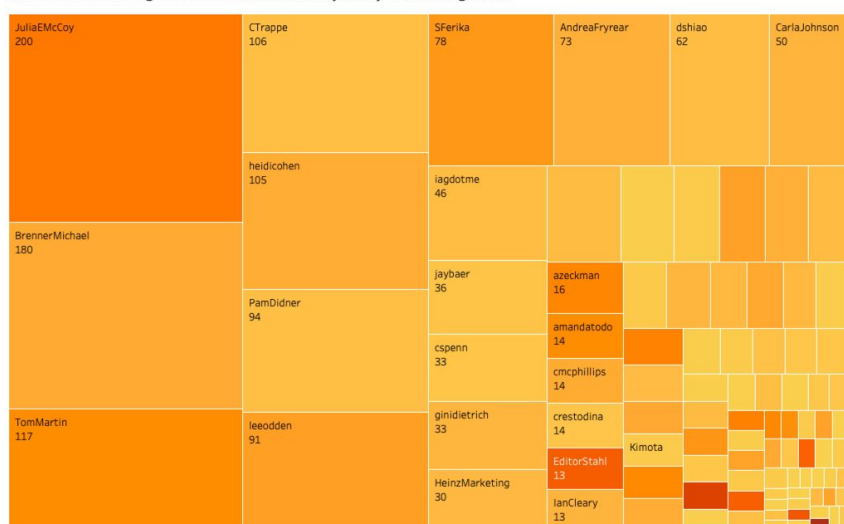


THE SPEAKERS OF CMWORLD 19

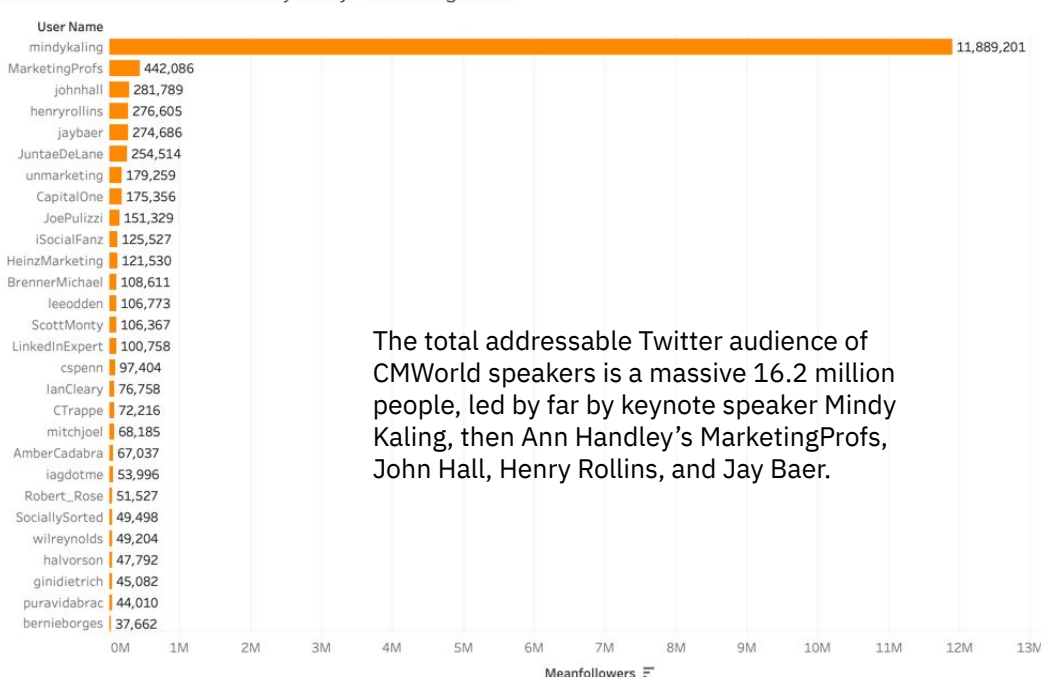
Who's who at the greatest show on content marketing, Content Marketing World? Trust Insights analyzed 140 speakers from CMWorld's 2019 show for their year-to-date Twitter posts to see who's talking about what. Let's dig in.

Content-Marketing Related Tweets :: Analysis by TrustInsights.ai



We first look at speakers and how much they tweet about content marketing in total (box size) and as a percentage of their tweets (orange intensity). Julia McCoy heads up the pack, followed by Michael Brenner and Tom Martin.

Addressable Audiences :: Analysis by TrustInsights.ai

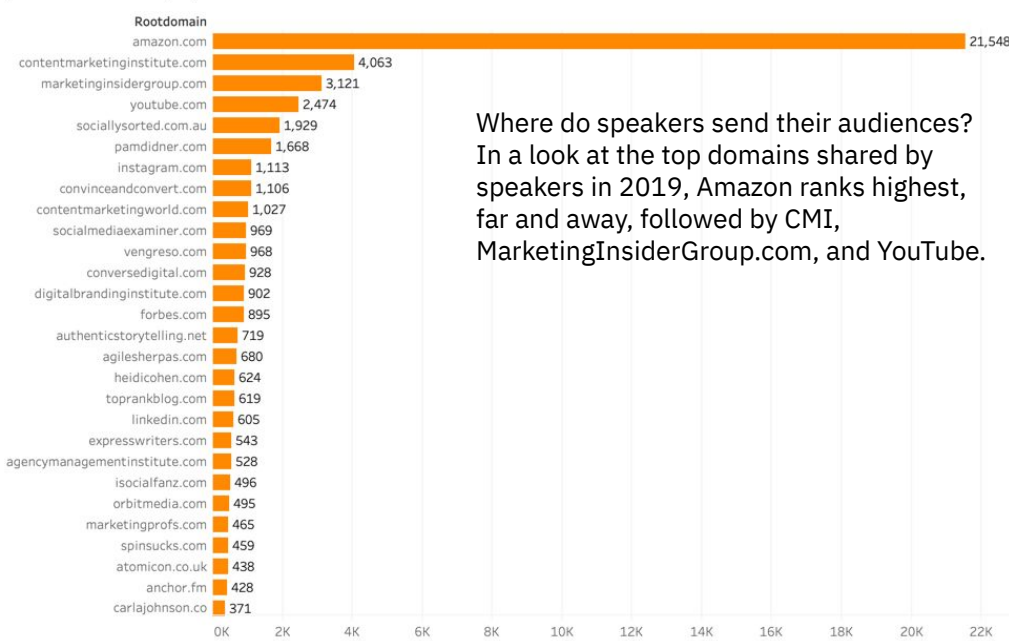


The total addressable Twitter audience of CMWorld speakers is a massive 16.2 million people, led by far by keynote speaker Mindy Kaling, then Ann Handley's MarketingProfs, John Hall, Henry Rollins, and Jay Baer.

Next, let's look at the top words and phrases mentioned in speakers' tweets. Content and marketing were the two most featured words, followed by sales, social media, people, business, video, and podcasts. Brands, data, and strategy, and teams followed those concepts - very well aligned with what CMWorld 2019 is all about.



Top Sites Shared By Speakers



Where do speakers send their audiences? In a look at the top domains shared by speakers in 2019, Amazon ranks highest, far and away, followed by CMI, MarketingInsiderGroup.com, and YouTube.

What speakers are you looking forward to hearing?

Who will you follow up with at CMWorld and afterwards?

Methodology Statement

Trust Insights analyzed 60,659 Twitter posts by 140 CMWorld speakers identified by the conference on individual speaker profiles at ContentMarketingWorld.com. The Twitter data came from Facebook's Crowdtangle software. Date of extraction was August 17-18, 2019; the timeframe examined was January 1, 2019 - August 18, 2019. For more information, contact sales@trustinsights.ai