

7 Content Marketers You Should Follow on Twitter (Or risk missing out)

Getting firsthand information about content marketing strategies is crucial when you *are* dedicated to making it work for your business. And Twitter is one of the best channels to get updates and ideas to *level up* your content marketing strategy.

(http://www.burstmedia.com/pdf/burst_media_online_insights_2013_04.pdf).

Right now, I can recommend 7 persons whose tweets are worth following because of 2 reasons:

1. They generously share information (http://www.mediabistro.com/alltwitter/twitter-personality_b44269) on Twitter, and
2. They are *authentic authorities* in content marketing.

Take a look at their profiles and why you should make it your business to follow them.

Brian Clark, @copyblogger (<https://twitter.com/copyblogger>)

The Founder of Copyblogger.com, Brian is a firm believer that content marketing is the most effective business strategy. He also shows this commitment on Twitter and was named the No. 1 Most Influential Person for Small Business Owners on Twitter (<http://blog.dandb.com/2012/06/26/top-50-smallbiz-influencers/>) on top of other citations.

He uses Twitter as a communication channel and personally connects with his followers. His tweets are not only packed with ideas for marketing content but serves as great examples on how to get a deeper understanding of what customers really need. Just like this tweet (<https://twitter.com/copyblogger/status/338063389177827329>) where he received juicy responses and for one commenter he provided an on-the-spot solution to his content marketing problem.

 **Brian Clark**
@copyblogger Following

Tell me your content marketing problem. I'll figure out how to solve it. Not with a tweet, though. You get it.

← Reply ↻ Retweet ★ Favorite ⋮ More

3 FAVORITES 

6:46 AM - 25 May 13

Sonia Simone @soniasimone (<https://twitter.com/soniasimone>)

The vibrant personality of Sonia is reflected in her hair, blog posts and her Twitter feed is not left behind. The pink-haired CMO of Copyblogger Media has had a long love affair with business marketing and in 2008, she joined Brian Clark as a Senior Editor for Copyblogger.com. Since then she has produced and written countless trend-setting posts for the blog.

It's pretty clear that Sonia loves to make her voice heard and Twitter is one of her avenues for this. She posts thought-provoking opinions about content marketing which can surely move marketers to think twice about their tactics. (<https://twitter.com/soniasimone/status/336932908554141696>)

 **Sonia Simone**
@soniasimone Following

I'll quit going on and on about "you have to create better content" when people start creating better content. #StillWorkToDo

← Reply ↻ Retweet ★ Favorite ⋮ More

10 RETWEETS 6 FAVORITES 

3:53 AM - 22 May 13

She also uses twitter as a research tool to generate ideas. This contributes to why her posts are both compelling and appealing to readers. (<https://twitter.com/soniasimone/status/317401510243885056>)



Neil Patel @neilpatel (<https://twitter.com/neilpatel>)

With a proven track record of more than 7 years, for helping **big websites** gain tons of traffic, Neil brazenly shares on Twitter and his blog QuickSprout.com, how blogging and creating content for the web can increase “eyeballs” (his own words) and conversions. Because of this he’s been named as one of the top influencers on the web by the Wall Street Journal among others.

(<http://www.quicksprout.com/about/>)

Neil doesn’t hold his ideas back when blogging and especially when tweeting. His mission: to inspire and teach more people in the road of entrepreneurship pours over his Twitter statuses and the post below is just one out of his more than 7500 educational and inspiring tweets.

(<https://twitter.com/neilpatel/status/344541424999612416>)



Neil Patel
@neilpatel



Following

Don't make excuses, make improvements.

Reply Retweet Favorite More

32

RETWEETS

13

FAVORITES



3:47 AM - 12 Jun 13

Kristi Hines @kikolani (<https://twitter.com/kikolani>)

Following Kristi, even just on Twitter will keep you on your toes on the most recent happenings and changes in the online marketing world. She's the go-to blogger when it comes to the latest on search, social media, and especially blog marketing. Because of this she was included in the Forbes Poll for the Top 50 Social Media Power Influencers for 2012.

(<http://www.forbes.com/sites/haydnshaughnessy/2012/01/25/who-are-the-top-50-social-media-power-influencers/2/>)

Kristi knows her way around Twitter and you can see her hosting and participating in Twitter chats and discussions with fellow bloggers and marketers. Her ideas are fresh and she shares perspectives that she herself has reviewed and tested. (<https://twitter.com/kikolani/status/346443613141606400>)



Kristi Hines

@kikolani



Following

@patrickspplace I've been sending custom emails through Aweber for certain posts. Engagement for those is high! :) #blogchat

← Reply ↻ Retweet ★ Favorite ⋮ More

9:46 AM - 17 Jun 13

Reply to @kikolani @patrickspplace



Patrick Phillips @patrickspplace

17 Jun

@kikolani Haven't heard of Aweber. I'll check into it. Is it like MailChimp?

Details

Joe Pulizzi @joepulizzi (<https://twitter.com/joepulizzi>)

In 2011, Joe was recognized for his work by the American Business Media as the “Custom Media Innovator of the Year.” (http://www.foliomag.com/2011/2011-folio-40#.UdJgz6yRa_p) (http://www.foliomag.com/2011/joe-pulizzi#.UdJhT6yRa_o) He’s truly a content marketing evangelist.

He uses his 3 sites to provide basic to advanced level information on content marketing. And he never fails to share these latest findings and resources on his Twitter profile.

Joe also regularly hosts free marketing webinars and uses Twitter as the discussion hub. Just like the recently held “Winning Leads with Webinars”, he shared on Twitter the feedback he got from the attendees at the same time that the webinar was happening. (<https://twitter.com/joepulizzi/status/349938787964567552>)



Joe Pulizzi

@joepulizzi



Following

58% of today's webinar attendees say "converting a prospect into a customer" is the biggest webinar challenge. #cmi

← Reply ↻ Retweet ★ Favorite ⋮ More

1

RETWEET

1

FAVORITE



1:14 AM - 27 Jun 13

Michael Stelzner @Mike_Stelzner (https://twitter.com/Mike_Stelzner)

The founder of the Small Business Influencer Awards nominee (<http://influencers.smallbiztrends.com/small-business-news-2012/social-media-examiner--1/>) Social Media Examiner, Michael creates posts all focused on how businesses can leverage social media, blogs and podcasts.

This dedication to help marketers make social media and online content work for them, echoes on his tweets as well. You can see how freely he provides advice and help on this social media channel. (https://twitter.com/Mike_Stelzner/status/341604172858265600)

The screenshot shows a Twitter thread. At the top, a tweet from **iTech Coaching** (@iTechcoaching) dated 3 Jun asks: "@Mike_Stelzner Really enjoying your podcasts and overall content! What's 1 piece of advice you'd give to gaining more Twitter followers?" Below this is a reply from **Michael A. Stelzner** (@Mike_Stelzner) dated 1:15 AM - 4 Jun 13. The reply says: "@iTechcoaching thanks - my advice is to stop worrying about the follower count and focus on providing great value". The reply has 1 retweet and 0 favorites. The user's profile picture is visible, and a "Following" button is present.

Leo Widrich @LeoWid (<http://twitter.com/LeoWid>)

Current CMO and Co-Founder of Buffer app, Leo in 2011 helped it grow from zero to over 650,000 users worldwide. He and his colleagues believe in creating content which rings true of their target audience's needs. They built Buffer app with content sharing in mind and used content to spread the word about it.

Because of his strong devotion to producing content that captures reader's attention *and* keeps them hooked, he uses Twitter as a testing ground for ideas.

In a recent tweet we can see how he showed the Twitter A/B test he and his team did to choose their recent blog posts' headline. (<https://twitter.com/LeoWid/status/350662962442280961>) The results of the test gave them a clearer idea on what their followers preferred and that was what they gave them.


Leo Widrich
 @LeoWid



Here's how we've chosen the headline for our recent blogpost (bit.ly/18kMtsK) after another Twitter A/B test
pic.twitter.com/OV46EHH3K4

[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

Thursday 27th June

🔗 The science of gamification and how to use it for motivation http://buff.ly/1cs0rGB <small>3:07 PM</small>	7 Retweets	11 Favorites	1 Mention	70 Clicks	108k Potential
🔗 Why our brains are so attracted to playing games: The science of gamification http://buff.ly/11LuKs <small>10:14 AM</small>	6 Retweets	8 Favorites	0 Mentions	57 Clicks	109k Potential
🔗 Games and your brain: how to use gamification to stop procrastinating http://buff.ly/1cqUsiD <small>9:16 AM</small>	6 Retweets	9 Favorites	0 Mentions	158 Clicks	106k Potential

13 RETWEETS **13** FAVORITES
 

1:12 AM - 29 Jun 13 Flag media

Are you following one or all of these 7 content marketers on Twitter? If not then you should.

They'll help you save time, money, *and* energy in crafting ideas for your content marketing strategy.

Or do you have other people you'd like to recommend? I'd be happy to know them so feel free to share your choices in the comments.

