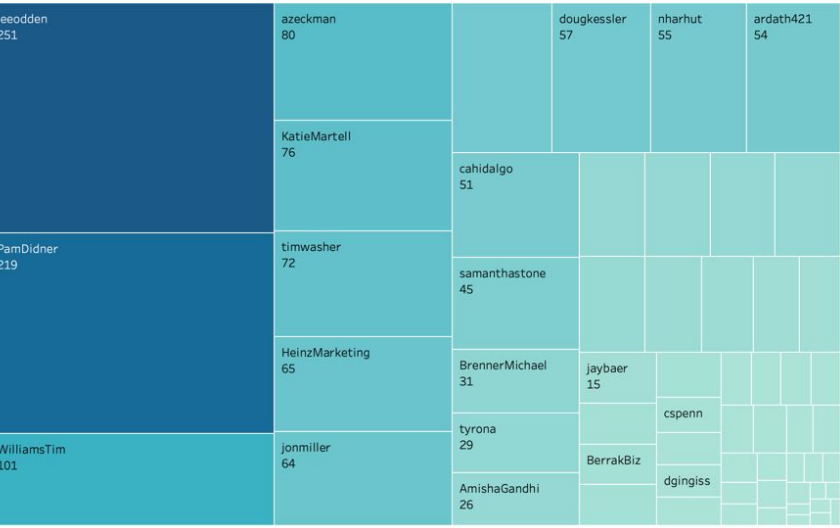


THE SPEAKERS OF MPB2B2019

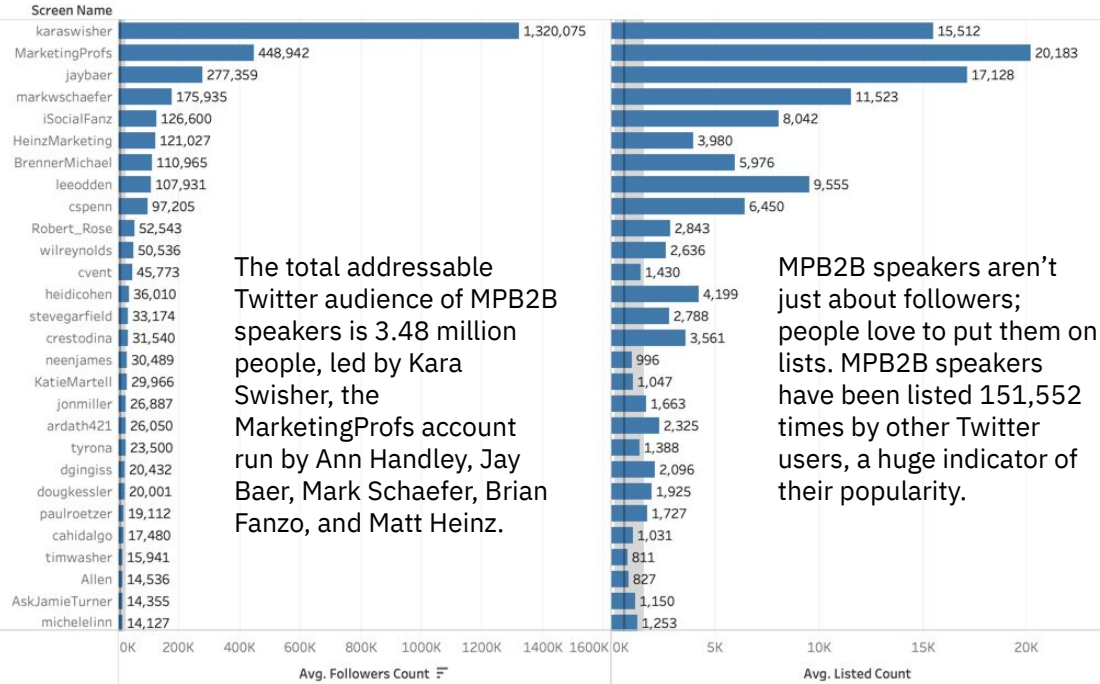
Who’s who at the premier B2B marketing conference, MarketingProfs B2B Forum? Trust Insights analyzed 78 speakers from MPB2B’s 2019 speaker Twitter list for their year-to-date Twitter posts to see who’s talking about what. Let’s dig in.

Who’s Talking B2B the Most? :: Analysis by TrustInsights.ai



We first look at speakers and how much they tweet about B2B marketing in total (box size). Lee Odden heads up the pack, followed by Pam Didner, Tim Williams, Ashley Zeckman, Katie Martell, and Tim Washer.

Addressable Audiences and Influences :: Analysis by TrustInsights.ai



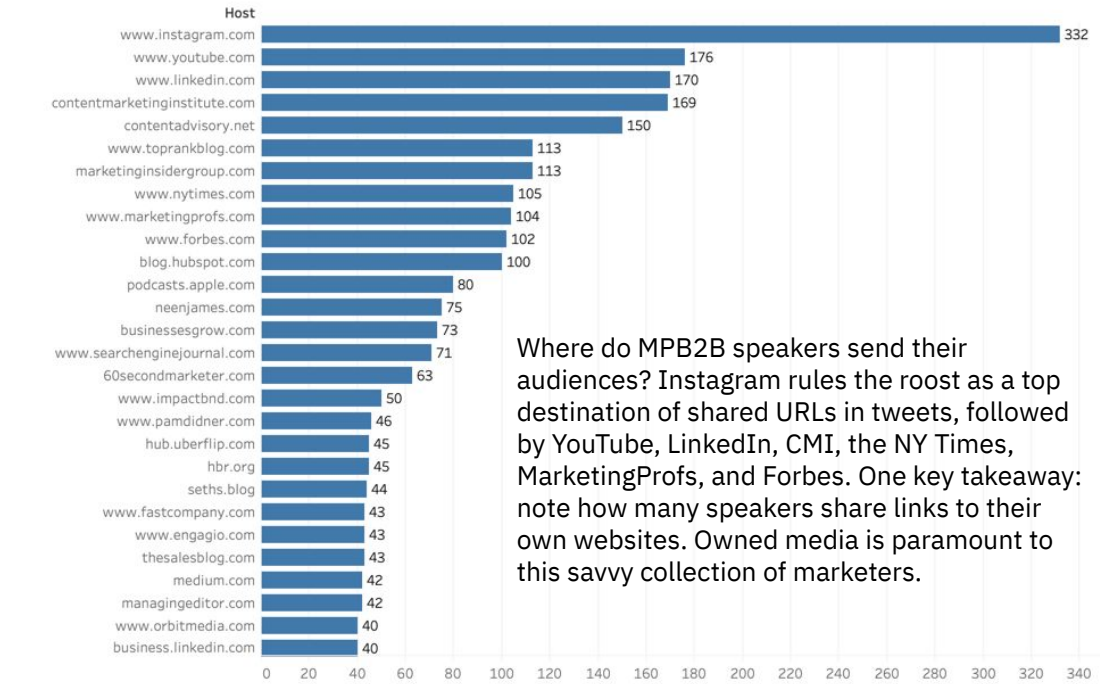
The total addressable Twitter audience of MPB2B speakers is 3.48 million people, led by Kara Swisher, the MarketingProfs account run by Ann Handley, Jay Baer, Mark Schaefer, Brian Fanzo, and Matt Heinz.

MPB2B speakers aren’t just about followers; people love to put them on lists. MPB2B speakers have been listed 151,552 times by other Twitter users, a huge indicator of their popularity.

Next, let’s look at the top words and phrases mentioned in speakers’ tweets. This is a marketer’s crowd, with focused conversations on business, marketing, strategy, content, podcasting, and much more - a clear, on-topic group of marketing professionals.



Top B2B Speaker Shared Publications :: Analysis by TrustInsights.ai



Where do MPB2B speakers send their audiences? Instagram rules the roost as a top destination of shared URLs in tweets, followed by YouTube, LinkedIn, CMI, the NY Times, MarketingProfs, and Forbes. One key takeaway: note how many speakers share links to their own websites. Owned media is paramount to this savvy collection of marketers.

What speakers are you looking forward to hearing?

Who will you follow up with at MPB2B and afterwards?

Methodology Statement

Trust Insights analyzed 42,170 Twitter posts by 78 MPB2B speakers identified by the conference’s Twitter speaker list featured on the MPB2B website. The Twitter data came from Twitter’s API and Trust Insights’ custom software. Date of extraction was October 10, 2019; the timeframe examined was January 1, 2019 - October 9, 2019. For more information, contact [sales@trustinsights.ai](mailto:sales@trustinsights.ai)