

Bob Knorpp

President at The Cool Beans Group

New York, NY, US

The Host of The BeanCast Marketing Podcast / Ad Age Contributor

Biography

Bob Knorpp, host of the award-winning BeanCast Marketing Podcast and creator of Ad Age Outlook, is one of the leading thinkers in advertising and marketing strategy today. With years of experience in brand-building, digital advertising and social media management, he offers an uncommonly broad perspective on the issues facing marketers today. Bob has electrified audiences across the country, having spoken at top industry conferences such as Blog World and The Direct Marketing Association's annual expo, as well as taught at NYU and other smaller workshop settings. Most recently he's spoken on social media strategies and tactics, creating ongoing viral efforts, evaluating social effectiveness and understanding popular tactical trends in advertising. He regularly publishes in Ad Age and produces his BeanCast podcast on a weekly basis. To learn more, visit www.thebeancast.com.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC

Industry Expertise

Social Media, Advertising/Marketing

Areas of Expertise

Measuring Effectiveness in Social Media, Understanding the Value of Brand Advertising

Sample Talks

The Value of The Small Audience

We push for likes and retweets and followers all the time in social media, then call it a social success. And certainly there is always value to be gained from gathering a large audience. But if social gives us the ability to engage an audience more fully, aren't we diluting this effectiveness by apply broadcasting techniques with no plan for loving our true advocates? This session discusses a vision for valuing the small audience with your larger one, and how to create balance between the two.

Education

D&E
B.A English/Theater

Accomplishments

Award Winning Podcast

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