

Nate Riggs

Director of Social Business | Content Marketing & Social Media Strategy Speaker at Nate Riggs LLC
Columbus, Ohio Area, OH, US

Director of Social Business | Content Marketing & Social Media Strategy Speaker at The Karcher Group (TKG)

Biography

I speak professionally at events including AMA Market Research Conference and International Collegiate Conference, The Schey Sales Symposium, Hawaii Social Media Summit, Ohio Library Council, Ohio Growth Summit, NAPICS, Astute Solutions User Conference and Content Marketing World and others. I write for publications that include Content Marketing Institute, Chief Content Officer Magazine, Spin Sucks and numerous blogs, and have been interviewed media like ONN, Business First, U.S.A. Today, WSJ, Columbus Dispatch, The Lantern and others. I'll be teaching a course on using social media in the selling process at Ohio University. I also guest lecture at The Ohio State University, Dennison University, Otterbein College University on occasion. I was on the founding team for TweetMyTime, a twitter application that leverages large crowds at marathons and half-marathons to create online buzz for distance race events. The application was acquired by Paul Werth & Associates in 2010. I founded, selected and led Team Cbus, a content marketing initiative and group of interactive marketers writing on a collaborative blog who competed in Chevy's 2011 SXSW Road trip challenge and was the top US team. As a social business and content marketing strategist, I help big companies design and implement the organizational infrastructure they need to effectively use the Internet to communicate with their customers. This includes consumer research, customer experience and customer service, public relations and brand reputation management, content and inbound marketing, direct sales and business development, internal communications and organizational culture shift. I lead the Social Business Division for The Karcher Group, a North East Ohio-based digital agency that serves over 600 active clients from small business through enterprise. More? Please check out my blog at <http://nateriggs.com>.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Internet, Writing and Editing, Media - Online, Advertising/Marketing, Fitness, Restaurant/Food Service, Corporate Leadership, Social Media, Retail

Areas of Expertise

Content Marketing, Social Business, Social Business Design, Social Media Marketing, Social Media Monitoring

Affiliations

Adjunct Faculty -- Ohio University, Ohio University Schey Sales Center -- Professional Sales Advisory Board Member, Ohio State University Digital Media Society -- Professional Advisor, Content Marketing Institute -- Contributor

Sample Talks

Embracing Disruption

12 Disruptive Technology Trends Already Changing How Your Customers Work

Owning the Age of Brand YOU

How to use Social Media and Content to connect your brand to your business, and your customers

How to Master the Art of Blogging

16 Post Writing Styles That Will Win and Keep the Attention of Your Audience

Mark My Words – Twitter Will Win

How To Approach Micro-Blogging So Your Business Will Win Too

Fighting for Eyeballs in the Content Marketing Revolution

How Your Business Can Apply the 7 Core Principals of Content Marketing

Education

Otterbein University

Bachelors in Organizational Communication, Minor in Media Studies Organizational Communication & Media Studies

Accomplishments

Ohio Innovation Awards, Semi Finalist 2011

Awards hosted by TechColumbus

Testimonials

Mark Mendelbaum

“Nate spoke at a VISTA Conference that I attended about Social Media. He was an outstanding speaker and answered some questions afterward that I had about social media. He was very engaging and made sure that the presentation was entertaining as well. The three hours that he spoke taught me so much about social media and was able to apply these concepts to my real life. One month later, I’m starting to gain to build quite a reputation in the social media world! I fully endorse Nate for any speaking engagement or anything related to social media!”

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