

# **Ann Handley**

**Chief Content Officer at MarketingProfs**

Andover, MA, US

Speaks on Content, Marketing, Publishing

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## **Description**

Ann Handley is the Chief Content Officer of MarketingProfs, an online training and educational resource for businesses and marketers. Formerly, she co-founded ClickZ.com. She is the co-author of the bestselling book, *Content Rules: How to Create Killer Blogs, Webinars, Podcasts, Whitepapers (and More!) to Engage Audiences and Ignite Your Business* (Wiley, 2010). She was cited by Forbes as one of the Top 10 Influences in Social Media (December 2011) and is a monthly columnist for Entrepreneur magazine.

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## **Availability**

Keynote, Moderator, Panelist, Host/MC, Author Appearance

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## **Industry Expertise**

Writing and Editing, Professional Training and Coaching, Media - Online, Publishing, Media Production, Training and Development, Social Media, Public Relations and Communications, Advertising/Marketing, Corporate Training

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## **Topics**

B2b Marketing, Customer Relationships, Email Marketing, Interactive Marketing, Mobile Marketing, Customer Engagement, Corporate Communications, Content, Marketing

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## **Affiliations**

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## **Sample Talks**

### **The Content Rules for Marketing Executives**

How does a company make the leap from "marketing-speak" to become a publisher on the Web? How do you know what to say? How can you create stories and videos and blog posts that people will love? How can you cultivate fans and spark devotion? How can your ideas ignite your business? How do you know if it's working?

Now for all you executives: how do you plan, resource and operationalize content marketing in your organization?

## **Content Rules!: How to Create Content People Actually Care About**

Produce great stuff, and your customers will come to you. Produce great stuff, and your customers will share your story for you. Of course, like many things in life, that bit of luck comes with a hitch: your online content must be the right sort of content: Customer-focused. Authentic. Compelling. Remarkable. Interesting. Valuable.

Ann will show you how to create remarkable content: blogs, podcasts, webinars, ebooks, and other web content that will lure would-be customers to you.

## **The Soul of Your Brand**

If you're going to put content to work for your business, you need that's more than pixels and text and bytes. Your content should truly reflect who you are, content that's deeply rooted in your brand. You need content with soul. Ann will explore why certain content sets companies apart, then give you ideas on how you can create content that is truly the soul of your brand.

## **From Boring to Story: How to Make Your Content Rule**

Lately, everyone is suddenly embracing that "publisher" mantra, loving up content, extolling its virtues, and excited about its future. But content isn't a magic bullet. How can you create the kind of content that will truly ignite your business, instead of just boring your audience? Ann will share how the principles in her book, Content Rules, will help communicators excel in this rich and storied social world, and not fall into the traps that relegate content to the din of mediocrity.

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## **Past Talks**

**Beyond Blogs and White Papers: 7 Approaches for Compelling Content That You Haven't Thought Of**  
MarketingProfs Business-to-Business Marketing Forum 2011

**Content Rules and Content Tools: Why and How to Manage Your Content Marketing**  
MarketingProfs Digital Marketing Forum 2011

**Content Rules**  
SXSW Interactive 2011

**The Content Rules for Executives**  
Content Marketing World 2011

**Keynote: The Soul of Your Brand**  
Confab 2011: The Content Strategy Conference

**Content Rules!**  
Connections 2011: The Power of One

**Brand Journalism in the Real-World**  
SXSW Interactive 2012

## **KEYNOTE INTRODUCTORY ADDRESS**

SocialTech 2012

## **KEYNOTE SPEECH**

Business Communicators Summit

## **KEYNOTE SPEECH: Create Killer Web Content**

Bridgeline Denver Breakfast Seminar

## **From Boring to Story: How to Make Your Content Rule**

Inbound 2012

## **How to Create Epic Content that Is True to Your Brand AND Drives Business**

Content Marketing World 2012

## **Applying Content Creatively**

Awareness Exploring Social Media Business Summit

## **Panel Moderator â€“ 7 Minutes of Awesome: 7 Awesome Insights from 7 Awesome B2B Marketers**

B2B Marketing Forum

## **Content Strategies**

DemandCon

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## **Education**

### **Simmons College**

BA English, Communications

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BA English, Communications

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## **Accomplishments**

### **Advertising Age Power150 Top 20 Blog**

The MarketingProfs Daily Fix blog is in the top 20 of the Advertising Age Power150

### **Top 10 - The Viral Garden's Top 25 Marketing & Social Media Blogs**

The MarketingProfs Daily Fix blog is in the top 10 of The Viral Garden's Top 25 Marketing & Social Media Blogs

**Author â€™“ Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (And More) That Engage Customers and Ignite Your Business**

Blogs, YouTube, Facebook, Twitter, and other platforms are giving everyone a "voice," including organizations and their customers. So how do you create the stories, videos, and blog posts that cultivate fans, arouse passion for your products or services, and ignite your business. Content Rules equips you for online success as a one-stop source on the art and science of developing content that people care about.

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