

# Seven top online marketing experts to follow

By [Charles Mburugu](#)

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The online marketing world is changing at a very rapid pace. New tools and strategies are always emerging for driving traffic, increasing social engagement, building an email list, increasing conversions and improving search engine rankings. Therefore, business owners, marketers and bloggers must always be on top of their game in order to stay ahead of the competition. The good news is that there are many online marketing experts that you can learn from on a daily basis:



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## 1. Neil Patel

Neil Patel is the co-founder of KISSMetrics and CrazyEgg. Together with his co-founder Hiten Shah, Neil has created great tools that have been used by numerous online marketers all over the world. He writes about topics such as growing a blog audience and improving search engine rankings. His articles have been published on several major publications, as well as his own [NeilPatel.com blog](#).

## 2. Melissa Mackey

Melissa Mackey is a marketer with years of experience in the industry. She is a supervisor at Gyro, one of the most recognised B2B agencies globally. She contributes regularly on The SEM Post and SEW, as well as on her own blog [beyondthepaid.com](#). Her popular articles include *Google Has Become Yahoo* and *Why We Need Control in PPC*. Melissa is also a sought after speaker at conferences such as HeroConf, SES and SMX.

## 3. Angie Scottmuller

Angie is the growth marketing consultant at the Artisan Interactive Marketing and Consulting Services. She is a well known speaker at conferences where she empowers participants with free power tools, latest tactics and practical skills. Angie has been recognised by The Entrepreneur and Forbes as one of the top online marketers in the world. She has written numerous articles including *Mobile Landing Page Optimization – 10 Best Practices for Success* and *Color Usability: 4 Keys to Clockwork Conversion*.

## 4. Perry Marshall

Perry Marshall is one of the top sales growth experts in the world. He has carried out successful AdWords campaigns for companies all over the world through his company, [Perry S. Marshall and Associates](#). In addition, he has written several books on the topic of online marketing, including *An 80/20 Approach to More Traffic* and *Conversions, and Profits*. Perry has spoken at conferences in countries such as Australia, Israel, Canada and the U.S.

## 5. Kevin Lee

Kevin Lee, the co-founder of We-Care.com and Didit.com, is a recognised authority in the field of Search Engine Marketing. He is the creator of the Maestro, a search campaign technology that has become very popular with many companies. Kevin has been acknowledged as one of the most influential marketers by Deloitte's Fast 500 and Inc 500.

## 6. Justin Cutroni

Justin Cutroni is an international speaker, blogger and author. He is also an evangelist for Google, and has helped create the Google Analytics training courses. Cutroni offers valuable tips on his own blog [Cutroni.com](#), as well as on other leading publications. He is also the author of several books including 'Google Analytics'.

## 7. Ramon Ray

Ramon Ray is a well-known entrepreneur as well as a best-selling author. One of his most popular books is the 'Facebook Guide to Small Business Marketing'. In addition, Ramon is an event host/speaker that has shared the stage with the likes of Guy Kawasaki, Daymond John and Seth Godin. He has even [interviewed President Obama](#). Ramon is an expert in a wide range of technologies including online software, mobile computing and social media. He has been quoted on several major publications including *Inc. Magazine*, *Wall Street Journal*, *Entrepreneur Magazine* and the *New York Times*.

## ABOUT CHARLES MBURUGU

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