

Kipp Bodnar

Inbound Marketing Strategist at HubSpot

Boston, MA, US

B2B Social Media Marketing Author and Speaker | Social Media Lead Generation Expert

Biography

Kipp Bodnar is Inbound Marketing Strategist at HubSpot, the inbound marketing software leader that provides integrated tools for marketers to generate and manage leads online. Kipp leads a team of marketers that guide and execute HubSpot's inbound marketing content strategy. This includes creating content for Blog.HubSpot.com, webinars, ebooks, social media and other channels to help educate marketers and generate leads. He is co-author of *The B2B Social Media Book: Become a Marketing Superstar by Generating Leads with Blogging, LinkedIn, Twitter, Facebook, Email, and More* (John Wiley & Sons), the definitive guide for B2B marketers who want to master social media and drive leads. Kipp is an experienced social media marketer who co-founded SocialMediaB2B.com, the leading online resource for social media's impact on B2B marketing. He also writes on his personal blog DigitalCapitalism.com as well as guest postings on other leading marketing blogs.

Availability

Keynote, Panelist, Workshop, Author Appearance

Industry Expertise

Public Relations and Communications, Social Media, Direct Marketing, Media - Online, Advertising/Marketing

Areas of Expertise

Social Media Lead Generation, B2b Social Media Marketing, Business Blogging

Sample Talks

Uncovering the Secrets of Social Media Lead Generation

Social media is essential to boosting your company's bottom line, but few marketers know how to effectively leverage their Facebook Pages, Twitter, and LinkedIn into successful B2B marketing campaigns. How can you harness the power of your social media to increase your business-to-business sales, expand your sources of revenue, and generate more leads? Discover the strategies necessary to branch your social media into this important marketing area. This presentation will cover: ? Why social media is essential for effective B2B marketing ? How to build targeted campaigns that generate leads and increase conversion rates ? Effective metrics to accurately gauge your social media ROI ? How social media can make B2B earning revenue easier

Education

Marshall University

BA Journalism Public Relations

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