

Murray Newlands

CEO at Influence People

San Francisco, CA, US

Social media and marketing expert and author Murray Newlands

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC

Industry Expertise

Public Relations and Communications, Advertising/Marketing, Social Media

Areas of Expertise

Social Media, Marketing, Blogger Relations, Public Relations, Online Marketing

Affiliations

Online Marketing: A User's Manual, What is Personal Branding? By Jim Kukral and Murray Newlands, <http://www.murraynewlands.com>

Sample Talks

Blogger relations

Why is blogger relations necessary in today's marketing campaigns? What can it do for my products? How can I extend blogger outreach to go beyond branding and into targeted lead generation?

Event Appearances

Speaker

Izea Fest

Regular Speaker

San Francisco Blog Club

Speaker

London Blog Club, April meet-up

Speaker

Affiliate Summit West

Panel Chair
Malaysian Social Media Summit

Education

Northumbria University
LPC Solicitor (Lawyer)

University of London
LLB Law Degree

Accomplishments

Founder, San Francisco Blog Club

I founded the San Francisco Blog Club. We meet the third Tuesday of every month at a new location.

Founder & CEO, Influence People

In 2011, I founded my own marketing consulting and blogger relations firm, Influence People.

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