

# Today: Meltwater's free webinar with 2016's #1 Digital Marketer, Jeff Bullas

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Jeff is a Forbes Top 10 social media influencer and a Global #1 content marketing influencer, who learned the secrets to growing web traffic without paying Google or Facebook a cent. He works with companies and communications executives to optimise their online, personal, and company brands with digital content and social media marketing. In spring 2016, he was named #1 Global Digital Marketing Influencer by Onalytica.



## PR tips from the one and only Jeff Bullas

Just when a marketing, PR, or social media trend is about to go mainstream, Jeff Bullas is there to make sure we're ready to make the most of it. Named 2016's #1 Global Digital Marketer, his practical advice on building communities, wielding influence, and measuring impact have been helping us stay ahead of the digital revolution.

Join us for this exclusive webinar. Jeff will walk us through 11 lessons on:

- Using data to reinvent everything from sending press releases to measuring the impact of your message
- The kinds of pitches that work best for winning influencers over
- Real-world examples for benchmarking everything you do and proactively improving results

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