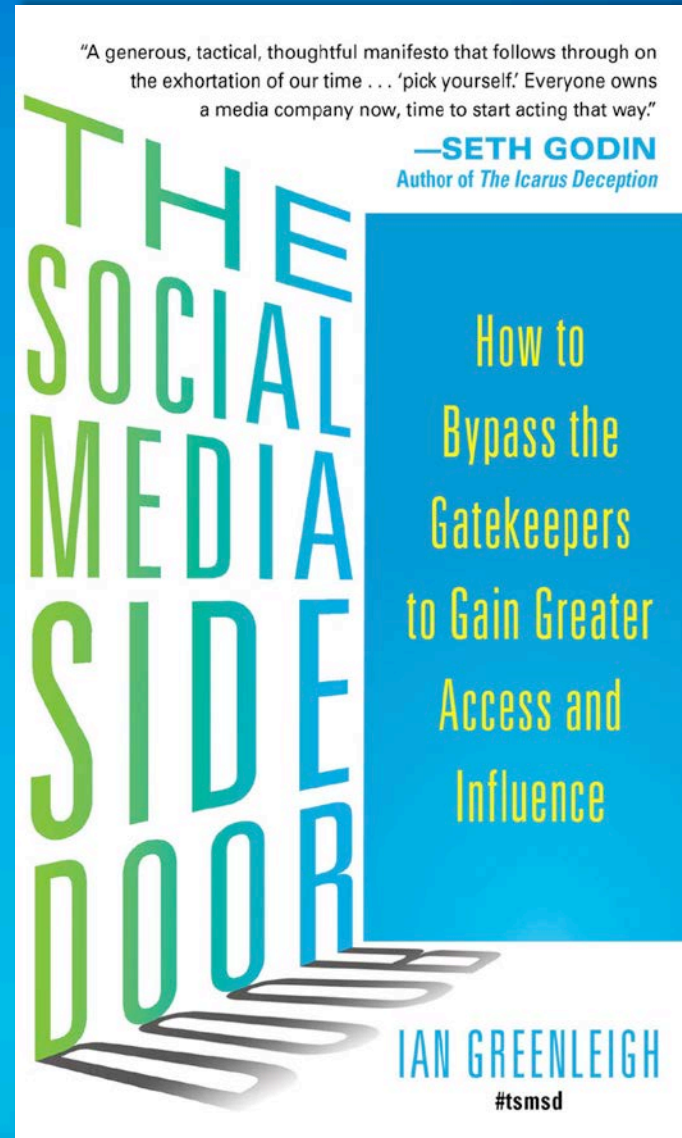


IAN GREENLEIGH

Author, *The Social Media Side Door*

Director of Marketing, Olapic

@be3d



#socialsummit @be3d

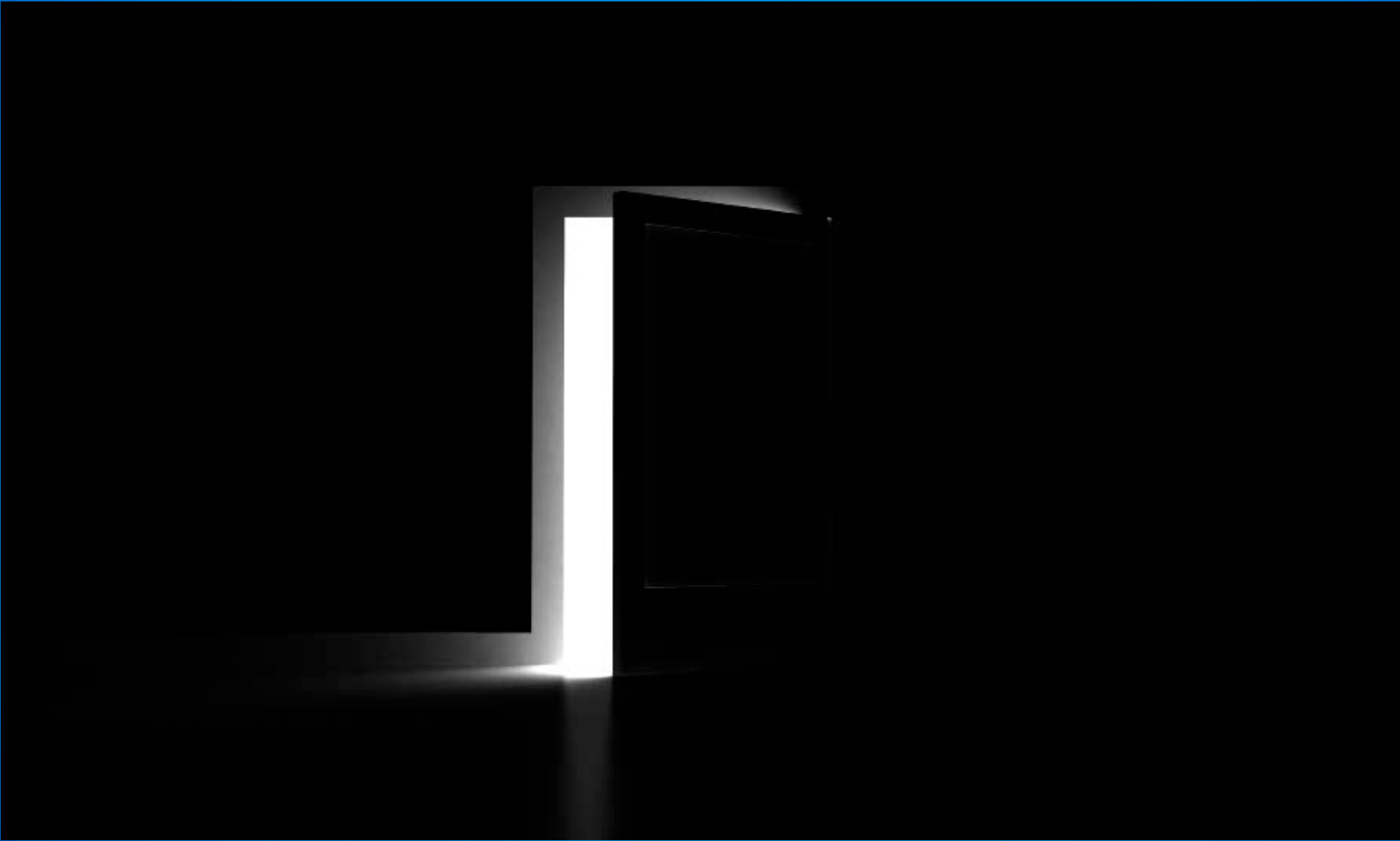
**I want to work for
you.**



I'm Ian. I'm a nominee for the
2010 TX Social Media Award
and I'm looking for a job in
new media. Can you help?
[Click here.](#)

 Like

THE AD THAT CHANGED MY LIFE



GATEKEEPING PERSISTS

STANDING IN LINE

REACH \neq INFLUENCE

NEW AUDIENCE DYNAMICS

FLATTER, WIDER

THE END OF ASSUMPTIONS

#socialsummit @be3d

DATA

LITERACY

BUILD—DON'T BUY—INFLUENCERS

#socialsummit @be3d



instagram

Following

1 week ago

When New York Instagrammer Maz McWilliams (@digsapparel) started documenting himself carrying a melon for 100 days to promote awareness for Traumatic Brain Injury (TBI), he did not expect it to grow into the collaborative movement it has since become. When people started asking him questions about the project, he encouraged them to join in creating their own creative melon images and A Melon

insane_966, sisse1212, emily20200 and 462k others like this.



hi_im_jv

Wow



anastasiya_k12

👍👍👍



ta.fashion

wow amaaaaaazzzzziiiiinnngggg



_rory_smith_

Lucy's a slag @luce.x



luce.x

jealous of mario @_rory_smith_



luce.x

he's ITALIAN @_rory_smith_



Leave a comment...



BE PARTICIPATORY

#socialsummit @be3d



#socialsummit @be3d



@BE3D

#socialsummit @be3d

BACKSTAGE PASSES

#socialsummit @be3d

POSTCARD FROM PARIS

our chief creative officer gives a glimpse into the stories behind our prints this month

FEBRUARY 12, 2014 | COLUMN: WHAT'S NEW , PLACES TO GO PEOPLE TO SEE , FROM THE DESK OF DEBORAH LLOYD



#socialsummit @be3d

COMBINE INDIRECT & DIRECT

wants to talk to you this weekend, going to put you two in touch. Would also love for you to come by and talk to a few people in the office next week - let me know your availability and we'll make it happen.

Really looking forward to meeting!

Ian,
Hey, excellent use of LinkedIn ads :). You available to chat tomorrow?
Best,

Ian Greenleigh · 3 years ago

David-

Solid set. Here's my top prediction:

2011 will be the year true online influencers are located. This includes...

1. Refining our understanding of the true indicators of influence, and rejecting normally-false influence metrics (like Twitter followers)
2. Finding hidden influencers; those that aren't on "top blogger/analyst" lists, but act as decision support for both B2C and B2B decisions makers

This year we'll reject false influence metrics like Twitter followers and find hidden influencers.

Ian Greenleigh, Social media manager,
Bazaarvoice

START WITH TOUCHSTONES

#socialsummit @be3d

DISAGREE!

EMULATE YOUR AUDIENCE

#socialsummit @be3d

SOCIAL PROOF

#socialsummit @be3d

I want to work for you.



I'm Ian. I'm a nominee for the 2010 TX Social Media Award and I'm looking for a job in new media. Can you help? Click here.

Like



59

Ian Greenleigh

Director of Marketing, Olapic | Author, The Social Media Side Door | Endlessly curious | Featured in AdAge, Digiday, Mashable, Adweek, HBR, IBD, more

- Social Media
- Marketing
- Blogging
- Facebook
- Writing
- Technology
- Austin
- Business
- Books

View Fewer Topics

As featured in

The New York Times

Chicago Tribune

CHICAGO SUN-TIMES

boingboing

the village VOICE

Hammer to Nail
What to Watch

THE PLAIN DEALER

SALON

The Boston Globe

ASH'S IS COOL NEWS

THE JUSTICE CHRONICLE

Anchor Communications' CEO T.J. Kirgin Notches 68 Klout Score

Anchor Communications' T.J. Kirgin displays his social media savvy by scoring a 68 on Klout's social media influence scale, placing him in the top 5% of the website's influencers.

BE INDISPENSABLE

#socialsummit @be3d



CMO

by Adobe

Updated 7:20 PM EDT
Tuesday, May 27, 2014

- NEWS
- INSIGHT
- CMO EXCLUSIVES
- ADOBE DIGITAL INDEX
- CMO INSIDER
- INTERVIEWS
- SLIDE SHOWS
- EVENTS

CMO Impact Study >

Marketers Managing Marketing Really Does Work

In general, the CEOs of top-performing firms allocate greater ownership across more marketing-related activities to the CMO than bottom-performing firms.



TOOLS

• **Personalization, Demystified: How To Be 'Spot On,' Not 'Creepy'**

May 27, 2014

ONLINE MEDIA

• **Report: Online Travel Bookings Will Rake In \$61B This Summer**

May 26, 2014

PLAY TO THE EGO

#socialsummit @be3d



thestudiobooth.com/blog/fader-fort-1
#socialsummit @be3d

THE FUTURE OF ACCESS AND INFLUENCE

#socialsummit @be3d

THANK YOU

#socialsummit @be3d