



Changing the Game with Digital Engagement



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by

Changing the Game with Digital Engagement, Presented by SAP
Tuesday at 7 AM Pacific /10 AM Eastern
April 7th 2020: Influencer Marketing: The Next Hottest Thing in B2B?

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The buzz: “People do not buy goods and services. They buy relations, stories, and magic” (Seth Godin). The image of influencer marketing by brands has been tarnished. In 2019, fake followers were widespread for many social media personalities, and some influencers were accused of covert advertising, challenging their authenticity. This poses a dilemma for brands because when we feel something is fake or misleading, we switch off. In August 2018, almost half (47%) of respondents surveyed by Bazaarvoice reported feeling fatigued by influencer content. The experts speak. Vanessa Baker, Tribal Imp

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Featured Guests



Vanessa Baker

Vanessa Baker is Head of Partner Social Advocacy at Tribal Impact. She has spent 20+ years in B2B Marketing in EMEA based roles. These have all been in the technology industry working for SITEL, StorageTek, Hitachi Vantara and now loving her current role at Tribal Impact. She is accountable for working with tech vendors such as SAP to support brand advocacy on social media through their partner ecosystem. Scaling social advocacy programs beyond employees is critical for brands that want to widen their social media impact, reach new audiences and extend their ability to listen into conversations on social media. Vanessa works with Channel teams to design social programs best suited to their

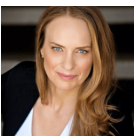
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Mic Adam

Mic Adam started Vanguard Leadership to help organizations implement social media. His focus is implementing Social Selling programs, employee advocacy programs, social media strategy. He also writes & implements social media policies. He conducts training provides consultancy. Mic has been named the #15th Influencer on the Top 1000 Social Selling Influencers in 2017. He has also been named #16th on the Onolytica Social Selling Experts in 2016. Mic has implemented social programs at companies like Orange, Barco, BNP Parisbas, Eneco, Canon Europe and many more. His unique approach and personal experience are the keys to successful social selling program implementations. Mic has built an

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Ursula Ringham

Ursula Ringham is an innovative leader in digital content, influencer marketing, social media, live streams, and video series. She is an early adopter in utilizing the latest technologies to generate awareness, to create unique experiences and to build community about SAP solutions and technologies. Ursula previously worked at Adobe and Apple in their Developer Relations organizations, helping companies bring products to market.

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