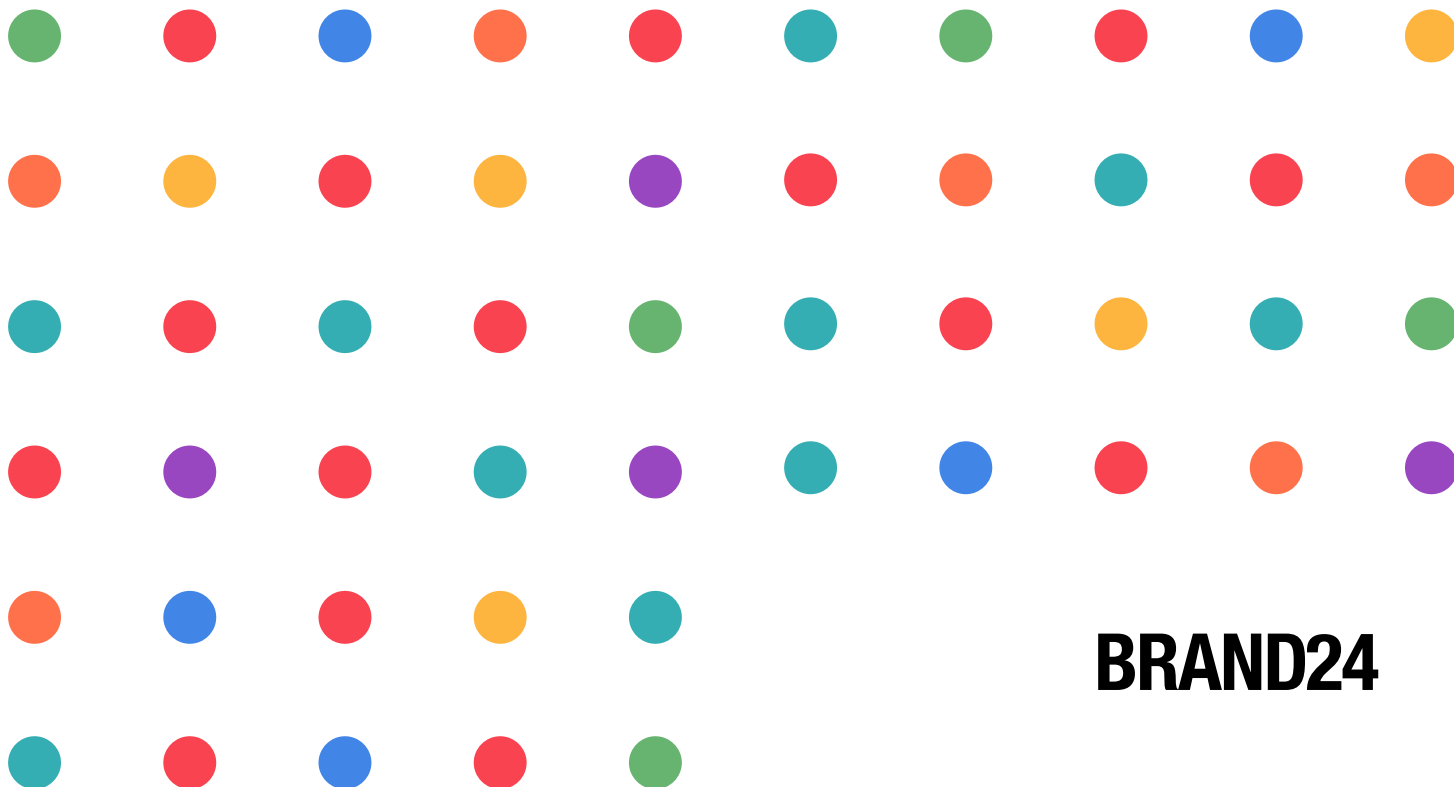


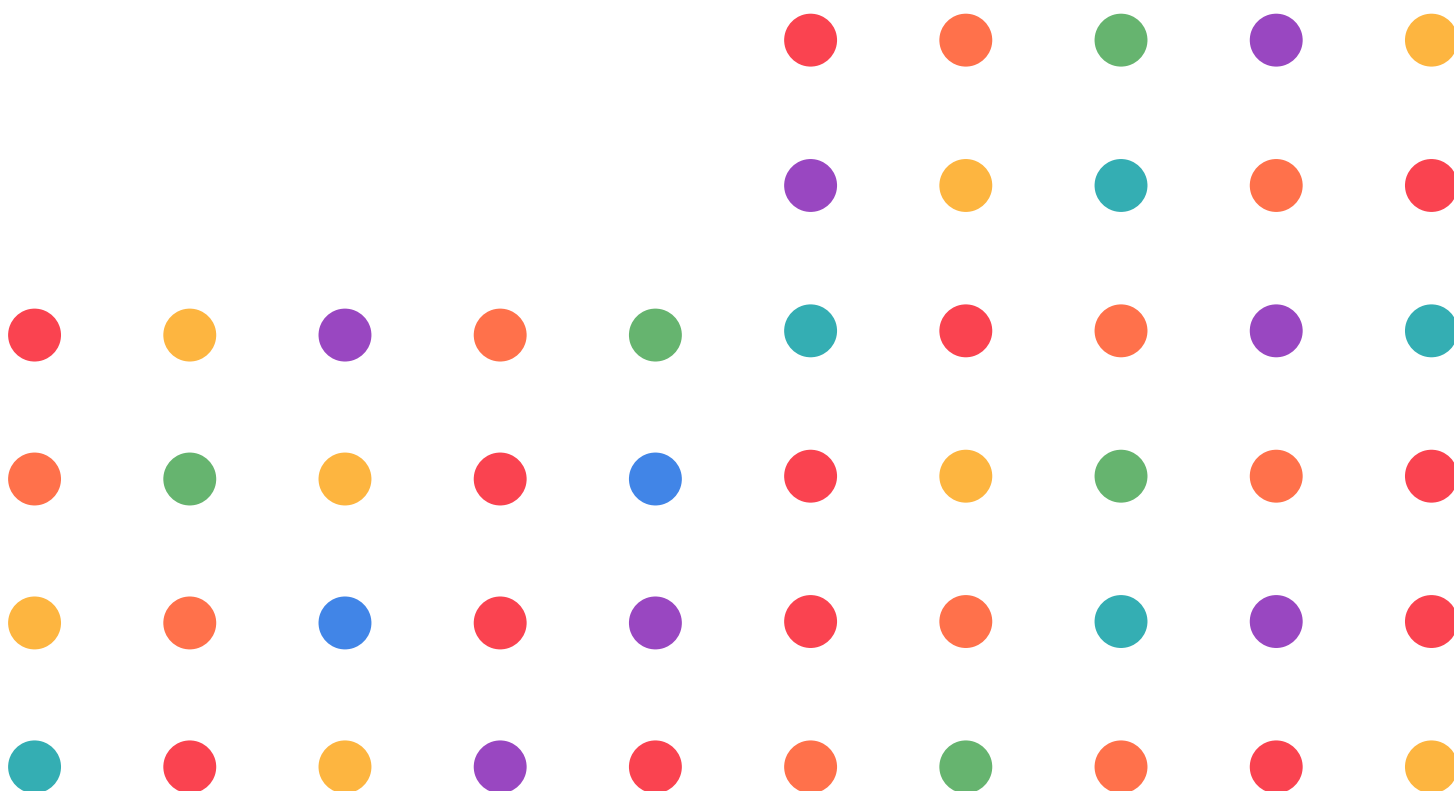


BRAND24

TOP 100

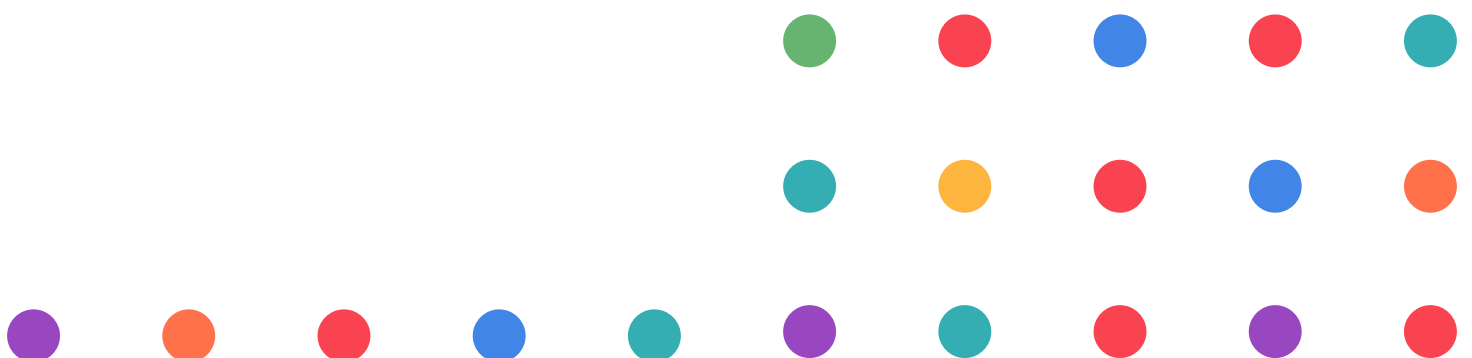
MARKETING INFLUENCERS

based on 2 million mentions



index

Benefits	3
Idea	5
How we did it	7
Top 100 Marketing Influencers	8
Top 30 Most Engaging Marketing Influencers	37
Key Points: Ten Rules of Engagement	38
Afterword	44
About Brand24	45
Source Data	46
About the Authors	48



BENEFITS: WHAT'S IN IT FOR YOU?

Benefit from our analysis of **2 million online mentions and more than 4.5 million interactions over an 11-week period** across 2016 and 2017. Collecting all the data above was no small task, but it helped us find the top Influencers who were **most successful at engaging their audiences**. Taking a closer look at their numbers showed us **how they did it**. We've compiled all of these figures for you in the *Top 100 Marketing Influencers 2017*, along with our analysis on what they indicate. Check out our Key Points to find out which **tools, tips, and tricks** these Influencers use to engage their audience, and keep reading to learn more.

LEARN FROM THE PROS



To be effective with online marketing you need to identify a relevant audience and provide value and build relationships with that audience. One of the best ways of providing that value is through content. Create strategic content that demonstrates your knowledge/expertise and your audience will engage. When you have the attention of a relevant audience you can then increase that attention through promotion (paid or unpaid) and increase sales through optimizing your conversion process.

IAN CLEARY

For the seasoned expert who's already earned a spot in this year's Top 100

No worries. There's something in here for you too. Even if you're already at the top of the game, there's no guarantee that you'll stay there. Check out the Top 100 and:

- **get to know your peers** – meet other top Influencers that you can collaborate with on various marketing-related projects and engage a broader audience.
- **find inspiration** – unfortunately, there's no such thing as a bottomless source of creativity and innovation; the well does run dry. See what other Influencers are doing and get ideas from some of the top marketing minds around the world.

For the Influencer in the making who needs to step up his/her game

Part of what makes the top Influencers so good at what they do is their ability to work efficiently (doing things right) and effectively (doing the right things). Our Key Points show you some of their techniques, which include:

- **stocking up on the right tools** – cut down on the legwork. The reason these tools exist is to make your life easier. Use them to help you organize your posts, plan their release, optimize visibility, and track important information. Take advantage of the time you'll save by focusing on things which will add more value to your work.
- **quality control** – are the top Influencers doing something that you're not? Is their content better? Are they more consistent? More responsive to their audience? Check out our Key Points to see what the experts are doing and find out how you can be as efficient and effective as they are.

And for all the new players who are just getting warmed up

Look to the Top 100 for inspiration. See the methods behind their success in our Key Points and implement them in your own strategies. By using the right tools combined with expert tips, you'll learn how to **locate your audience, draw them in, and engage them.**

LEARN FROM THE PROS



I end nearly all of my talks and classes with this advice: Be more human. We need to constantly look for ways to use technology to tear down barriers between our companies and our customers instead of building them. We need to look beyond data and dashboards to see people as they really are and connect in a human way.

MARK SCHAEFER

IDEA

The *Top 100 Marketing Influencers 2017* is our **numbers-driven homage** to some of the most inspiring leaders in the industry. The ranking is based on each Influencer's **total number of mentions over an 11-week period**.

From top bloggers to CEO's, the experts who make up this diverse group have extensive knowledge on business strategies, content creation, digital tech, and more. While their fields of expertise may vary, they all share 3 common traits: they actively maintain a strong social media presence; they consistently come up with new and creative ideas; and because they're not just marketers, but online Influencers, their work is able to inspire on a global level.

You can be certain that those impressive stats which our Top 100 have racked up are built atop a solid bedrock of blood, sweat, and tears. Just imagine the power behind the numbers if all these experts got together.

The figures we came across while gathering data on our initial pool of Influencers, before narrowing down the final 100, were pretty mind-blowing. They include:

- a hard-earned **2 million total mentions** (that's how many times people actually talked about these Influencers online – averaging out to a whopping 25,974 combined mentions per day);
- **4,511,257 combined interactions** – keeping track of each time these Influencers' mentions were 'liked', commented on, and shared by their readers;
- massive online social followings that continue to grow as we speak;
- and a **collective social media reach of 3,059,659,284**, a number so vast that it's difficult to comprehend. Well, it only means that these mentions could've potentially reached the populations of N. America, S. America, Europe, Africa, Australia, *and* Antarctica. All before you've even finished your first cup of coffee. No big deal.

So, how did we determine who made the cut? By [making these numbers count](#).

LEARN FROM THE PROS



To become an effective marketer in today's age, you have to be willing to go further than anyone else. That means better content, more links, connections, guest posts, work and pushing your product. If you're not pushing harder and smarter than the competition, you'll lose.

JOHN RAMPTON

HOW WE DID IT

The ranking for the *Top 100 Marketing Influencers 2017* is based on each Influencer's **total number of mentions**, while our second list, the *Top 30 Most Engaging Marketing Influencers*, is based on each Influencer's **total number of interactions**.

To find the Top 100, we assigned keywords to each Influencer; their names and Twitter handles were the obvious choices. We monitored these keywords for a period of 11 consecutive weeks (Nov 2016 – Jan 2017), following all relevant mentions in social media, on discussion forums, and on platforms such as Twitter, Instagram, and more. This gave us their **total number of mentions**. For the top 100, **their names and Twitter handles came up 1,923,272 times**.

Using the same keywords, we were also able to determine which top 100 Influencers had the most engaged audiences. We did this by tracking each 'like', share, and comment for all relevant mentions. This gave us their **total number of interactions**. We pulled the data and found **4,511,257 likes, shares, and comments**. Their audiences really dug what they had to say.

It wasn't easy to narrow down the selection for the top 100 but we had to keep it real and not play favorites (even though it was tempting!). Gathering inspiration from various sources, we let the numbers do the talking and based our criteria on **real data**. Focusing on **the total number of mentions** allowed us to see just how often these Influencers were able to pique their audience's interest. By **analyzing the numbers behind the actions**, we were able to identify the top Influencers who were **most successful in engaging their audiences** and **examine why**. These are the figures and data that the *Top 100 Influential Marketers 2017* is based on.

You're probably wondering by now, who are the Top 100 Marketing Influencers 2017 and how did they get there? Read on and find out.

GARY VAYNERCHUK



183,535

TOTAL MENTIONS



132.4M

SOCIAL MEDIA REACH



1.41M

TWITTER FOLLOWERS



BIO:

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

TIM FERRISS



72,985

TOTAL MENTIONS



165M

SOCIAL MEDIA REACH



1.4M

TWITTER FOLLOWERS



BIO:

Tim is an early-stage technology investor and advisor in Uber, Facebook, and Shopify. Author of four #1 *New York Times* and *Wall Street Journal* bestsellers, including *The 4-Hour Workweek* and his latest, *Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers*. *The Observer* called Tim the "Oprah of audio" due to the widespread influence of *The Tim Ferriss Show* podcast.

MICHAEL HYATT



67,034

TOTAL MENTIONS



56.2M

SOCIAL MEDIA REACH



287K

TWITTER FOLLOWERS



BIO:

Michael is a *New York Times* bestselling author. As a publisher, former literary agent, and popular blogger, he has a unique perspective on the rapidly changing world of content creation and delivery. Host of *This is Your Life* podcast.

ANN HANDLEY



59,950

TOTAL MENTIONS



38.3M

SOCIAL MEDIA REACH



384K

TWITTER FOLLOWERS



BIO:

Best-selling author, social media, and content marketing keynote speaker. Ann is the Chief Content Officer at MarketingProfs and columnist for *Entrepreneur* magazine. She has an exceptional talent when it comes to social media, business, and digital marketing.

JOEL COMM



55,330

TOTAL MENTIONS



27.7M

SOCIAL MEDIA REACH



828K

TWITTER FOLLOWERS



BIO:

Joel is New York Times bestselling author of 13 books. He is a motivational speaker, entrepreneur, and consultant with more than twenty years of business experience. Joel is also widely considered to be a live video marketing expert and social media Influencer.

TED RUBIN



55,242

TOTAL MENTIONS



65.5M

SOCIAL MEDIA REACH



429K

TWITTER FOLLOWERS



BIO:

Ted is the leading social marketing strategist, keynote speaker, brand Evangelist, and acting CMO for Brand Innovators. He created and evangelized the term ROR (hashtag #RonR): Return on Relationship™. Author of the title *Return on Relationship*.

GRANT CARDONE



54,978

TOTAL MENTIONS



88M

SOCIAL MEDIA REACH



372K

TWITTER FOLLOWERS



BIO:

Grant is an international sales expert, *NYT* bestselling author, and radio show host of *The Cardone Zone*. Founder of Cardone Enterprises, Cardone Real Estate Holdings, and the Cardone Group. He has also shared his business expertise through motivational speaking as well as in his books on how to boost sales.

LARRY KIM



50,567

TOTAL MENTIONS



61.3M

SOCIAL MEDIA REACH



614K

TWITTER FOLLOWERS



BIO:

Larry is the founder of WordStream, Inc – the leading provider of AdWords, Facebook, and keyword tools. Not only a top columnist at *Inc. Magazine*, *Medium*, *Search Engine Land*, and *Social Media Today*, he is also an expert in entrepreneurship, start-ups, Adwords, and Facebook advertising.

SETH GODIN

★ **45,485**

TOTAL MENTIONS



76.1M

SOCIAL MEDIA REACH



590K

TWITTER FOLLOWERS



BIO:

Seth is the extremely 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, marketing, quitting, leadership, and most of all, changing everything. Author of books like *Linchpin*, *Tribes*, *The Dip*, and *Purple Cow*.

NEIL PATEL

★ **42,768**

TOTAL MENTIONS



37.5M

SOCIAL MEDIA REACH



241K

TWITTER FOLLOWERS



BIO:

Cofounder of Crazy Egg, Hello Bar, and KISSmetrics, Neil 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* magazine credits Neil with creating one of the 100 most brilliant companies in the world.

KIM GARST

✦ **40,656**

TOTAL MENTIONS



53.3M

SOCIAL MEDIA REACH



515K

TWITTER FOLLOWERS



BIO:

Kim Garst is a social media and brand strategist. She has been named one of *Forbes'* "Top 10 Women Social Media Power Influencers". Kim is also the Co-Founder and CEO of Boom! Social, a corporate branding and social media consulting firm.

MARK SCHAEFER

✦ **39,996**

TOTAL MENTIONS



75.2M

SOCIAL MEDIA REACH



149K

TWITTER FOLLOWERS



BIO:

Mark is a social media keynote speaker and consultant, as well as author of five bestselling marketing books. Host of the *Marketing Companion* podcast, Mark also blogs at {grow}. He has worked in global sales, PR, and in marketing positions for 30 years, and now provides consulting services as the Executive Director of U.S.-based Schaefer Marketing Solutions.

JEFF BULLAS



39,050

TOTAL MENTIONS



54.7M

SOCIAL MEDIA REACH



515K

TWITTER FOLLOWERS



BIO:

Content marketing Influencer, social media marketing strategist, & keynote speaker. Jeff is the CEO at Jeffbullas.com Pty Ltd., and works with personal brands and businesses to optimize their online branding with emerging technologies, content, social media technologies, and digital marketing.

SUJAN PATEL



38,896

TOTAL MENTIONS



26.9M

SOCIAL MEDIA REACH



41.5K

TWITTER FOLLOWERS



BIO:

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 Sales Force, Mint, Intuit, and many more. Contributor at *Forbes, Inc.*, and *Entrepreneur*.

GUY KAWASAKI

★ **37,961**

TOTAL MENTIONS



30.4M

SOCIAL MEDIA REACH



1.49M

TWITTER FOLLOWERS



BIO:

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

JAY BAER

★ **37,807**

TOTAL MENTIONS



49.7M

SOCIAL MEDIA REACH



233K

TWITTER FOLLOWERS



BIO:

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

PAT FLYNN



37,708

TOTAL MENTIONS



18M

SOCIAL MEDIA REACH



145K

TWITTER FOLLOWERS



BIO:

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*.

MARSHA COLLIER



36,630

TOTAL MENTIONS



280M

SOCIAL MEDIA REACH



173K

TWITTER FOLLOWERS



BIO:

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 e-commerce experts and educators in the world.

DARREN ROWSE



34,694

TOTAL MENTIONS



28.8M

SOCIAL MEDIA REACH



242K

TWITTER FOLLOWERS



BIO:

Keynote speaker, author, blogger, and podcaster, Darren is also the founder of ProBlogger, ProBloggerEvent, & DigitalPS. He is an ambassador for World Vision Australia. While ProBlogger is his most well-known blog, it isn't his biggest. That title belongs to Digital-Photography-School.com – a blog and community site for photographers.

JOE PULIZZI



32,868

TOTAL MENTIONS



25M

SOCIAL MEDIA REACH



116K

TWITTER FOLLOWERS



BIO:

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 *Content Inc.*

CHRIS VOSS



32,692

TOTAL MENTIONS



53.7M

SOCIAL MEDIA REACH



191K

TWITTER FOLLOWERS



BIO:

Chris Voss has been a CEO and serial entrepreneur for over 25 years, building and managing a multitude of corporations in differing fields of the social industry. *Forbes* rated him in the Top #26 for 2 years running on their list of Social Media Power Influencers. Named among the Top 50 People Most Retweeted By Digital Marketers, Chris is also CEO and editor at *The Chris Voss Show*.

CHRIS BROGAN



31,581

TOTAL MENTIONS



25.3M

SOCIAL MEDIA REACH



351K

TWITTER FOLLOWERS



BIO:

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

BRYAN KRAMER

★ 31,361

TOTAL MENTIONS



34.1M

SOCIAL MEDIA REACH



199K

TWITTER FOLLOWERS



BIO:

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

REG SADDLER

★ 29,645

TOTAL MENTIONS



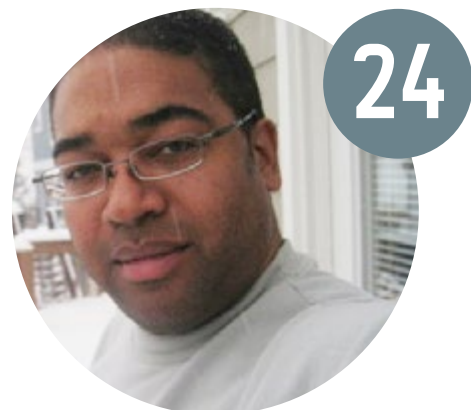
26.7M

SOCIAL MEDIA REACH



579K

TWITTER FOLLOWERS



BIO:

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

JOHN JANTSCH



29,348

TOTAL MENTIONS



14.1M

SOCIAL MEDIA REACH



116K

TWITTER FOLLOWERS



BIO:

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*.

JEFF SHEEHAN



28,919

TOTAL MENTIONS



38.9M

SOCIAL MEDIA REACH



362K

TWITTER FOLLOWERS



BIO:

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

PAM MOORE

✦ **28,457**

TOTAL MENTIONS



24.1M

SOCIAL MEDIA REACH



294K

TWITTER FOLLOWERS



BIO:

CEO and Founder of Marketing Nutz, Pam is also a keynote speaker and consultant. She is the host of podcast *Social Media Zoom Factor* and an expert in digital marketing, social media, and SEO. Named by *Forbes* as a Top 10 Social Media Influencer.

RAND FISHKIN

✦ **27,797**

TOTAL MENTIONS



38.1M

SOCIAL MEDIA REACH



363K

TWITTER FOLLOWERS



BIO:

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.

MARCUS SHERIDAN



27,335

TOTAL MENTIONS



11.8M

SOCIAL MEDIA REACH



21.6K

TWITTER FOLLOWERS



BIO:

Marcus is a keynote speaker & author on sales, marketing, and digital business. He is president of The Sales Lion and a partner at River Pools and Spas. According to the *NYT*, Marcus is a "web marketing guru". The story of how Marcus Sheridan was able to save his swimming pool company, River Pools, from the economic crash of 2008 has been featured in multiple books and publications.

MITCH JOEL



27,159

TOTAL MENTIONS



13.1M

SOCIAL MEDIA REACH



68.7K

TWITTER FOLLOWERS



BIO:

Mitch is president of Mirum. The author of *Six Pixels of Separation* and *CTRL ALT Delete*, he has also been named one of the top 100 online marketers in the world, and was awarded with the highly prestigious title of *Canada's Top 40 Under 40*.

LEE ODDEN

 **26,422**

TOTAL MENTIONS

 **14M**

SOCIAL MEDIA REACH

 **99.6K**

TWITTER FOLLOWERS

CEO at TopRank Marketing, Lee is also an author, speaker, and consultant.



31

LAURA FITTON

 **25,894**

TOTAL MENTIONS

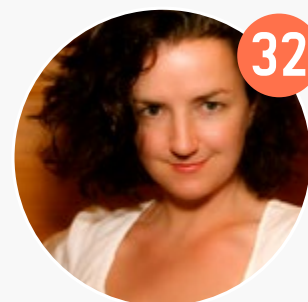
 **15M**

SOCIAL MEDIA REACH

 **142K**

TWITTER FOLLOWERS

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



32

CHRISTOPHER PENN

 **25,520**

TOTAL MENTIONS

 **11.8M**

SOCIAL MEDIA REACH

 **95.1K**

TWITTER FOLLOWERS

Christopher is the VP of Marketing Technology, a digital marketing executive, bestselling author, and keynote speaker.



33

MIKE STELZNER

 **24,651**

TOTAL MENTIONS

 **17.2M**

SOCIAL MEDIA REACH

 **149K**

TWITTER FOLLOWERS

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



34

AARON ORENDORFF

 **21,208**

TOTAL MENTIONS

 **16.7M**

SOCIAL MEDIA REACH

 **21.9K**

TWITTER FOLLOWERS

Freelance copywriter, blogger, and content marketer, as well as contributor to *Entrepreneur*, *Success*, *Fast Company*, *The Huffington Post*, and more.



35

LILACH BULLOCK

 **19,151**

TOTAL MENTIONS

 **20.4M**
SOCIAL MEDIA REACH

 **100K**
TWITTER FOLLOWERS

Lilach is a speaker, social media consultant, and trainer. She is also a top blogger and Influencer.



MARK FIDELMAN

 **18,403**

TOTAL MENTIONS

 **7.6M**
SOCIAL MEDIA REACH

 **90.6K**
TWITTER FOLLOWERS

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



SAM HURLEY

 **17,204**

TOTAL MENTIONS

 **32M**
SOCIAL MEDIA REACH

 **163K**
TWITTER FOLLOWERS

Sam is a digital marketer, entrepreneur, blogger, and social media Influencer.



JOHN RAMPTON

 **14,960**

TOTAL MENTIONS

 **16.2M**
SOCIAL MEDIA REACH

 **1.3M**
TWITTER FOLLOWERS

Entrepreneur and connector. John is also the founder of Due and a contributor at *Entrepreneur*, *TechCrunch*, and *Mashable*.



TONY RESTELL

 **14,069**

TOTAL MENTIONS

 **14.8M**
SOCIAL MEDIA REACH

 **54.7K**
TWITTER FOLLOWERS

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



BRIAN D. EVANS

 **13,761**

TOTAL MENTIONS

 **10.9M**
SOCIAL MEDIA REACH

 **180K**
TWITTER FOLLOWERS


41

REBEKAH RADICE

 **13,530**

TOTAL MENTIONS

 **25.4M**
SOCIAL MEDIA REACH

 **93.5K**
TWITTER FOLLOWERS


42

MICHAEL BRENNER

 **12,067**

TOTAL MENTIONS

 **29.8M**
SOCIAL MEDIA REACH

 **82.1K**
TWITTER FOLLOWERS


43

WARREN WHITLOCK

 **11,957**

TOTAL MENTIONS

 **14.2M**
SOCIAL MEDIA REACH

 **458K**
TWITTER FOLLOWERS


44

NEAL SCHAFFER

 **11,880**

TOTAL MENTIONS

 **26.8M**
SOCIAL MEDIA REACH

 **174K**
TWITTER FOLLOWERS


45

Founder and CEO at Influencer, Brian is also a writer at *Inc*, *Entrepreneur*, *Forbes*, *The Huffington Post*, and *Business Insider*.

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

Michael is CEO of Marketing Insider Group, a content marketing consultant, marketing speaker, and writer.

Warren is an Influencer in health, business, tech, blockchain, solar energy, and social media marketing.

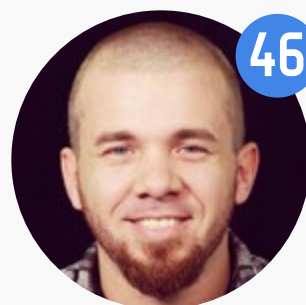
Global social media speaker and marketing Influencer, Neal is also an author and blogger.

BRIAN FANZO

 **11,649**

TOTAL MENTIONS

 **22.1M**
SOCIAL MEDIA REACH

 **107K**
TWITTER FOLLOWERS


46

MARI SMITH

 **10,934**

TOTAL MENTIONS

 **37.1M**
SOCIAL MEDIA REACH

 **511K**
TWITTER FOLLOWERS


47

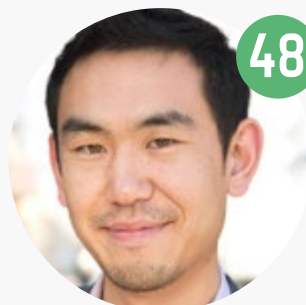
Social media thought leader, Mari is also a top Facebook marketing expert, author, consultant, and speaker.

LEONARD KIM

 **10,593**

TOTAL MENTIONS

 **10.3M**
SOCIAL MEDIA REACH

 **360K**
TWITTER FOLLOWERS


48

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

TAMARA McCLEARY

 **10,076**

TOTAL MENTIONS

 **32.9M**
SOCIAL MEDIA REACH

 **155K**
TWITTER FOLLOWERS


49

Founder and CEO at Thulium, Tamara is an expert on branding, social media Influence, and social business.

MADALYN SKLAR

 **9,691**

TOTAL MENTIONS

 **184.4M**
SOCIAL MEDIA REACH

 **59.8K**
TWITTER FOLLOWERS


50

Social media Influencer, blogger, and business coach, you might also know Madalyn from her *#TwitterSmarter* podcast.

AARON LEE

 **9,603**

TOTAL MENTIONS

 **12.8M**

SOCIAL MEDIA REACH

 **671K**

TWITTER FOLLOWERS



51

Founder, as well as Twitter and social media writer at AskAaronLee, Aaron is also co-founder of Leneys.

BRIAN SOLIS

 **8,789**

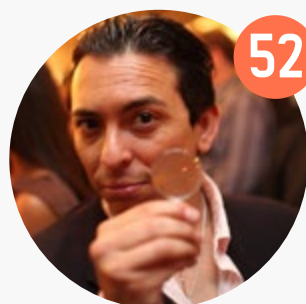
TOTAL MENTIONS

 **22.8M**

SOCIAL MEDIA REACH

 **278K**

TWITTER FOLLOWERS



52

Principal analyst at Altimeter Group, Brian is an award-winning author, writer, and keynote speaker.

PEG FITZPATRICK

 **8,646**

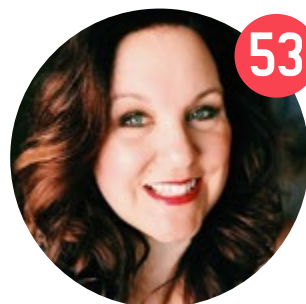
TOTAL MENTIONS

 **11.1M**

SOCIAL MEDIA REACH

 **66.1K**

TWITTER FOLLOWERS



53

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

MARTIN JONES

 **8,063**

TOTAL MENTIONS

 **25.4M**

SOCIAL MEDIA REACH

 **252K**

TWITTER FOLLOWERS



54

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

JOHN LEE DUMAS

 **7,722**

TOTAL MENTIONS

 **12.7M**

SOCIAL MEDIA REACH

 **54.1K**

TWITTER FOLLOWERS



55

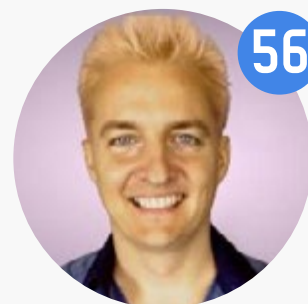
Host of podcast *Entrepreneur on Fire* (awarded with the title of *Best of iTunes*), John is the creator of TheMasteryJournal.com and TheFreedomJournal.com.

MURRAY NEWLANDS

 **7,546**

TOTAL MENTIONS

 **10.2M**
SOCIAL MEDIA REACH

 **1.5M**
TWITTER FOLLOWERS


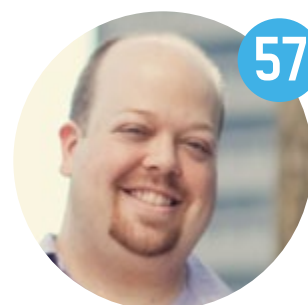
56

MIKE ALLTON

 **7,546**

TOTAL MENTIONS

 **13.8M**
SOCIAL MEDIA REACH

 **50.1K**
TWITTER FOLLOWERS


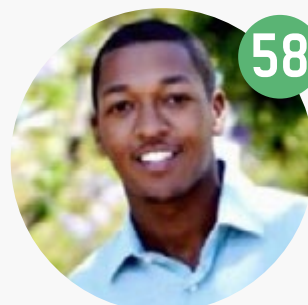
57

NATHAN ALLEN PIRTLE

 **7,535**

TOTAL MENTIONS

 **7.3M**
SOCIAL MEDIA REACH

 **1.6M**
TWITTER FOLLOWERS


58

SUSAN GILBERT

 **7,425**

TOTAL MENTIONS

 **62.8M**
SOCIAL MEDIA REACH

 **45.2K**
TWITTER FOLLOWERS


59

CHRIS DUCKER

 **6,578**

TOTAL MENTIONS

 **4.6M**
SOCIAL MEDIA REACH

 **66.3K**
TWITTER FOLLOWERS


60

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

DANIEL NEWMAN

 **6,479**

TOTAL MENTIONS

 **9.8M**
SOCIAL MEDIA REACH

 **46.6K**
TWITTER FOLLOWERS

Daniel is a principal analyst and founding partner at Futurum Research + Analysis.



61

MATT HEINZ

 **6,435**

TOTAL MENTIONS

 **5.3M**
SOCIAL MEDIA REACH

 **105K**
TWITTER FOLLOWERS

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



62

AMY SCHMITTAUER

 **6,424**

TOTAL MENTIONS

 **9.8M**
SOCIAL MEDIA REACH

 **21.8K**
TWITTER FOLLOWERS

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



63

DANNY SULLIVAN

 **5,830**

TOTAL MENTIONS

 **6.3M**
SOCIAL MEDIA REACH

 **516K**
TWITTER FOLLOWERS

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



64

ANN SMARTY

 **5,566**

TOTAL MENTIONS

 **10.5M**
SOCIAL MEDIA REACH

 **62.5K**
TWITTER FOLLOWERS

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



65

CARLOS GIL
 **5,478**

TOTAL MENTIONS

 **2.7M**

SOCIAL MEDIA REACH

 **62.9K**

TWITTER FOLLOWERS



66

BARRY FELDMAN
 **5,346**

TOTAL MENTIONS

 **9.9M**

SOCIAL MEDIA REACH

 **45.7K**

TWITTER FOLLOWERS



67

Content marketing consultant and copywriter, Barry is also a blogger and podcaster.

BRIAN CLARK
 **5,159**

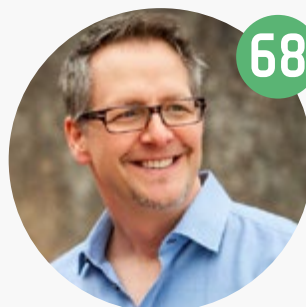
TOTAL MENTIONS

 **2.4M**

SOCIAL MEDIA REACH

 **184K**

TWITTER FOLLOWERS



68

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

MIKE KAWULA
 **4,906**

TOTAL MENTIONS

 **9.8M**

SOCIAL MEDIA REACH

 **92.7K**

TWITTER FOLLOWERS



69

Mike is CEO of Social Media Startup Social Quant, an author, speaker, and entrepreneur.

JOHN PAUL AGUIAR
 **4,873**

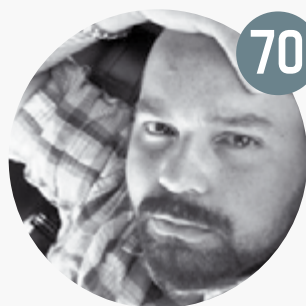
TOTAL MENTIONS

 **24.5M**

SOCIAL MEDIA REACH

 **147K**

TWITTER FOLLOWERS



70

John is a professional blogger, social media marketing consultant, Twitter marketing specialist, and blogging entrepreneur motivator.

JUSTIN WU

 **4,829**

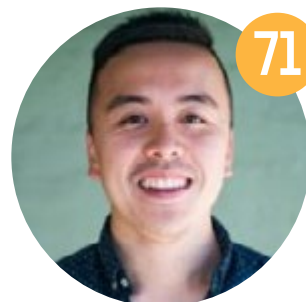
TOTAL MENTIONS

 **2.5M**

SOCIAL MEDIA REACH

 **41.9K**

TWITTER FOLLOWERS



71

Founder of Growth.ly, Justin is also the man behind Hackapreneur. He is an information architect & growth engineer.

DONNA MORITZ

 **4,774**

TOTAL MENTIONS

 **6.4M**

SOCIAL MEDIA REACH

 **41.8K**

TWITTER FOLLOWERS



72

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

AVINASH KAUSHIK

 **4,642**

TOTAL MENTIONS

 **1.1M**

SOCIAL MEDIA REACH

 **180K**

TWITTER FOLLOWERS



73

Avinash is an author, blogger, and digital marketing evangelist.

IAN CLEARY

 **4,345**

TOTAL MENTIONS

 **13.4M**

SOCIAL MEDIA REACH

 **68.3K**

TWITTER FOLLOWERS



74

Ian is an award winning tech blogger, a marketing keynote speaker, and a contributor at Entrepreneur.com.

JOSHUA DAVIDSON

 **4,312**

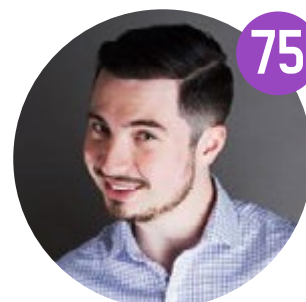
TOTAL MENTIONS

 **1.4M**

SOCIAL MEDIA REACH

 **725K**

TWITTER FOLLOWERS



75

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

ANDREW DAVIS

 **4,290**

TOTAL MENTIONS

 **1.7M**
SOCIAL MEDIA REACH

 **17.2K**
TWITTER FOLLOWERS


76

DORIE CLARK

 **4,224**

TOTAL MENTIONS

 **7.6M**
SOCIAL MEDIA REACH

 **34.7K**
TWITTER FOLLOWERS


77

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

MELONIE DODARO

 **3,934**

TOTAL MENTIONS

 **1.1M**
SOCIAL MEDIA REACH

 **106K**
TWITTER FOLLOWERS


78

CEO of Top Dog Social Media, Melonie is also a social media strategist, keynote speaker, LinkedIn expert, and social selling speaker & trainer.

DAVE KERPEN

 **3,905**

TOTAL MENTIONS

 **9.1M**
SOCIAL MEDIA REACH

 **58.6K**
TWITTER FOLLOWERS


79

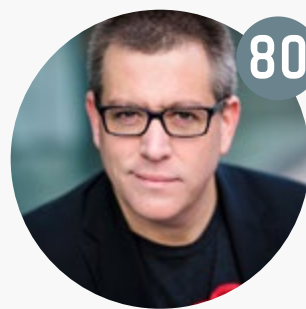
Dave is the CEO of Likeable, a NYT bestselling author, keynote speaker, and columnist at *Inc.*

PETER SHANKMAN

 **3,872**

TOTAL MENTIONS

 **2.6M**
SOCIAL MEDIA REACH

 **172K**
TWITTER FOLLOWERS


80

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

AMY PORTERFIELD

 **3,852**

TOTAL MENTIONS

 **3.7M**

SOCIAL MEDIA REACH

 **144K**

TWITTER FOLLOWERS

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



81

JACK KOSAKOWSKI

 **3,828**

TOTAL MENTIONS

 **2M**

SOCIAL MEDIA REACH

 **37.4K**

TWITTER FOLLOWERS

Jack is the global head of B2B social sales execution at Creation Agency. He is an expert in social selling.



82

VINCENZO LANDINO

 **3,674**

TOTAL MENTIONS

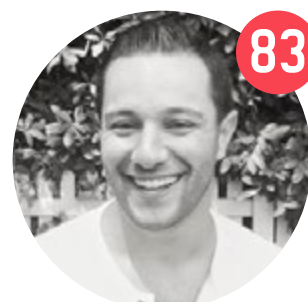
 **14.9M**

SOCIAL MEDIA REACH

 **26K**

TWITTER FOLLOWERS

Co-founder and creative director of Aftermarq, Vincenzo also hosts the *Brand Boost* Podcast. He is a web video creator and entrepreneur.



83

SHELLY KRAMER

 **3,663**

TOTAL MENTIONS

 **14.5M**

SOCIAL MEDIA REACH

 **104K**

TWITTER FOLLOWERS

Shelly is the CEO of V3Broadsuite. She is a digital transformation strategist and marketer, an entrepreneur, and speaker on big data, mobile and social.



84

ROBERT ROSE

 **3,641**

TOTAL MENTIONS

 **1M**

SOCIAL MEDIA REACH

 **42K**

TWITTER FOLLOWERS

Content marketing and customer experience consultant, Robert is also an author, speaker, startup advisor, and investor.



85

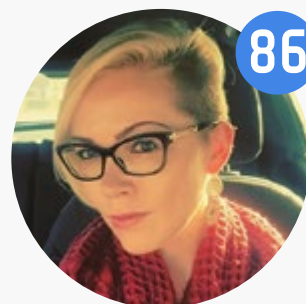
MARJI J. SHERMAN
 **3,575**

TOTAL MENTIONS

 **23.1M**
SOCIAL MEDIA REACH

 **182K**
TWITTER FOLLOWERS

Social media manager at Anti-Defamation League, Marji is also a social media strategist and communications researcher.



86

JUNTAE DELANE
 **3,435**

TOTAL MENTIONS

 **1.3M**
SOCIAL MEDIA REACH

 **285K**
TWITTER FOLLOWERS

Evangelist and founder of Digital Branding Institute. Juntae is also a keynote speaker, blogger, and podcaster.



87

SANDY CARTER
 **3,421**

TOTAL MENTIONS

 **10.6M**
SOCIAL MEDIA REACH

 **66.8K**
TWITTER FOLLOWERS

Board chairman and advisor to startups in AI, IoT, and VR. Sandy is also a bestselling author and TEDx speaker.



88

JASON SIBLEY
 **3,412**

TOTAL MENTIONS

 **1.6M**
SOCIAL MEDIA REACH

 **102K**
TWITTER FOLLOWERS

Jason is a sales, marketing, digital and social media expert.



89

ADEL DE MEYER
 **3,342**

TOTAL MENTIONS

 **4M**
SOCIAL MEDIA REACH

 **41.6K**
TWITTER FOLLOWERS

New Media Specialist - Author - Mentor - Speaker and Brand Influencer from Brisbane Australia.



90

JON FERRARA

 **3,025**

TOTAL MENTIONS

 **3.6M**

SOCIAL MEDIA REACH

 **26.5K**

TWITTER FOLLOWERS

John is a pioneer and creator of CRM, the CEO of Nimble, and founder of GoldMine. He is an expert in brand and identity development, as well as marketing and sales strategies.



91

JON LOOMER

 **2,948**

TOTAL MENTIONS

 **1.9M**

SOCIAL MEDIA REACH

 **23.5K**

TWITTER FOLLOWERS

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



92

TED COINÉ

 **2,629**

TOTAL MENTIONS

 **7.6M**

SOCIAL MEDIA REACH

 **485K**

TWITTER FOLLOWERS

CEO of The Extraordinary Network, Ted is also a teacher, speaker, and author.



93

GINI DIETRICH

 **2,442**

TOTAL MENTIONS

 **4.1M**

SOCIAL MEDIA REACH

 **43.4K**

TWITTER FOLLOWERS

CEO at Arment Dietrich, Gini is the author of blog and book *Spin Sucks* and co-author of *Marketing in the Round*. She is also a speaker and co-host of Inside PR.



94

JEFF BARRETT

 **2,299**

TOTAL MENTIONS

 **586.4K**

SOCIAL MEDIA REACH

 **268K**

TWITTER FOLLOWERS

Jeff is the CEO of Status Creative, a keynote speaker, and was also named Best Business Blogger 2015 by Shorty Awards. He was one of *Forbes'* Top 50 in Social Media.



95

ANN TRAN

 **2,255**

TOTAL MENTIONS

 **14.4M**
SOCIAL MEDIA REACH

 **543K**
TWITTER FOLLOWERS


96

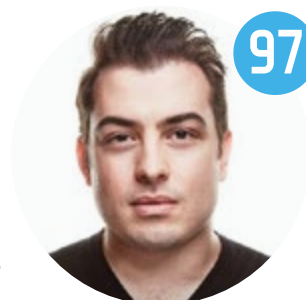
President at Ann Tran LLC, writer, and consultant with a strong social media presence. Ann is a speaker for social media as well as expert on digital media and online Influence.

DEREK HALPERN

 **1,969**

TOTAL MENTIONS

 **348.9K**
SOCIAL MEDIA REACH

 **69.6K**
TWITTER FOLLOWERS


97

Entrepreneur, investor, and founder of Social Triggers. Derek is an expert in online marketing, traditional marketing, and email marketing.

GLEN GILMORE

 **1,925**

TOTAL MENTIONS

 **7.4M**
SOCIAL MEDIA REACH

 **321K**
TWITTER FOLLOWERS


98

Glen is a digital marketing expert, and one of *Forbes'* Top 20 Social Media Influencers. He is an author and speaker who provides digital marketing strategies and training to Fortune 500 companies.

WARREN KNIGHT

 **1,859**

TOTAL MENTIONS

 **614.9K**
SOCIAL MEDIA REACH

 **30.2K**
TWITTER FOLLOWERS


99

Social media strategist, author of *Think #Digital First*, and one of the UK's leading professional speakers and trainers in technology, sales, and marketing.

IAN ANDERSON GRAY

 **1,155**

TOTAL MENTIONS

 **1.8M**
SOCIAL MEDIA REACH

 **52K**
TWITTER FOLLOWERS


100

International speaker and social media consultant. Ian is the founder of Seriously Social & co-founder of Select Performers. He is also a trainer and coach.

TOP 30 MOST ENGAGING MARKETING INFLUENCERS

An **Influencer's total number of interactions** shows how many times their audience liked, shared, or commented on each mention – shedding some light on their readers' levels of engagement. By understanding which posts are best at engaging readers, you can gain significant insight on how to develop a more engaging online presence. The Influencers below know just how important this is.

		NUMBER OF INTERACTIONS			
GARY VAYNERCHUK		1,636,902			
GRANT CARDONE		365,672	586,792		TIM FERRISS
SETH GODIN		124,344	127,632		GUY KAWASAKI
SAM HURLEY		77,011	118,378		MARSHA COLLIER
JOEL COMM		54,970	73,417		LARRY KIM
NEIL PATEL		47,746	48,624		AVINASH KAUSHIK
TAMARA McCLEARY		44,876	47,336		BRIAN D. EVANS
KIM GARST		39,931	42,534		SUSAN GILBERT
JEFF BULLAS		38,988	39,919		ANN HANDLEY
TED RUBIN		33,712	34,404		JAY BAER
BRYAN KRAMER		28,073	28,413		MARK SCHAEFER
CHRIS VOSS		26,570	27,854		NATHAN ALLEN PIRTLE
BRIAN FANZO		26,369	26,554		MICHAEL HYATT
PAT FLYNN		24,662	25,532		SUJAN PATEL
JOHN LEE DUMAS		24,178	24,396		JOHN RAMPTON
			22,348		JOE PULIZZI

KEY POINTS: 10 RULES OF ENGAGEMENT

How do the *Top 100 Marketing Influencers 2017* manage to inspire their audiences? Here are some tips based on what we've learned by analyzing each Influencer's total number of mentions and interactions, with the actions behind them and the results that follow them.

1. Generate quality content

- While analyzing the data for the Top 100 with Brand24, we observed that the numbers for each Influencer's total mentions peaked on days when they released **interesting content**. (@Markwschaefer – did you know that you were **mentioned 674 times, shared 159 times, and liked 267 times**, on Jan 2 alone?) Produce content which is both interesting and valuable, like [Mark's post on Protopia](#), and your readers will invest their time in it. Make your work more visible by going the extra mile and work with plugins like Yoast SEO or All in One SEO Pack.
- In contrast, the numbers for each Influencer's total mentions remained consistently high for extended periods whenever they produced **evergreen content**. These high plateaus indicated that people continued to talk about these Influencers, even if they stopped posting for weeks at a time. Sujan Patel's post from July 5 on [repurposing your best content](#) was *still* being mentioned on Dec 7, and will likely make the rounds again. Evergreen content is quality content, and because readers find these posts informative and valuable, they tend to circle the web for a long time. Consider them key to keeping your audience engaged and generating views long after they've been published.

2. Be worth repeating

- Did you know that only a mere 5% of your Twitter audience is estimated to see your posts? Often, you'll have to maximize exposure by publishing the same post several times if you want to get your message across. One of our top Influencers, Jeff Bullas, knows how important this is and averages around 70 tweets per day, and he receives at least 5–15 'likes' for each tweet, even on the repeats. This is also another reason why it's so important to generate quality content. If you're going to post something more than once, make sure it's worth posting in the first place.
- We know that some topics are inevitably going to be dated, and that doesn't necessarily mean they're not worth writing about. However, as we mentioned above, try to keep an arsenal of evergreen posts on hand – the kind that won't go out of style anytime soon, as you may need them again. For days when inspiration is lacking, reuse your oldies but goodies with helpful tools like Meet Edgar or CoSchedule.

3. Be consistent

Post content on a regular basis. This ensures that your fans don't lose interest or forget about you. Top Influencers like Sujan Patel and Ian Cleary average between 7–15 tweets per day and around 1–3 Facebook posts per day (sometimes per week). Their approaches vary for different platforms, but the important thing is that they are typically consistent enough so that their readers know when they can expect something new. If you foresee a break from posting, try to make sure the last entry that you leave your readers with is of evergreen quality, so that it can continue to grab their attention even while you're on hiatus.

4. Guest post

When publishing on an external site, use a tool like Brand24 or BuzzSumo to cut down on the guesswork and identify which platforms are the most active for the topic that you're interested in. This gives you the chance to reach as many readers as possible. By looking at our Influencers' shares of voice (SOV) on days when they guest posted for well-known sites such as Entrepreneur, Inc.com, and Social Media Today, we see that these guest posts generated between **15–20% of their social media reach**. We've done this a few times ourselves at Brand24 with guest posts from Influencers like John Rampton and Adel de Meyer. Keep an open mind and you'll find opportunities to work with various Influencers who can help you expand your audience.

5. Collaborate

By working with other Influencers, you not only open yourself up to a wider audience, you can also improve the quality of your work. Not to mention the cross promotion that's bound to follow:

- When Peg Fitzpatrick mentioned both Ann Handley and Gary Vaynerchuk while simultaneously sharing a blog post from HubSpot, she masterfully increased their exposure to several combined audiences, resulting in **a social media reach of over 2.5 million**.
- Just last year, Neal Schaffer, Ann Handley, and Darren Rowse (all part of our Top 100) collaborated by co-releasing a list of their top social media blogs, which widened the range of their mutual audiences.
- Madalyn Sklar often interviews other Influencers like Mike Kawula, Mari Smith, and Kim Garst in guest spots for her podcast *#TwitterSmarter*. Keep in mind that you can find new readers (or listeners and viewers!) everywhere. Think outside the box

and reach out to companies and Influencers that seem to have a different type of audience. You might be surprised by where you can find people who are interested in what you have to say.

6. Be quotable

When we were crunching the numbers to compile our list, we couldn't help but notice the high number of mentions and interactions generated by posts which were no more than sentence-long quotes. This was easily visible in Brand24's tag cloud, which displays the context of discussion for each online mention and interaction according to their type (in this case, "quote") and popularity.

- When Millionaires Media quoted Guy Kawasaki with "ideas are easy, implementation is hard", they received **1,924** likes and **14 comments**.
- Translated quotes can be just as popular, if not more. Gary Vaynerchuk, in "*The Journey is Everything*" Daily Vee 156," found that a simple image of one of his quotes translated to Russian had a **social media reach of 29k**.

Try to create some shareable quotes. If your audience finds them worth mentioning and tag you, you can gain hundreds or even thousands of new readers in just a matter of seconds.

7. Respond to your audience

- **Start small:** if you don't have a lot of time but see something that you like, go ahead and 'like' it ! Even a tiny gesture like this can go a long way. Our global community manager (and resident expert on tractors) *still* gushes about Influencers like @sujanpatel and @neilpatel reacting to one of her comments... 4 months ago.

- **Go big:** our top Influencer, Gary Vaynerchuk, has been known to ask readers to leave their phone numbers in their comments, and whenever he finds himself with a few minutes to spare (i.e., while waiting for a flight at the airport), he'll call up a few numbers to see if he can help his readers with any marketing-related issues. Genius. No time wasted.
- **Just listen:** give your readers something extra and surprise them by responding even when they haven't tagged you. Social listening tools like Brand24 or Radian6 can help you stay ahead of the game and let you know when your audience has been talking about you. Give your readers a little special attention and respond to them when they least expect it.

8. Be authentic

Whenever you comment on, share content from, or mention an Influencer, make sure your reaction is authentic. People see right through false flattery. Since a *lot* of time goes into creating good content, well thought-out comments – even in the form of constructive criticism – will be much more engaging. Our top Influencer, Gary Vaynerchuk (hello again!), pays attention to his readers. Whether they are asking for his opinion on something or telling him just how he's inspired them, his comments – even the briefest ones – are a far cry from generic and often apply specifically to the topic at hand.

9. Be transparent

Pat Flynn is a pro at this. By exercising transparency in his business revenues on his blog *Smart Passive Income*, he gives his readers full disclosure and they can see when his marketing strategies succeed and fail. Knowing that he goes through the same struggles they do and is still able to persist and succeed, makes his work that much more inspiring.

10. Say 'thank you'

Finally, thank your audience for taking the time to comment. If you see something interesting, take it even further with a share or mention. By opening a dialogue, you encourage mutual appreciation (and promotion), helping you generate some buzz. When Mark Schaefer mentioned Ann Handley regarding her contribution to one of his books, this post received **over 96 reactions and 16 comments**. Ann graciously took the time to show appreciation by 'thanking' everyone for their remarks.

SUMMING UP...

There isn't a single person on the list who got there alone, without any mentions, any followers, or any social reach (although that's where they all started). The Top 100 Marketing Influencers 2017 live by the **rules of engagement** and interact with their audience as often as they can. As fans and Influencers in the making, you can show some appreciation for the amazing content that your favorite Influencers work so hard to create by sharing and mentioning them to your connections, extending your own reach in the process. **Engage each other** and build a community that will support you as you make your way into (or secure your stronghold in) the *next* ranking of the Top 100 Marketing Influencers.

LEARN FROM THE PROS



To be an effective marketer in 2017, you must be revenue, data, and customer driven.

At the core of all great marketers lies 3 things:

1. A deep desire to understand customer buying decisions
2. The innate ability to extrapolate key findings from that data, and
3. An unwavering commitment to driving specific, tangible, mind-boggling results.

REBEKAH RADICE

LEARN FROM THE PROS



Personalization, automation, video and live-streaming are some of the challenges for marketers in 2017. With so much noise across the world-wide web, attention spans are short and it can be hard to stand out and connect with your target audience. I feel in 2017 it is time to niche it down, personalize, experiment and figure out how to make your messages shorter and more impactful. A good marketer for 2017 will be an informed marketer on: omnichannel (customer experience), artificial intelligence, influencer marketing and its role, mobile and marketing automation.

ADEL DE MEYER

AND LAST BUT NOT LEAST...

If you'd like to check your number of online mentions or interactions, let us know. We'll set you up with a free Brand24 Influencer account to include your data in the next edition of the Top 100 Marketing Influencers.

The game is changing and new players are showing up all the time. While we were gathering info for this year's Top 100, it was impossible not to notice the growing number of amazing online Influencers. As business owners, both large and small, they continually come up with great marketing strategies. And watching the steps they take to grow their personal and professional brands, we increasingly find ourselves looking to them for inspiration... which makes us wonder: what will the line-up for the next Top 100 Marketing Influencers look like?

If the numbers are right, you'll find your name on it.

P.S. If there's anybody who you think should be on the list but isn't, we want to hear about it!

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.

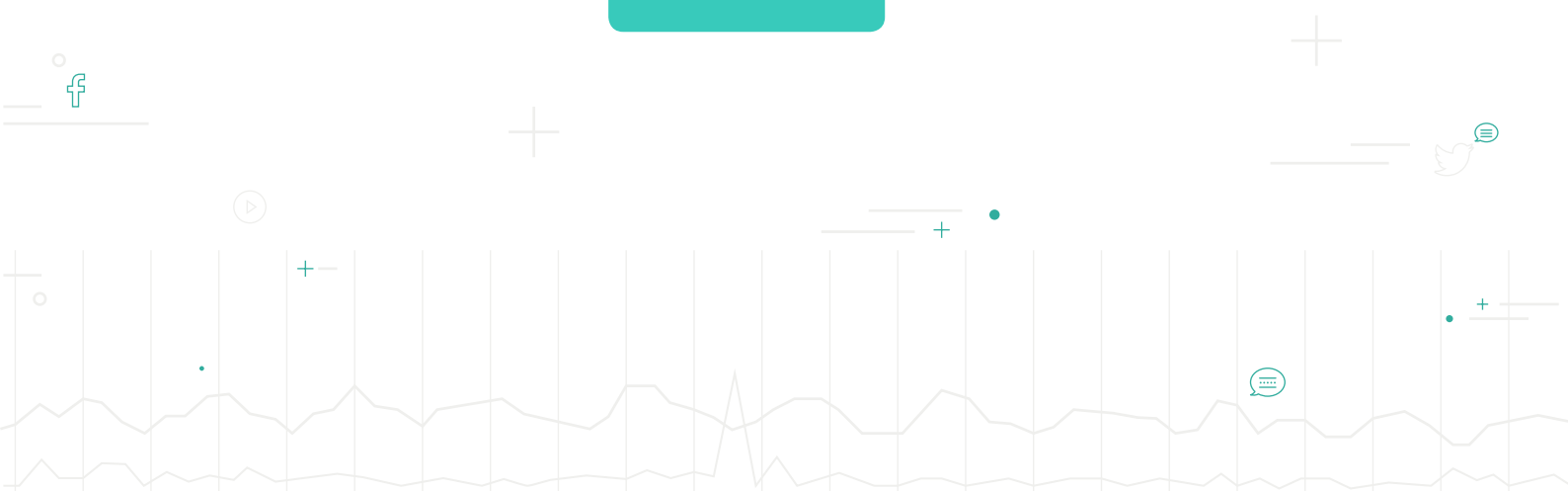
This report is based on data provided by Brand24.

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

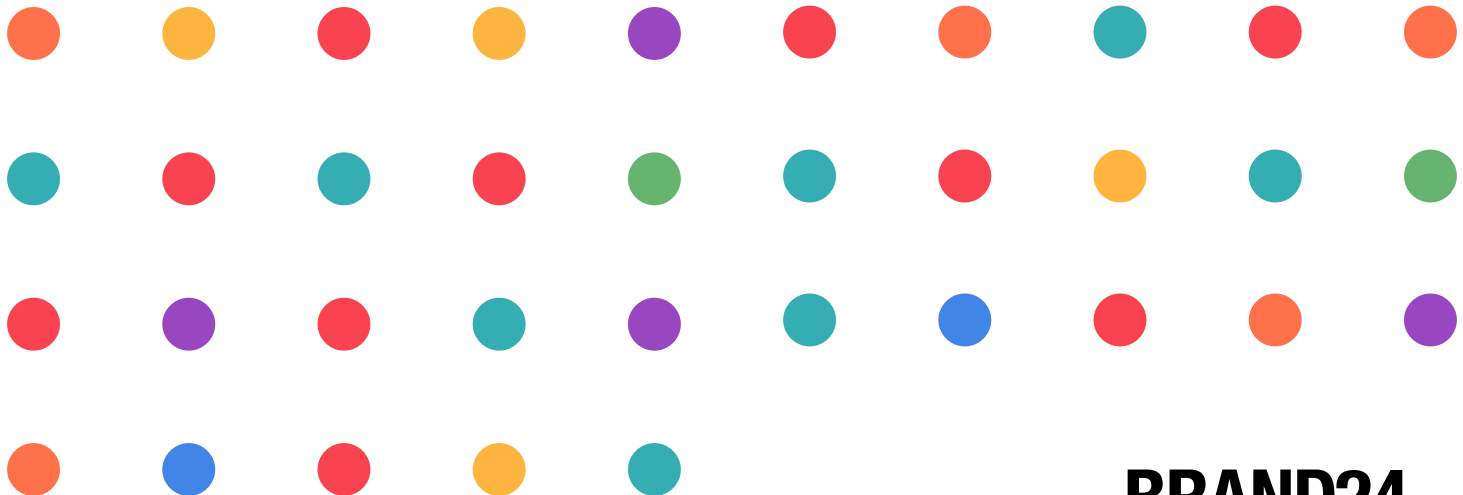
Track your mentions. Engage your audience.

TRY IT



		 TOTAL MENTIONS	 SOCIAL MEDIA REACH	 INTERACTIONS
1	GARY VAYNERCHUK	183,535	132,403,073	1,636,902
2	TIM FERRISS	72,985	165,008,734	586,792
3	MICHAEL HYATT	67,034	56,183,545	26,554
4	ANN HANDLEY	59,950	38,309,029	39,919
5	JOEL COMM	55,330	27,700,200	54,970
6	TED RUBIN	55,242	65,487,840	33,712
7	GRANT CARDONE	54,978	88,039,897	365,672
8	LARRY KIM	50,567	61,294,530	73,417
9	SETH GODIN	45,485	76,159,567	124,344
10	NEIL PATEL	42,768	37,495,744	47,746
11	KIM GARST	40,656	53,334,226	39,931
12	MARK SCHAEFER	39,996	75,182,547	28,413
13	JEFF BULLAS	39,050	54,708,786	38,988
14	SUJAN PATEL	38,896	26,922,720	25,532
15	GUY KAWASAKI	37,961	30,435,515	127,632
16	JAY BAER	37,807	49,722,772	34,404
17	PAT FLYNN	37,708	17,968,368	24,662
18	MARSHA COLLIER	36,630	279,929,078	118,378
19	DARREN ROWSE	34,694	28,770,632	16,888
20	JOE PULIZZI	32,868	24,946,053	22,348
21	CHRIS VOSS	32,692	53,673,829	26,570
22	CHRIS BROGAN	31,581	25,324,794	18,066
23	BRYAN KRAMER	31,361	34,097,525	28,073
24	REG SADDLER	29,645	26,719,858	15,465
25	JOHN JANTSCH	29,348	14,127,003	12,070
26	JEFF SHEEHAN	28,919	38,904,140	17,802
27	PAM MOORE	28,457	24,108,205	20,633
28	RAND FISHKIN	27,797	38,157,559	22,144
29	MARCUS SHERIDAN	27,335	11,812,944	14,344
30	MITCH JOEL	27,159	13,078,813	9,719
31	LEE ODDEN	26,422	13,984,993	14,428
32	LAURA FITTON	25,894	14,989,359	12,738
33	CHRISTOPHER PENN	25,520	11,763,862	7,376
34	MIKE STELZNER	24,651	17,186,983	11,171
35	AARON ORENDORFF	21,208	16,683,161	19,790
36	LILACH BULLOCK	19,151	20,391,217	13,675
37	MARK FIDELMAN	18,403	7,655,351	9,461
38	SAM HURLEY	17,204	31,986,207	77,011
39	JOHN RAMPTON	14,960	16,163,829	24,396
40	TONY RESTELL	14,069	14,815,273	8,252
41	BRIAN D. EVANS	13,761	10,860,729	47,336
42	REBEKAH RADICE	13,530	25,396,547	15,132
43	MICHAEL BRENNER	12,067	29,824,685	12,730
44	WARREN WHITLOCK	11,957	14,195,753	18,066
45	NEAL SCHAFER	11,880	26,819,529	11,964
46	BRIAN FANZO	11,649	22,099,066	26,369
47	MARI SMITH	10,934	37,138,343	10,974
48	LEONARD KIM	10,593	10,311,543	16,924
49	TAMARA MCCLEARY	10,076	32,878,538	44,876
50	MADALYN SKLAR	9,691	184,381,098	19,936

		 TOTAL MENTIONS	 SOCIAL MEDIA REACH	 INTERACTIONS
51	AARON LEE	9,603	12,834,459	12,012
52	BRIAN SOLIS	8,789	22,767,778	14,817
53	PEG FITZPATRICK	8,646	11,109,230	9,003
54	MARTIN JONES	8,063	25,409,967	17,985
55	JOHN LEE DUMAS	7,722	12,696,497	24,178
56	MIKE ALLTON	7,546	13,849,561	3,979
57	MURRAY NEWLANDS	7,546	10,247,039	4,411
58	NATHAN ALLEN PIRTLE	7,535	7,342,643	27,854
59	SUSAN GILBERT	7,425	62,790,574	42,534
60	CHRIS DUCKER	6,578	4,640,328	4,699
61	DANIEL NEWMAN	6,479	9,851,105	12,212
62	MATT HEINZ	6,435	5,264,413	4,987
63	AMY SCHMITTAUER	6,424	9,785,688	7,086
64	DANNY SULLIVAN	5,830	6,305,497	11,121
65	ANN SMARTY	5,566	10,521,148	4,950
66	CARLOS GIL	5,478	2,675,332	13,282
67	BARRY FELDMAN	5,346	9,925,718	5,360
68	BRIAN CLARK	5,159	2,402,136	5,058
69	MIKE KAWULA	4,906	9,801,506	5,195
70	JOHN PAUL AGUIAR	4,873	24,463,538	6,886
71	JUSTIN WU	4,829	2,477,948	4,516
72	DONNA MORITZ	4,774	6,375,402	5,943
73	AVINASH KAUSHIK	4,642	1,108,800	48,624
74	IAN CLEARY	4,345	13,415,831	13,279
75	JOSHUA DAVIDSON	4,312	1,455,872	5,123
76	ANDREW DAVIS	4,290	1,670,042	7,854
77	DORIE CLARK	4,224	7,569,716	6,267
78	MELONIE DODARO	3,934	1,083,555	3,508
79	DAVE KERPEN	3,905	9,114,193	6,198
80	PETER SHANKMAN	3,872	2,603,997	3,448
81	AMY PORTERFIELD	3,852	3,741,738	8,078
82	JACK KOSAKOWSKI	3,828	2,015,805	7,940
83	VINCENZO LANDINO	3,674	14,888,258	4,484
84	SHELLY KRAMER	3,663	14,460,842	5,415
85	ROBERT ROSE	3,641	1,053,239	3,596
86	MARJI J.SHERMAN	3,575	23,131,878	10,687
87	JUNTAE DELANE	3,435	1,350,613	2,062
88	SANDY CARTER	3,421	10,589,425	11,928
89	JASON SIBLEY	3,412	1,621,356	3,547
90	ADEL DE MEYER	3,342	4,012,261	5,450
91	JON FERRARA	3,025	3,595,251	3,480
92	JON LOOMER	2,948	1,955,327	2,457
93	TED COINÉ	2,629	7,638,994	2,176
94	JEFF BARRETT	2,299	586,410	1,354
95	GINI DIETRICH	2,442	4,110,740	2,830
96	ANN TRAN	2,255	14,427,732	6,060
97	DEREK HALPERN	1,969	348,953	1,484
98	GLEN GILMORE	1,925	7,424,846	7,493
99	WARREN KNIGHT	1,859	614,900	2,075
100	IAN ANDERSON GRAY	1,155	1,799,589	2,793



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To be an effective marketer:

Learn how to write well and to communicate clearly. Hone your jargon-free writing and speaking skills.

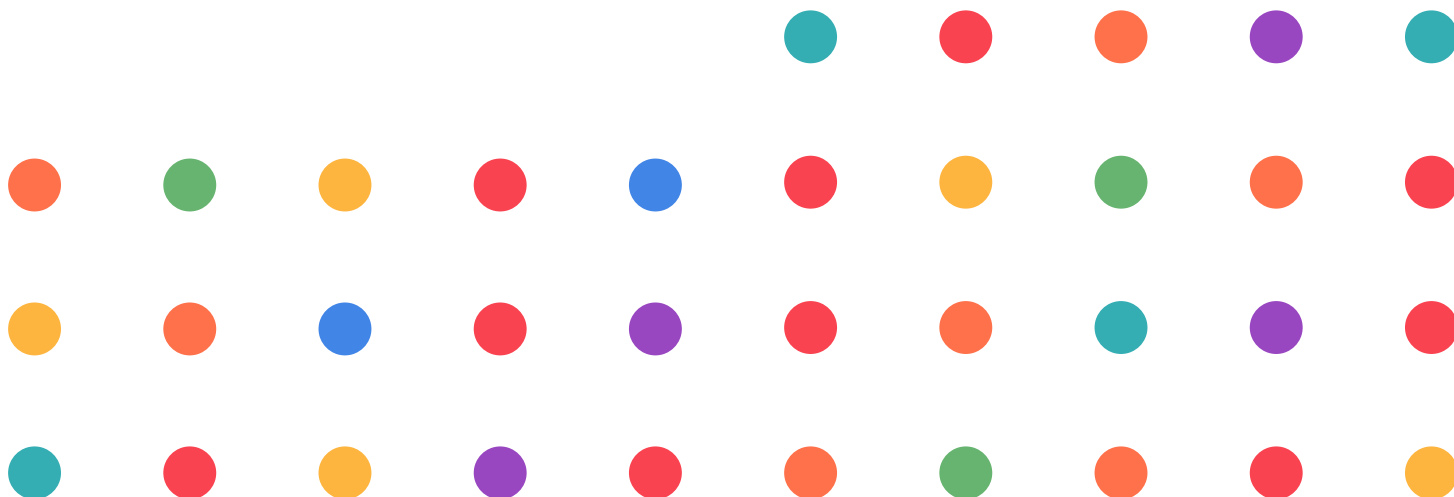
Those who will kill it in 2017 and beyond have the ability to articulate key concepts across the organization. That means they can articulate how a marketing program supports broader goals from a business point of view, not just a marketing point of view.

The value is not just about delivering a zillion sales-qualified leads, for example. The value is about the real business impact those leads deliver when they convert at an average rate of 75 percent. (I know! We wish!)

Being able to connect the dots in compelling, jargon-free communication (both written and spoken) is the key skill for any marketer. This isn't just about speaking or writing well. It's about conveying ideas in a way to lead, inspire, and instruct others—even if you are managing up. (Maybe especially then.)

Bottom line: Think as an educator, not a salesperson internally as well as externally. You are educating others, not straight-up selling others on your ideas.

ANN HANDLEY



LEARN FROM THE PROS



Being an effective marketer means knowing what content, mediums, and stories resonate with your community and drive action. It also means knowing how to balance the organic potential of social with the accelerated benefits of Paid Social. Finally, as marketing is slowly transformed from a one-to-many to a one-to-one approach, it means being able to humanize the brand and engage with people as if you were a person.

NEAL SCHAFFER

ABOUT THE AUTHORS



Magdalena Urbaniak

Community Manager at Brand24.

Public relations geek. Host of the BrandTalks podcast. Magda is the biggest believer in transparent influencer marketing. Loves to share marketing insights on the Brand24 blog. Huge tractor aficionado.



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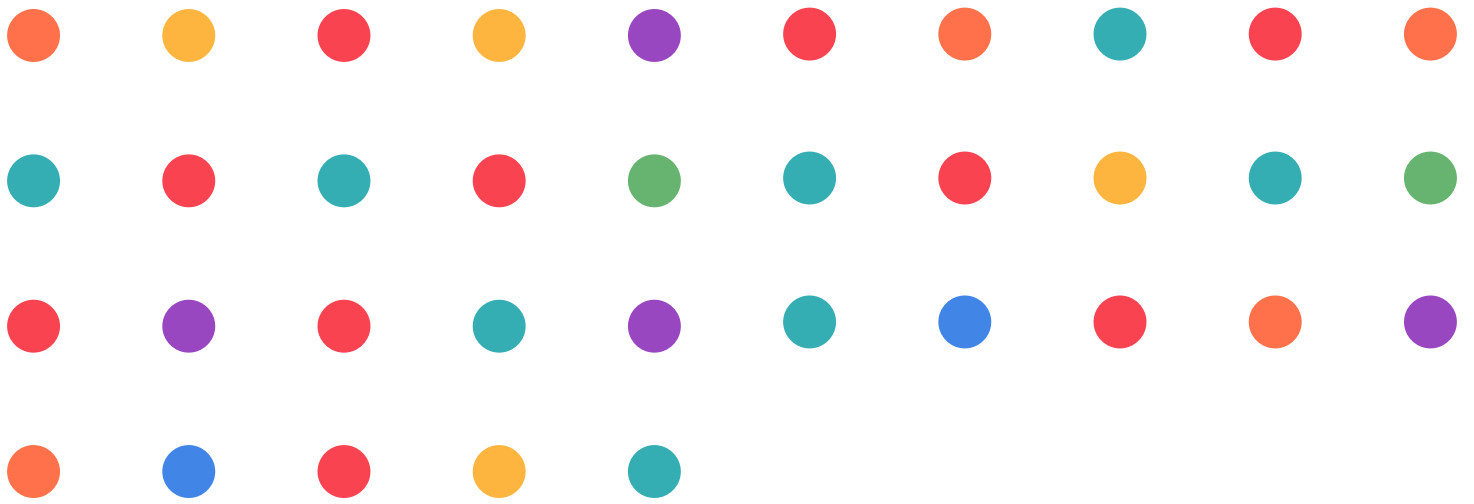
Przemek is responsible for the analytical side of the ranking. He loves examining enormous chunks of data and Excel is his best bud down at the office. Addicted to social media and energy drinks.



Chia-Luen Lee

Content Manager at Brand24.

Chia reads, writes – and whenever possible, in sunny and unexplored destinations without walls. Travels light. Fan of the Oxford comma. Vegan food & lifestyle enthusiast.



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Tell us who *your* top Influencers are by contacting our Global Community

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