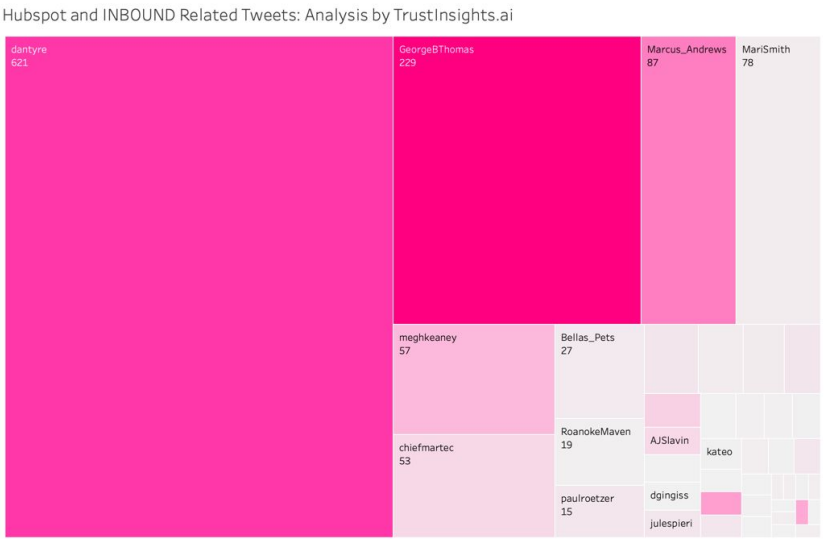
THE SPEAKERS OF INBOUND19

Who's who at the massively popular marketing mega-conference, INBOUND? Trust Insights analyzed 181 speakers from INBOUND's 2019 speaker Twitter list for their year-to-date Twitter posts to see who's talking about what. Let's dig in.



We first look at speakers and how much they tweet about inbound marketing in total (box size) and as a percentage of their tweets (magenta intensity). Dan Tyre heads things up, followed by George B. Thomas, Marcus Andrews, and Mari Smith.

The total addressable Twitter audience of INBOUND speakers is 4.5 million people, led by Veronica Belmont, Larry Kim, and Mari Smith, as well as Ryan Foland, David Meerman Scott, and Ryan Deiss.

Next, let's look at the top words and phrases mentioned in speakers' tweets. People, content, time, news, and marketing all show significance in INBOUND speakers' social posts, followed by business, social media, sales, learning marketing, and video.

Where do speakers send their audiences? In a look at the top domains shared by speakers in 2019, INBOUND speakers share CMS Wire the most, followed by Laura Gassner Otting's site, YouTube, Facebook, Experience This Show, Forbes, LinkedIn, and Instagram.

What speakers are you looking forward to hearing?

Who will you follow up with at INBOUND19 and afterwards?

Methodology Statement

Trust Insights analyzed 39,587 Twitter posts by 181 INBOUND speakers identified by the conference's Twitter speaker list featured on the INBOUND Twitter profile.. The Twitter data came from Facebook's Crowdtangle software. Date of extraction was August 21, 2019; the timeframe examined was January 1, 2019 - August 20, 2019. For more information, contact sales@trustinsights.ai