



Technology Revolution: The Future of Now
Wednesday at 8 AM Pacific/11 AM Eastern
November 3rd 2021: The Future of Social Media
Noise: Keep or Banish Hashtags?

The Buzz 1: “#Hashtags aren’t as cool as they once were...A Next Web study found that more than half of consumers don’t search for hashtags or use hashtags on their own content.... Spammers and bots are targeting popular hashtags at high rates, even if the hashtag isn’t relevant to the content. This adds “noise” to the social sphere.” (sellerschoice.digital) The Buzz 2: “It’s been 13 years since the founding of the hashtag and marketers are now questioning if hashtags are still relevant...When we asked our community on our Instagram about hashtags, 66% said they’re a key part of their social stra

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Featured Guests



Crispin Sheridan
Crispin Sheridan is the Vice President, SEO at SAP. As part of the Global Demand Centre, he established and leads SAP’s Search Engine Optimization practice. Crispin is responsible for SEO across 70+ country sites, which are run under a hybrid in-house and agency model. He has in the past 23 years at SAP, incubated projects such as Paid Search, Cross Channel Digital Attribution, Web Analytics, and the SAP.com Test Lab. A frequent guest speaker with over 65 appearances at conferences, including ClickZ Live (formerly SES) - New York, San Francisco, Chicago, Toronto, London, Delhi, Shanghai, Jakarta, and Hong Kong, in addition to the e-Metrics Summits, SEMPO, and ad:Tech. He is a past member o

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Isabella Wang
Isabella Wang is a social entrepreneur, business leader, international speaker, and book author. Isabella’s forward-thinking approach to digital transformation is demonstrated as COO at the Creative House and as Board Member and Operations Director at the New York Marketing Association. With years of experience working and building business communities, Isabella is dedicated to supporting ambitious individuals and businesses to unlock growth in a world of change through game-changing marketing strategies, thought leadership, technology, and resource sharing. Isabella is on a mission to humanize the world by leveraging the power of technology. From her expert knowledge of digitalization to he

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Janet E Johnson
Janet E Johnson is a worldwide speaker, trainer and agency owner that has generated millions of dollars for clients using online marketing. She started all the way back in 1998 with selling on eBay while running a daycare in her basement. From there, she shifted to blogging, SEO and social media marketing. In 2007 she transitioned her business to social media marketing, specifically lead generation using Facebook and Instagram advertising.

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