

B2B Influencer Marketing Activation (Presentation)

Editor's Note: This presentation offers insight into the art and science of romancing B2B industry influencers to collaborate, co-create and advocate content using leading influencer marketing tools. Presented at MarketingProfs B2B Forum 2016 by Lee Odden, [TopRank Marketing](#).

B2B Influencer Marketing Activation – Lee Odden from **TopRank Marketing Agency**