

50 Online Marketing Influencers to Watch in 2016

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Date : December 22, 2015



Over the last several years, digital marketing has become an essential part of every successful business -- regardless of that business' size. As a result, there are now thousands of industry experts who are more than willing to share their knowledge. But which experts stand out and have proven themselves to be leading authority figures?

When you think of the "top 50" of anything, many variables can come into play. Some of the ones I considered for this list include:

- Usefulness and reliability of blog and **social** media posts
- Advanced knowledge in one or more areas of online **marketing**
- Size of audience
- Level of engagement on their blog or **social** media
- Ability to create and sustain a sense of community with their audience
- Awards received
- Books written

So, what experts made my list? Here are my 50 top online **marketing** influencers I think you should follow in 2016.

1. Rand Fishkin

[Rand Fishkin](#), a.k.a. "the 'Wizard of Moz,'" is the founder and former **CEO** of [Moz](#) and a leading expert in search-engine optimization, **marketing** and entrepreneurship. He's also a speaker and author of titles like *Inbound **Marketing*** and *SEO: Insights from the Moz Blog*.

2. John Rampton

[John Rampton](#) is an entrepreneur and connector, as well as founder of [Due.com](#). He's a frequent contributor for *Entrepreneur.com*, *TechCrunch* and *The Huffington Post*, and provides startup advice on his [motivational blog](#). Rampton is a serial entrepreneur who loves building amazing products and services that scale.

3. Neil Patel

[Neil Patel](#) is best known as the founder of [Crazy Egg](#), [Quick Sprout](#), and [KISSMetrics](#). As a web analytics, marketing and conversion expert and entrepreneur, Patel is also a regular contributor for publications such as Inc., **Fast Company**, **Forbes**, **Entrepreneur.com** and **TechCrunch**.

4. Ann Handley

[Ann Handley](#) is the author of the best-selling book *Everybody Writes*, as well as the chief content officer of [MarketingProfs](#) and co-founder of ClickZ. As a pioneer in digital marketing, Handley is also a keynote speaker and columnist for *Entrepreneur.com*.

5. Larry Kim

[Larry Kim](#) is an influential pay per click expert and the founder of [WordStream](#). He is also the author of four award-winning books and frequent contributor to *Forbes*, *Inc.* and *Search Engine Land*.

6. Wil Reynolds

[Wil Reynolds](#) is the founder of Philly-based SEM/SEO consulting firm [SEER Interactive](#) and a popular keynote speaker at events like Pubcon 2015.

7. Arnie Kuenn

[Arnie Kuenn](#) is the CEO of [Vertical Measures](#), the author of *Content Marketing Works: 8 Steps to Transform Your Business* and an instructor for the Content Marketing Institute and the Online Marketing Institute.

8. Heidi Cohen

[Heidi Cohen](#) is the chief content officer at [Actionable Marketing Guide](#) and president of Riverside **Marketing** Strategies. She is also a speaker and co-author of *Instant Content Marketing Success: 10 Tips from Leading Content Marketing Experts*.

9. Shama Hyder

[Shama Hyder](#) is the founder and CEO of [Marketing Zen](#). She's also the author of the best-selling book *The Zen of Social Media Marketing* and a keynote speaker, and was included in Forbes' 30 Under 2015: **Marketing & Advertising**.

10. Amy Africa

[Amy Africa](#) is the **CEO** of digital marketing agency [Eight by Eight](#) and a sought-after speaker. Throughout her career, Africa has worked with clients like **Coca-Cola, Microsoft and American Express**.

11. Brian Halligan

[Brian Halligan](#) is the **CEO** and co-founder of [HubSpot](#), co-author of *Inbound **Marketing**: Get Found Using **Google**, **Social Media**, and **Blogs*** and a lecturer at MIT.

12. Michael Brenner

[Michael Brenner](#) is the founder of [B2B Marketing Insider](#) and head of strategy at NewsCred, a speaker, consultant and author.

13. Joe Pulizzi

[Joe Pulizzi](#) has been one of the leading online marketing influencers since he he coined the term “content marketing” in 2001. He’s the founder of the [Content Marketing Institute](#), a speaker and the author of *Content Inc.*

14. Mari Smith

[Mari Smith](#) is regarded as one of the top authority figures in social media marketing, specifically Facebook. She’s also a speaker and co-author of *The New Relationship **Marketing**: How to Build a Large, Loyal, Profitable Network Using the Social Web* and *Facebook Marketing: An Hour A Day*.

15. Tim Ash

[Tim Ash](#) is the **CEO** of [SiteTuners](#), author of the best-selling book *Landing Page Optimization* and a popular speaker at Search Marketing Expo (SMX) and PubCon.

16. Brian Massey

[Brian Massey](#), a conversion scientist at Austin-based [Conversion Sciences](#), is also the author of *Your Customer Creation Equation: Unexpected Website Formulas of the Conversion Scientist*.

17. Jay Baer

[Jay Baer](#) is the renowned founder of the digital marketing consulting agency [Convince & Convert](#), as well as a keynote speaker, digital media entrepreneur and author of the best-selling book *Youtility: Why Smart **Marketing** is About Help, Not Hype*.

18. Lee Odden

[Lee Odden](#) is an active thought leader in digital marketing and the **CEO** of [TopRank](#). He's been cited by major publications like *The Wall Street Journal*, *Forbes*, *The Economist*, *Fortune* magazine and *Entrepreneur.com*.

19. Aleyda Solis

[Aleyda Solis](#) is a trilingual, international SEO consultant and founder of [Orainti](#). She's also a keynote speaker who has spoken at MozCon, BrightonSEO, SMX and SES.

20. Gary Vaynerchuk

[Gary Vaynerchuk](#) is a hustler, a pioneer in digital marketing and **CEO** of [VaynerMedia](#), an agency that specializes in social media branding. Vaynerchuk is also the author of *Crush It!*

21. Richard Lorenzen

[Richard Lorenzen](#) is a New York media entrepreneur and the **CEO** of public relations firm [Fifth Avenue Brands](#). He speaks frequently about entrepreneurship and is releasing a book in January 2016. His clients include Silicon Valley tech startups, New York hedge funds and national politicians.

22. Avinash Kaushik

[Avinash Kaushik](#) is the digital marketing evangelist for **Google**, co-founder and **CEO** for [Market Motive](#) and author of two best-selling books: *Web Analytics 2.0*, and *Web Analytics: An Hour A Day*. He also runs the popular website [Occam's Razor](#).

23. Oli Gardner

[Oli Gardner](#) is the co-founder of [Unbounce](#) and claims that he has seen more landing pages than anyone else on the planet. Gardner is a speaker and contributor to highly-respected publishers like *Moz*.

24. Angie Schottmuller

[Angie Schottmuller](#) is the director of interactive strategy and optimization at [Three Deep Marketing](#), as well as a columnist at *Search Engine Watch* and a speaker at SES, SMX and OMS. She was named by *Forbes* as one of the Top 10 Online Marketers for 2015.

25. Leo Widrich

[Leo Widrich](#) is the co-founder and **COO** of [Buffer](#), a company that prides itself for being a “smarter way to share on **Twitter** and **Facebook**.” When sharing advice on the Buffer Blog, Leo also writes for publications like *Fast Company*.

26. Peter Shankman

Known as the founder of HARO, as well as [The Geek Factory, Inc.](#), [Peter Shankman](#) has earned a reputation for his radical ideas regarding customer service, **marketing**, **social** media and PR. He's also a speaker and author of four books, including *Zombie Loyalists: Using Great Service to Create Rabid Fans*.

27. Pam Moore

Often called [the “Marketing Nut,” Pam Moore](#) is a consultant, speaker and author who excels at conversion optimization and **social** branding. She's consistently been recognized as a top social media influencer.

28. Josh Steimle

[Josh Steimle](#) is the author of [Chief Marketing Officers at Work](#), to be released in March 2016. He's a contributor to *Forbes*, *Entrepreneur.com*, *Mashable*, *TechCrunch* and other publications, and is the **CEO** of [MWI](#), a digital marketing agency he started in 1999 while a college student. He's also a **TEDx** presenter and speaks regularly at marketing industry and startup events.

29. Matthew Barby

[Matthew Barby](#) is an award-winning blogger, speaker and lecturer for the Digital **Marketing** Institute. He's also the Global Head of Growth & SEO for **HubSpot**.

30. Marcus Tober

[Marcus Tober](#) is the innovative thinker who founded the leading and cutting-edge search analytics company [Searchmetrics](#). As a self-described big data geek, Marcus regularly discusses the industry at events across the world.

31. Jordie Van Rijn

Recognized as one of the top authorities in email **marketing**, [Jordie Van Rijn](#) founded [Email Monday](#) and has become a keynote presenter and trainer.

32. Brian Clark

[Brian Clark](#) is the founder and **CEO** of the widely popular [Rainmaker Digital](#), which was formerly known as Copyblogger Media, a go-to source for content marketing and copywriting.

33. Melissa Mackey

[Melissa Mackey](#) specializes in pay per click issues and is the search supervisor at [Gyro](#) and author at [Beyond the Paid](#).

34. Anita Perez-Valdez

[Anita Perez-Valdez](#), a self-described data geek, is the co-founder and VP of operations at [TopSpot Internet Marketing](#). Perez-Valdez was also one of the the first 100 people to become a **Google** Adwords Professional.

35. Tom Treanor

[Tom Treanor](#) is the director of content marketing and social media for [Wrike](#). He's also the founder and author for [Right Mix Marketing](#), which helps small-to-medium-size business owners succeed in content marketing and social media.

36. Julie Joyce

[Julie Joyce](#) is the owner of [Link Fish Media Inc.](#), a link-building company, and co-founder of SEO Chick and Avant Greensboro.

37. John Boitnott

[John Boitnott](#) is an investor, tech writer and digital media consultant. He's also written for *Inc.com*, *Entrepreneur.com*, *Business Insider* and *USA Today*.

38. Eric Hebert

[Eric Hebert](#) is a seasoned **digital marketing** and business strategist, as well as founder of [Evolvor.com](#), which has been featured in *Search Engine Watch*, *ClickZ*, *Entrepreneur.com* and *Rank Watch*.

39. Pete Meyers

Having earned a bachelor's degree in computer science and a PhD in cognitive psychology, [Pete Meyers](#) is best known as the “**marketing** scientist” at Moz, where he designed the Mozcast and curates the [Google Algorithm History](#).

40. Roger Bryan

[Roger Bryan](#) is the founder of [Enfusen](#), a content-**marketing** management platform. Enfusen's Content Analytics Insights Tool was developed in conjunction with **Microsoft** to help drive cloud consumption across all of **Microsoft's** solutions. He was invited to the White House in 2012 as one of the Most Influential Young Entrepreneurs in the United States.

41. Lisa Raehsler

[Lisa Raehsler](#) has been recognized one of the most influential pay-per-click experts, and honored as a 2015 **Microsoft** MVP Award recipient. Raehsler is also the founder of [Big Click Co.](#)

42. Bryan Eisenberg

[Bryan Eisenberg](#) is an entrepreneur, best-selling author and the founder and **CMO** of [IdealSpot.com](#). His expertise has been shared in *The Wall Street Journal* and *The New York Times*.

43. Murray Newlands

[Murray Newlands](#) is an entrepreneur, investor, business advisor and speaker. He's also a [prolific blogger](#) who has written for *Entrepreneur.com* and *Forbes*.

44. Andy Crestodina

[Andy Crestodina](#) is a web strategist, speaker, author of *Content Chemistry: An Illustrated Guide to Content **Marketing*** and co-founder of Chicago-based [Orbit Media](#).

45. Brian Sutter

As the the director of **marketing** at [Wasp Barcode Technologies](#), [Brian Sutter](#) is in charge of the development and execution of the company's **marketing** strategy. He also shares his small business insights on *Forbes*, *Entrepreneur.com* and *The Huffington Post*.

46. Danny Sullivan

[Danny Sullivan](#) is a founding editor of [Search Engine Land](#) and industry expert who has often been cited in search engines and search marketing since 1996. He is also known for speaking around the world about **marketing**.

47. Jeff Bullas

Often considered one the industry's top influencers and strategists, [Jeff Bullas](#) was named the No. 1 [Content Marketing Influencer](#) by Onalytica, and is a renowned blogger and speaker. He's

also the author of *Blogging the Smart Way -- How to Create and Market a Killer Blog with Social Media*.

48. Ann Smarty

[Ann Smarty](#) is the founder of [Viral Content Buzz](#). She's also the brand manager for [Internet Marketing Ninjas](#) and has written for *Moz*, ***Social Media Examiner*** and *Mashable*.

49. Robert Rose

[Robert Rose](#) is the chief strategy officer for the Content Marketing Institute, co-host of the podcast *PNR's This Old **Marketing*** and author of *Managing Content **Marketing** and Experiences: The Seventh Era of Marketing*.

50. Tim Ferriss

[Tim Ferriss](#) is the author of the best-selling book [The 4-Hour Workweek](#), an investor and a productivity expert. He's also the star of [The Tim Ferriss Experiment](#).

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