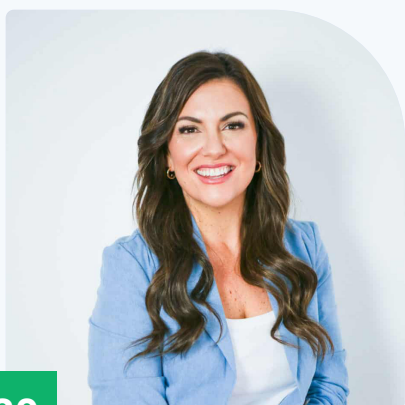
## Brian Solis



PRESENCE SCORE

30

Brian is a globally recognized independent digital analyst and anthropologist who has been hailed “one of the greatest digital analysts of our time”. He is also an award-winning author, prominent blogger and writer, and world-renowned keynote speaker.



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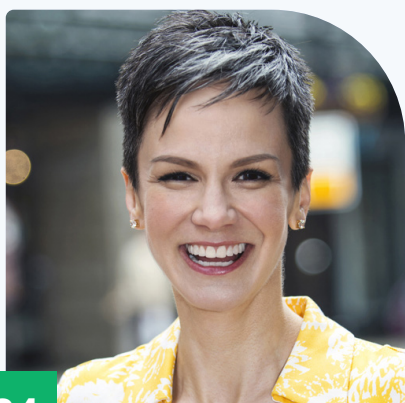
## Amy Porterfield



PRESENCE SCORE

30

Amy Porterfield is a social media expert specializing in social media strategies and Facebook marketing, and a co-author of Facebook Marketing All-In-One for Dummies. Amy is a top speaker, trainer, and consultant for young entrepreneurs and professionals looking to maximize their social media reach and engagement.



24



## Tamsen Webster



PRESENCE SCORE

29

Tamsen is a message strategist that is all-in on helping build big ideas and change the way people see them. With over two decades of industry experience, she is a sought-after keynote speaker and strategist for experts looking to drive action with their ideas.

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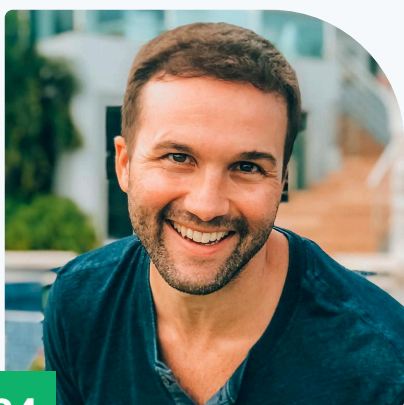
24

**Sandy Carter**

PRESENCE SCORE

29

Sandy is an American businesswoman, speaker and author. Formerly a general manager at IBM from 2013 to 2016 and vice president at Amazon Web Services from 2017 to 2021, Sandy is currently the senior VP of business development at Unstoppable Domains.



24

**John Lee Dumas**

PRESENCE SCORE

29

John is the host of the Entrepreneurs on Fire podcast, which won the Best of iTunes award, and the creator of [TheMasteryJournal.com](https://TheMasteryJournal.com) and [TheFreedomJournal.com](https://TheFreedomJournal.com).



24

**Chris Brogan**

PRESENCE SCORE

29

Chris is the chief of staff at Appfire and an executive-level strategist and CEO advisor, working with companies at the 100M+ revenue range. He is also the president of Chris Brogan Media, a sought-after keynote speaker and showrunner of The Backpack Show. He is the New York Times bestselling author of nine books and counting.



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**Brian Fanzo**

PRESENCE SCORE

29

Brian is a live social video and digital marketing strategist, Millennial keynote speaker, and host of SMACtalk and FOMOfanz.



24

**Brian Dean**

PRESENCE SCORE

29

Brian is an internationally recognized SEO expert and founder of the Backlinko blog, which he created to teach the lessons he learned along the way. Since launching the blog, Brian quickly made a name for himself by publishing insanely practical strategies that marketers can use to grow their online businesses. Backlinko is now one of the most popular marketing blogs online.



24

**Brian Clark**

PRESENCE SCORE

29

Brian Clark is the founder of Copyblogger, the midlife personal growth newsletter Further, and Unemployable, an educational community that provides smart strategies for freelancers and solopreneurs. He is also a co-founder of Copyblogger, a content marketing and SEO agency.

## Top 100 digital marketing influencers

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**Peter Shankman**

Peter is an entrepreneur and author. He is best known for founding HARO, an online service platform that connects journalists with expert sources, and ShankMinds, a global network of business experts. He also created Faster than Normal - a podcast and book about turning ADHD into a trump card.

**Lee Odden**

Lee is a B2B marketing strategist, author, international speaker and CEO of TopRank Marketing. His work integrating search, social, content, and influencer marketing for B2B brands has been reconized by the Wal Streer Journal, The Economist and Forbes as well as [CMO.com](#) and MarketingProfs.

**Dorie Clark**

Dorie Clark has been named one of the Top 50 business thinkers in the world by Thinkers50, and was recognized as the #1 Communication Coach in the world by the Marshall Goldsmith Leading Global Coaches Awards. Clark, a consultant and keynote speaker, teaches executive education at Duke University's Fuqua School of Business and Columbia Business School. Recognized as a "branding expert" by the Associated Press, Fortune, and Inc. magazine, she is the Wall Street Journal bestselling author.

**Samantha Kelly**

Samantha is the Chief Community Officer at Wedo. She is also a Twitter expert, and advises on how to create and nurture engaged communities around brands. Samantha is also a business coach, speaker and Twitter consultant.

**Martin Jones**

Martin is a content & digital marketing strategist, author, keynote speaker, and Influencer.



## Top 100 digital marketing influencers

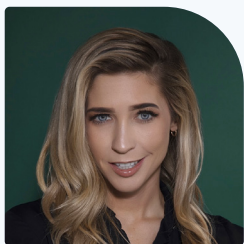
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**Joe Pulizzi**

Joe is an entrepreneur, speaker, author, and podcaster. He's the founder of multiple startups, including the Content Marketing Institute (CMI), the leading content marketing educational resource for enterprise brands. It has been recognized as one of the fastest growing business media companies by Inc. Magazine. Joe is also the author of the bestselling book Content Inc.

**Darren Rowse**

Darren is a blogger, speaker, author, podcaster, consultant and founder of several blogs and blog networks, including [ProBlogger.net](#) and [digital-photography-school.com](#).

**Cynthia Johnson**

Cynthia Johnson is an entrepreneur, marketing professional, author, and keynote speaker. She is a Co-Founder at Bell +Ivy, a personal branding agency based in Santa Monica, CA. She is co-founder and Chair of WonderKey Collective, a nonprofit organization focused on collecting and redistributing corporate technology to foster youth.

**Pam Moore**

Pam Moore is the CEO and Founder of Marketing Nutz, a keynote speaker and consultant. She is the host of the podcast Social Media Zoom Factor and an expert in digital marketing, social media, and SEO. She was named one of Forbes' top 10 influencers in social media.

**Michael Stelzner**

Mike is a self-professed data nerd and the founder and resident analyst at Social Media Examiner. There's nothing he loves more than unpacking and demystifying new industry trends and how they can (and will) impact social marketers worldwide.



## Top 100 digital marketing influencers

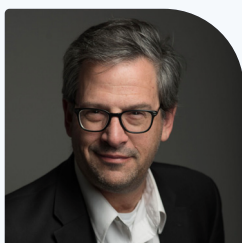
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**John Jantsch**

John Jantsch 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.

**Marcus Sheridan**

Marcus is an international keynote speaker known for his unique ability to excite and motivate live audiences with his transformational business approach. Marcus has been named a "Web Marketing Guru" by the New York Times, and one of Forbes's 20 "Speakers You Don't Want to Miss." He is also the author of the content marketing guidebook, "They Ask, you Answer."

**Joel Comm**

Joel is a New York Times bestselling author, professional keynote speaker, brand influencer and futurist. He is an expert on harnessing the power of the web, publishing, social media and mobile applications to expand the reach and engage in active relationship marketing. Joel is a sought-after public speaker who leaves his audience inspired, entertained, and armed with strategic tools to create highly effective new media campaigns.

**Neal Schaffer**

Neal Schaffer is a leading authority on helping businesses through their digital transformation of sales and marketing through consulting, training, and helping companies of all sizes with social media marketing strategy, influencer marketing, and social selling initiatives. He is the president of the social media agency PDCA Social, and also teaches digital media to executives.

**Mari Smith**

Mari is the Premier Facebook Marketing Expert, social media thought leader, consultant and speaker. 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.



## Top 100 digital marketing influencers

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**Beth Comstock**

Beth is an advisor, author and board director. As President of Integrated Media at NBC Universal, Beth oversaw TV ad revenue and new digital efforts, including the early development of [hulu.com](https://www.hulu.com). Beth is a director at Nike, trustee of The National Geographic Society and former board president of the Cooper Hewitt Smithsonian National Design Museum.

**Andy Crestodina**

Andy Crestodina is a co-founder and the Strategic Director of Orbit Media, an award-winning digital agency in Chicago. He was named one of Forbes's Top Online Marketing Experts. Over the past 21+ years, Andy has provided digital strategy to over a thousand businesses. He is a top-rated speaker at national conferences and a writer for the most prominent blogs.

**Susan Gilbert**

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

**Shelly Kramer**

Shelly is a founding partner and Senior Analyst at Futurum Research, and the President of BROADSUITE Media Group. A serial entrepreneur with a technology-centric focus, she has worked with some of the world's largest brands to lead them into the digital space, embrace disruption, understand the reality of the connected customer, and help navigate the process of digital transformation.

**Ryan Deiss**

Ryan Deiss is a best-selling author, founder of multiple companies collectively employing hundreds around the globe, and one of the most dynamic speakers on marketing in the United States. Ryan is also the creator of the "Customer Value Optimization" methodology.





## Top 100 digital marketing influencers

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**Rachel Miller**

Rachel is the founder and CEO of Swayd. She is among the Top 50 MarTech, Influencer Marketing, and B2B Marketing experts worldwide. She is a content marketing strategist and skilled community builder. Using proven methods, Rachel increases community engagement and brand awareness through social media.

**Kim Garst**

Kim is a social selling pro, best-selling author and the co-founder and CEO of Boom! Social, a social selling training and consulting firm.

**Justin Wu**

Justin Wu is an Information Architect turned marketer and founder of Growth.ly. He Snapchats daily about how to hack entrepreneurship and has collaborated with both Wall Street Journal & CES. He takes a systems approach in all the work he does and finds ways to utilize software to either build or optimize business needs. In the past, he has founded several companies such as Sidevision (Invested by Warner Bros), and [Vytmn.com](https://vytmn.com), a marketing tech company where he lead the growth of \$1M in revenue in its first year.

**Avinash Kaushik**

He is the author of two best-selling books: Web Analytics 2.0, Web Analytics: An Hour A Day, Digital Marketing Evangelist for Google (Simplify Complex Marketing) and Co-Founder and Chief Education Officer for Market Motive.

**Ann Lewnes**

As Adobe's Chief Marketing Officer and Executive Vice President of Corporate Strategy and Development, Ann Lewnes is responsible for the company's marketing, communications, corporate strategy, and M&A efforts worldwide. In 2020, Lewnes received the New York Women in Communications' Matrix Award.





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**Wendy Clark**

Wendy Clark is the Global CEO for Dentsu international and Executive Officer, Dentsu Group Inc. Called “one of the most important women in advertising” by Advertising Age, Wendy has earned numerous recognitions throughout her career, including the Matrix Award from New York Women in Communications.



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**Mike Allton**

Mike is a content marketing practitioner and CMO. He is also an author and award-winning social media blogger.



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**Matt Heinz**

Matt Heinz is the president of Heinz Marketing Inc, Keynote speaker, and author. He is also the host of Sales Pipeline Radio. He specializes in marketing, sales, demand generation, social media, public relations, brand management business development, strategic management, customer experience and strategy.



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**Evan Kirstel**

Evan is a B2B thought leader and leading technology influencer. He has 30 years of experience in enterprise sales, alliances & biz dev experience in the telecom and IT arena. He is a Co-Founder of EVIRA Healt.



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**Dave Kerpen**

Dave is a serial entrepreneur, New York Times best-selling author, and global keynote speaker. Dave is a co-founder and co-CEO of Apprentice, a platform that connects entrepreneurs with the brightest college students. Dave is also the co-founder and CEO of Remembering Live, a virtual memorial service company and Celebrating Live, a service company that creates virtual events for corporate, non-profit galas and weddings.

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**Rachel Pedersen**

Rachel is a top social media marketer, consultant and coach, worldwide viral sensation, and leading authority on storytelling through social media. There really is nothing she can't do when it comes to social media, and teaching organic TikTok mastery is no exception.

**Marsha Collier**

Marsha is one of the foremost e-commerce experts and educators in the world. She is the author of eBay for Dummies, Social Media Commerce for Dummies and other books about selling online.

**Madalyn Sklar**

Madalyn is a serial entrepreneur, community builder, and leading Twitter marketing expert. She is the #1 Social Media Power Influencer in Houston. Madalyn is also a host of the #TwitterSmarter podcast.

**Jeff Bullas**

Jeff is a digital entrepreneur, marketing blogger, keynote speaker, digital strategist, consultant and author. He works with companies to grow their online personal and businesses through social, digital and marketing automation. He is the owner of [Jeffbullas.com](https://Jeffbullas.com). Forbes calls him a top influencer of Chief Marketing Officers and the world's top social marketing talent.

**Donna Moritz**

Donna is an Australian Visual Content Strategist, and founder of [Socially Sorted](https://SociallySorted.com), listed by Inc. and Forbes as a top social media blog to know about. Donna helps businesses create amazing visual content for their brand, and is one of less than 30 [Canva Verified Experts](#) in the world and a [Canva Creator](#). She's also an international speaker in the marketing and tourism industries.

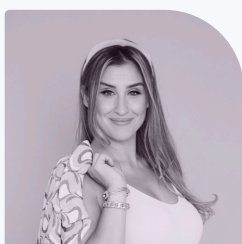


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**Lilach Bullock**

Lilach helps B2B entrepreneurs and businesses exponentially grow their business and impact without overwhelm. She is a speaker, author, and tech influencer. Also, she runs a podcast called "The Lilach Bullock Show."

**Elise Darma**

Elise teaches not-so-Insta-famous people how to make actual, REAL revenue – without taking hours each day. With over 20,000 students, Elise is a sought-after coach and trainer, specializing in creating thriving businesses on Instagram without paid ads.

**Sujan Patel**

Sujan is a Co-Founder at Mailshake and a veteran SaaS marketing leader with over 16 years of experience. He has helped hundreds of companies to grow - from emerging startups to Fortune 500 leaders. He is a data-driven marketer, an entrepreneur, and a content marketer.

**Rebekah Radice**

Rebekah is the founder of Rebekah Radice Media and the co-founder of **BRIL.LA**, a women-owned digital marketing firm helping people get, keep, and grow their customers by aligning all of their online touchpoints. With over 20 years of experience, Rebekah is a recognized leader and influencer in digital marketing.

**Ian Cleary**

Ian Cleary is the founder of RazorSocial which provides online training on content marketing and social media to marketers and business owners. Ian is considered one of the world's lead social media specialists and speaks regularly at international conferences around the world.

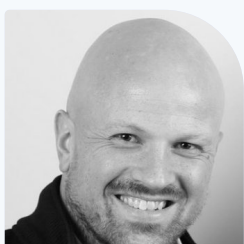


## Top 100 digital marketing influencers

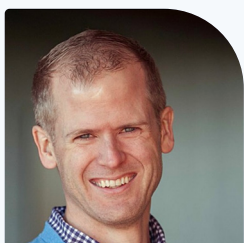
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**Gini Dietrich**

Gini Dietrich is the founder and CEO of Arment Dietrich, a Chicago-based integrated marketing communications firm. She is the lead blogger at the PR and marketing blog, Spin Sucks, is co-author of Marketing In the Round, and is co-host of Inside PR, a weekly podcast about communications and social media.

**Daniel Newman**

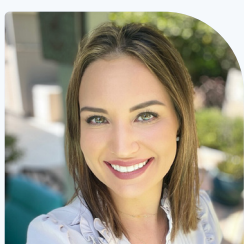
Daniel is principal analyst of Futurum Research, CEO of Broadsuite Media Group, and author of six Amazon best-selling books. He is also an author and contributor to some of the largest media outlets. A regular on Forbes, MarketWatch, YahooFinance, CNBC, and Bloomberg.

**Jon Loomer**

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

**Fallon Zoe**

Fallon helps female entrepreneurs and creators grow their online influence and businesses organically. She is an out-of-the-box thinker that encourages marketers to build amazing things from scratch using only their phones and Facebook's native tools.

**Mandy McEwen**

Mandy is a LinkedIn expert who specializes in helping enterprises increase brand authority and revenue through thought leadership. She is an agency owner and educator that has been recognized and featured in many well-known publications.



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**Ashley Dudarenok**

Ashley Dudarenok is a China marketing expert, serial entrepreneur, global keynote speaker, 3-time bestselling author, vlogger, podcaster, media contributor, and female leadership spokesperson. In 2022 she was named one of the top 30 global gurus in digital marketing by Global Gurus.

**Peep Laja**

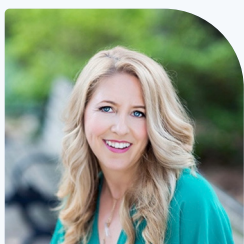
Peep is the Founder and Principal of CXL, an entrepreneur, and a conversion optimization champion. He was voted the #1 most influential conversion rate optimization expert in the world. He is devoted to growing the size and quality of the whole conversion optimization community; also, he's the host of the How to Win podcast.

**Jessica Stansberry**

Jessica is an educator and course creator that is excited about helping marketers find the shortcut to a business that supports them. She is a popular social media personality that doesn't take herself too seriously but still boasts a wide-reaching and highly engaged audience across multiple platforms, like YouTube.

**Ann Smarty**

Ann Smarty is the Brand and Community manager at [InternetMarketingNinjas.com](https://InternetMarketingNinjas.com) as well as the founder of [MyBlogU.com](https://MyBlogU.com). Ann has been into internet marketing for 10 years. She is the former editor-in-chief of Search Engine Journal and a contributor to prominent search and social blogs, including Small Biz Trends and Mashable. Ann is also a frequent speaker at Pubcon and host of regular Twitter chats #vcbuzz and #myblogu.

**Wave Wyld**

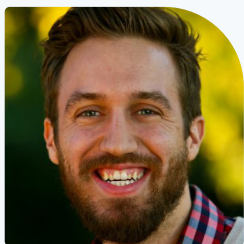
Wave is a TikTok expert who helps business owners use TikTok to generate leads and sales so that they can achieve their business goals. She created the TikTok trend alert movement helping social media managers leverage the platform to grow their audiences and engage their communities.





## Top 100 digital marketing influencers

2022 REPORT

**Jeff Barrett**

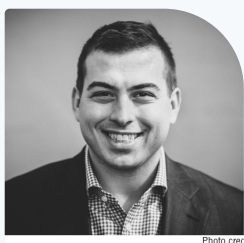
Jeff is the CEO of Status Creative and a keynote speaker. He was named Best Business Blogger 2015 by Shorty Awards and listed on Forbes' Top 50 in Social Media list. He has written for Mashable, Technorati, The Washington Times and more.

**Glen Gilmore**

Glen Gilmore is a digital marketing expert. Called a "man of action" by TIME magazine, he is a Forbes Top 20 Social Media Influencer and also a top influencer in digital transformation, emerging tech & travel. Glen is an author and speaker providing digital marketing strategies and training to Fortune 500 companies.

**Giselle Ugarte**

Giselle is an online performance coach and the CEO of Action-Forward. She's mainly known for her content accelerating keynotes and programming designed to help entrepreneurs with personal branding and social media messaging. She approaches marketing through personal development, humanizing how we show up in business.

**Derek Halpern**

Entrepreneur, investor, and founder of Social Triggers. Derek is an expert in online marketing, traditional marketing, and email marketing. He is also the co-founder of Truveni, a self-funded health and wellness startup.

**Nathan Allen Pirtle**

Nathan Pirtle is a globally recognized speaker, host, entrepreneur, marketing expert, activist and philanthropist. Pirtle is also the founder and CEO of Work With The Coach, a leading digital media company which represents and advises industry-leading artists and companies including Nicki Minaj, Gavin Rossdale, Apple Music, Youtube, Lil Wayne, BET Networks and more.





## Top 100 digital marketing influencers

2022 REPORT

**Peg Fitzpatrick**

Peg is an author, industry leader and educator in social media and visual marketing specializing in Pinterest, Instagram, and social media for small businesses. She shares professional experience working day to day in the trenches of social media, marketing, and blogging. Peg has spearheaded successful social-media campaigns for Motorola, Audi, Canva, Google, and Virgin.

**Leonard Kim**

Leonard Kim is a personal branding expert. He's also the co-founder of InfluenceTree and author of Ditch the Act: Reveal the Surprising Power of the Real You for Greater Success. His TEDx Talk, "Why You Should Let Your Fears Guide You," has been internationally recognized as one of the best TED Talks by Forbes, Inc. Magazine and Mashable.

**Jenny Rooney**

Jenny Rooney is the Managing Director, and Co-Founder of Black Glass CMO House, an Advisory and private community focused on empowering, inspiring, and supporting CMOs and their organizations. Before starting CMO House, Jenny spent over a decade with the Forbes CMO Network Team, managing content and events critical to executive-level marketing decision-makers.

**Jason Sibley**

Jason is the CEO and Head of Campaign Strategy at Creation Agency, working for global clients specializing in Demand Generation using Intelligent Digital Marketing (including Marketing Automation) and Social Media. He is a demand generation specialist for international clients, combining marketing automation, paid media, and social media.

**Ian Anderson Gray**

Ian Anderson Gray is an international keynote speaker, live video confidence coach & social media tools expert. He is the founder of Seriously Social and co-founder of Select Performers.



## Top 100 digital marketing influencers

2022 REPORT

**Marji J. Sherman**

Marji J. Sherman is an experienced social and digital media marketer, frequently appearing on lists of the top marketers, social media marketers, and digital media marketers in the world. Marji is the creator of impactful and memorable campaigns for major brands, including Capital One, UPS, Allstate, eHealth, TruStage, CUNA Mutual Group, United Methodist Church, Anti-Defamation League, B+E Net Lease, and more.

**Murray Newlands**

Murray Newlands FRSA is an entrepreneur, business advisor and speaker. Newlands is also an adviser to the Draper Nexus Network of Things Fund that invests in IOT companies. He gives practice advice from the 1000's pitches he has heard for entrepreneurs and startups to grow their companies, get investment and succeed.

**Ted Coiné**

Ted is a Forbes Top 10 Social Media Power Influencer and an Inc. Top 100 Leadership Expert. Ted is the CEO of The Extraordinary Network, a group that is rewriting all the rules of influencer marketing by cutting out agency middlemen to work directly with B2B and luxury brands.

**Tamara McCleary**

Tamara McCleary is a branding expert, chief executive officer at Thulium, and top influencer. Tamara is a leading technology futurist, believing advancements such as AI will bring great social, political and spiritual impact to the business world.

**Warren Knight**

Warren Knight is an award-winning Digital Leadership and Digital Transformation Leader 2020, a top 100 Global Influencer and a top 100 Tech Influencer. He was internationally recognised as an award-winning virtual keynote speaker in 2020 and an award-winning technology entrepreneur. Warren is also a certified Agile leader and author of Think #Digital First.



## Top 100 digital marketing influencers

2022 REPORT

**Oli Gardner**

Unbounce co-founder Oli Gardner is a globally recognised thought leader on the topics of digital marketing, conversion optimization, and user experience. He's an award-winning public speaker and a veteran of hundreds of speaking engagements and has coached many beginners and advanced speakers who have seen accelerated growth in both their speaking skills and their careers.

**Mike Kawula**

Mike Kawula is an Author, CEO and Serial Entrepreneur. He is also the founder of Self Employed King where he provides new and aspiring online entrepreneurs affordable technical and marketing assistance to help them succeed. Michael has owned two franchises and started an online business in 2008 ranked the 144th fastest growing company by Inc. Magazine in 2012.

**Jack Kosakowski**

Jack consults, trains, implements, and executes with some of the top B2B sales teams globally on how to integrate social media into the traditional sales process. He speaks at some of the largest sales, marketing, and leadership conferences globally. He has been called the most passionate social selling evangelist in the field and one of the top voices in social selling. He has been featured on Forbes, and his content can be found on LinkedIn, Salesforce, Sales Hacker, Convince and Convert, Act-On, and multiple other top sites.

**Ann Tran**

President at Ann Tran LLC, writer, and consultant with a strong social media presence. Ann is a speaker for social media as well as an expert on digital media and online Influence. Ann is a TEDx speaker, digital content creator, brand consultant, and travel writer.

**Melonie Dodaro**

Melonie Dodaro is a globally-renowned entrepreneur, marketer, business leader, in-demand keynote speaker, best-selling author and expert authority on all things LinkedIn. Her specialty is leveraging LinkedIn to attract high-quality clients on demand. She is the author of multiple international #1 best-selling books, including LinkedIn Unlocked. Melonie is also the creator of Cracking the LinkedIn Code program – the gold standard for online training for LinkedIn and B2B lead generation.



# How to run a successful influencer marketing campaign?

Working with influencers can, and often does, yield sensational results. Find out what you can do to make sure your campaign achieves its goals.



**Alicja Mękarska**,  
Partnership Manager at Brand24



It's easy to find articles and reports on the web about how amazing the results of influencer marketing are. And that's great, because such results are within your reach. However, the question is how to really achieve them. The following tips will certainly help you with this matter.

## 1. Define your goal

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You certainly know what you want to achieve. Your targets are already set in your marketing strategy or at least in your goals for this year and quarter. However, it's one thing to define broad targets for your business, and quite another to set specific goals for your influencer campaign. To define such a goal, sometimes you have to take a few steps backwards. If you want to attract more customers (what a surprising goal for a business!), you need to think about where your brand is at.

If your recognition is low, this is the step you should focus on in the first place. Or, on the other hand, if your recognition is at a satisfactory level, think about the state of trust in your company and about the associations with your brand. If they're not entirely positive, it's the warming up of your image that is worth working on with an influencer. Look broadly and act as precisely as possible.

Below, you will find suggestions about what objectives a campaign can fulfill. At the same time, I would like to point out one very important thing – unless you operate in the FMCG industry, sales as such may be a too ambitious of a goal. Remember that the more expensive and/or less known the product, the purchase path will be correspondingly longer and the influencer promotion will be only one of its elements.

- Increasing brand recognition
- Building greater trust in the brand/positive associations
- Presenting your product offer (especially when you are launching a new offer or the segment is not well known among your audience)
- Sales
- Retaining existing customers (reassuring them that they made the right choice)

## 2. Define your target group

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You most likely know who you want to reach. However, think about this in the context of working with an influencer. Perhaps this is the moment to divide your target audience and direct your message to some of them? I assume that you will partially (if not entirely) focus on social media. However, let's not forget that different people are present on Instagram, TikTok and YouTube. Although these groups overlap, they are rarely 100% identical. This will be even more different when you use an influencer's image in traditional media. Focus on who you want to speak to within your specific activities and how many audiences there are to engage. My suggestion would be that the more specifically you define them, the more effective your actions can be.

## 3. Identify the right influencer for your campaign

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Identifying the right person to work with is one of the biggest challenges of **influencer marketing**. Why is it so complicated? Because you need to target not only the people who are able to reach the desired audience, but also those who will have a real impact on them. Numbers are not always a reliable indicator. A creator may have many followers not because he or she enjoys their respect and trust, but because the content arouses a lot of emotions (not always positive), provides entertainment (but at an average level), shocks, etc. That's why numbers are not always a clear indicator of who is worth working with. I suggest you use tools such as Ambassador, Grin, CreatorIQ or Hype Auditor. They will help you find the right person or group of people in a particular category. However, it will always be up to you to do the most important part of the work, that is verifying what these numbers look like in practice.



So check the following:

- What exactly does the selected person publish: does the quality, content, language, frequency of publication resonate with your brand?
- Whether and what kind of engagement they create: is the audience sharing and commenting the content – if so, what do they say?
- Is the influencer credible in your opinion (or is their channel a collection of ads)?

These are the basic issues to think about. If a particular person meets your requirements based on these criteria, it is worth making an offer of cooperation. However, remember that what you propose should bring value to both parties. You want to achieve something, and the influencer will probably want to show their audience something of value. Think about this as well.

## 4. Choose how and where to reach your audience

You already know who you want to reach and, at this stage, you should already know who will help you with this. It is time to think about the communication channels. At the outset, determine whether you will be using the image of the influencer in your ads or you want to be present in the creator's feed. Secondly, think about where the audience described above is most active by paying attention to the influencer's activity. Perhaps you'll only focus on Instagram (stories and a regular post), or you'll mix it up with a Facebook post or a blog post. Are your potential customers really there? Think broadly and act narrowly so that the actions are best suited to expectations. The way of promotion determines its form in a natural way. On Instagram Stories, you will focus on a film and graphics, while TikTok is mainly about making a short video with subtitles. A video on YouTube allows your actions to be a little wider. Don't use the same form for every person and medium. You need to be flexible and listen well to what is happening in the market in your industry.

## 5. Establish the rules of cooperation

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Contracts, contracts and more contracts. It's not about a lack of trust, it's about confidence and peace of mind. On both sides. A contract is a guarantee of implementation in your desired form and its precise definition. This gives clarity about the expectations of both parties and guarantees a satisfactory implementation of commitments. For each cooperation, the contract must be prepared individually in consultation with your lawyer. I encourage you to take into account the following elements:

- Time, date, and form of execution of the order (who provides the material, who specifies its content, and to what extent)
- Place of publication (blog, Twitter, Instagram, other?)
- What must appear in the publication, what should be described (your product or service, specific feature, advantages, terms of purchase, promotional campaign)
- What cannot and should not appear in the publication (e.g. the product should be shown against an attractive background and in an optimal context, it should not be shown in a bathroom etc.)
- Non-competition (responsible influencers know this, but it is worth including a ban on promoting competitors' products, e.g. for three months after promoting your product)
- Content approval (everything that will be published should be known to and accepted by you before the world sees it)
- Agreeing whether and to what extent you can use the influencer's material and image

## 6. Coordinate activities on an ongoing basis

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Stay on top of every detail! The content was created by the influencer and published after your approval. Your role is to check what is going on around the publication. There may be compliments – be grateful for them. Or maybe questions will come up – be there to answer them first. And what if someone is complaining? You should be there first and react to dispel any doubts. This gives your audience a sense that you are thinking about them, responsibly nurturing relationships and keeping your customers and leads happy. Social media and digital marketing as a whole is an incredibly vibrant environment. Be ready for it and step in when the situation demands it.

## 7. Use influencer content for promotion in your channels

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Have a look at the last item pointed out in the paragraph discussing the contract. If you agreed with the influencer that you can use their image and/or posts in which they mention you – do it! Take pride in the fact that this person speaks well of you. This is a classic application of social proof, which has enormous impact. Share posts, promote articles, show the world that someone they know and like appreciates you.

## 8. Verify the effects and optimise

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Collecting the results of influencer marketing will be the second most difficult task in your campaign – right after choosing the right person. At this point, go back to your goal – was it to raise awareness? Then you will measure effectiveness, for example, by the increased number of visits to your website or profile and the number of mentions in social media, as well as the influencer's reach for that particular post. If you are focusing on sales, it certainly helps to assign a discount code to the creator and then check in your CRM how many times it has been used. The most important thing is that in 90% of the time the results of influencer marketing don't come over the night. Check Google Analytics, number of fans and likes, enquiries, form fills, comments. Collect and overlay data – only then will you get a real picture of how well you did. Check the effects on an ongoing basis and, if possible, improve your subsequent actions. Good luck!

# 10 Tools for Savvy Marketer + **BONUS!**

Do you want to build your brand, strengthen your position in the market, gain new customers and nurture the existing ones? This sounds natural. It looks like you need to make sure you communicate effectively. Check these brilliant tools out.

The choice of them was not random. During their selection we were guided by the topic of influencer and partnership marketing. We focused on making them as helpful as possible in creating campaigns and strategies, social media management, partner selection and also to help nurture relationships.

*PS. We have something really special for you at the end of this article.*





## Prowly

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Managing all media communication can sometimes be overwhelming and time-consuming. Fortunately, there are really good solutions to address this challenge. First of them is Prowly. It is a comprehensive **public relations management tool** that enables you to send information to the media from one place, maintain a press office and a visually attractive brand journal.

Also keep in mind the importance of having a social media presence. It allows us to communicate more efficiently with both existing customers and leads, present our product offers and reach a much wider audience. However, it is worthwhile to improve your actions, especially when it comes to more than one social network.



## SocialBee

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**SocialBee** is an excellent social media management tool for posting across all accounts – Facebook, LinkedIn, Twitter, Instagram, Pinterest, Google My Business and TikTok – from a single platform. Starting with content creation (with the Canva integration), scheduling (in a calendar-like view), publishing, and all the way to analysis – SocialBee makes your content marketing a smoother, more streamlined process.



## NapoleonCat

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The second tool that will improve your social media activity is **NapoleonCat**. It offers a full stack of social media management tools for small and growing teams. In the Social Inbox, you can track and reply to messages, reviews and comments (including comments to Facebook and Instagram ads). You can even automatically reply to repetitive questions and delete spam. The tool's multiple collaboration features also allow you to easily delegate tasks and facilitate the approval process.



OK, so you already have a pretty good base for your efforts. Now, you have to remember how important email marketing is in building your brand. Check out the cool supporters we've prepared for you!



## Woodpecker

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If you're looking for an intuitive cold emailing tool, [Woodpecker](#) will be a hit! Woodpecker helps B2B companies connect with prospective customers and business partners – and keep the conversations going. Use it to create relevant, personalised email sequences and automatically send them from your email address directly to your recipient's inbox. You can also follow-up automatically in the same thread. The sequence is automatically stopped when someone replies or schedules a call via Calendly.



## GetResponse

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Another solution that will help your messages reach the inboxes of your subscribers is [GetResponse](#). The really cool thing is that it combines some great features in a single platform. It is powerful, yet simple marketing automation software that helps you grow your audience, engage with customers and boost online sales. GetResponse can help you achieve your goals as a truly professional partner – without the need for high email marketing skills or tons of your time. With over 30 tools included in a single easy-to-use platform, you can transform your online marketing experience and achieve tangible results.



## Newoldstamp

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Sending emails is one thing, but it is also worth taking care of their aesthetic side. And [Newoldstamp](#) can help you with that. It is a powerful email signature generator that allows businesses to create, customize and deploy beautiful and personalized email signatures across the entire company. A standardized email signature can create thousands of sales opportunities every day with every email sent. Thanks to Newoldstamp, you stand out of the crowd, which is one of the biggest challenges today. Sounds good, doesn't it?



## BuzzSumo

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And what about content marketing? We can all agree that it responds to real user needs. It helps them solve their problems, inspire, engage, and sometimes entertain. This is how your brand gains credibility, trust and more solid leads in the long term. That's why it's worth investing in a tool that will allow you to monitor user engagement and follow current trends in content marketing. Buzzsumo gives you exactly that. [BuzzSumo.com](#) is an online analyser that allows you to find out what content is performing best in your industry and has the most influence in it. It will certainly help you identify the topics that attract the most attention and at the same time are related to your business.

Social media and email marketing are really important, but these are not the only areas you should cover in your marketing strategies. Get to know the tools that can make your everyday efforts way easier.



## Demio

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If you haven't been offline for the last few years (and especially the last two) you're probably aware of the importance of online meetings, workshops and webinars. If you want or need to schedule online events (especially webinars), [Demio](#) is here for you – it will make it easy for you to create them.

It is a cloud-based solution designed to help businesses create, launch and manage live, automated or recorded webinars, making it easy to engage both prospects and customers.

You need to know that only Demio provides a simple, no-download webinar experience for your audience, as well as all the marketing tools you need to generate better results.



## Upfluence

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Influencer marketing is a hot trend (this is one of the reasons you're reading this report) but what's the most important is that it can help you get the most out of your brand. If you're looking for a tool to help you make and maintain positive connections, collaborate, and track accurate results, **Upfluence** is the answer. It is a cloud-based influencer search and management solution designed for agencies of all sizes. We'd like to emphasize this because many similar apps are dedicated only to big market players. Upfluence thinks about all of you! It offers influencer marketing, affiliation management and performance-tracking functionalities within a single suite.



## PartnerStack

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The last but certainly not least is **PartnerStack**! It is an affiliate marketing platform that helps businesses by maximizing the benefits of partnering and collaborating with other affiliate marketers to increase sales, leads and conversion. PartnerStack promotes brands and provides better support to affiliates by allowing businesses to partner with leading SaaS companies such as Bambee, Brand24, Hello Bar & Subscribers, Spocket, GenM, Buzztime, Freshdesk, SalesHandy, Insense Ads, Inc., GoDaddy DBA Sellbrite and many more.



# Aaaaaand

## here's the nicest surprise for you!

Together with our partners we prepared promo codes.  
Use them right away and benefit from the most useful apps!

### SocialBee

30% discount for 3 months

 DISCOUNT LINK:

**Special Discount Link**

### NapoleonCat

35% discount on annual plans

 DISCOUNT CODE:

**Marketing Influencers 35**

### Woodpecker

30 days trial and 500 test mails

 DISCOUNT LINKS:

**Special Discount Link**

30% discount for 3 months

**Special Discount Link**

### GetResponse

30% discount for the first 3 months

 DISCOUNT LINK:

**Special Discount Link**

### Newoldstamp

20% off for the first 100 customers

 DISCOUNT CODE:

**DA8C33E3**

# BRAND24

This report is based on data provided by Brand24.

Brand24 is one of the best **tools for monitoring** the Internet with particular emphasis on social media. This is the fastest way to reach the discussions about your brand, product or the topic you are interested in.

Brand24 is a new channel of communication with customers, which will support sales and strengthen the positive image of your company on the Internet.

With Brand24 you can:

- identify the best brand ambassador
- measure your influencer marketing/PR efforts
- monitor online discussions
- check what your competitors are up to

Media monitoring allows you to observe your audience and better understand their needs, so you can tailor your offer to them.

Based on this knowledge, companies can communicate and promote their services even more effectively, understand the specifics of the industry in which they operate and draw valuable conclusions.

Join your audience on:

- |             |             |                     |
|-------------|-------------|---------------------|
| > Facebook  | > Twitch    | > Google Play Store |
| > Instagram | > YouTube   | > Booking           |
| > Twitter   | > TikTok    | > Yelp              |
| > Telegram  | > App Store | > TripAdvisor       |

**SIGN UP FREE**

OR VISIT

