

(2015 Top Webinar) Rebecca Lieb Discusses Enterprise Level Social Media Strategy



Social media doesn't exist as a separate silo, or even only within the marketing organization. Social media must be integrated with paid and earned media, as well as flow across departments and stakeholders: sales, customer service, leadership and management, even HR and other public-facing divisions.

[Rebecca Lieb](#), strategic advisor, research analyst, keynote speaker, author, and columnist takes a deep dive into how

enterprise-level businesses are planning for – and organizing for – social business across teams, departments, media, sales and marketing.

About



Rebecca Lieb

Rebecca Lieb is a strategic advisor, research analyst, keynote [speaker](#), author, and columnist. Her areas of specialization are digital marketing and media, with a concentration in content strategy, content marketing and converged media. She works with many of the world's leading brands on digital marketing innovation. Clients range from start-up to non-profits to Fortune 100 brands and regulated industries, including Facebook, Home Depot, Nestlé, Anthem, Adobe, Honeywell, DuPont, Fidelity, Gannett, IBM, Save the Children, Pinterest, Cisco, ad and PR agencies, and The Federal Reserve Bank of New York.

Earlier, she was [Altimeter Group](#)'s digital advertising and media analyst, where she published what remains the largest extant body of [research](#) on content marketing, content strategy, and content's role in paid, owned and earned media. Prior to that, she was vice president at [Econsultancy](#), where she launched the company's U.S. operations and grew the business to profitability in one year.

Rebecca was VP and editor-in-chief of [The ClickZ Network](#) for

over seven years, and for part of that time also ran the redoubtable SearchEngineWatch.com. She's a frequent [public speaker](#) on topics related to digital marketing, advertising, and media.



Heidi Sullivan

Heidi Sullivan is Senior VP & Product Lead, Content, E-commerce & Distribution and drives Cision's overall content strategy and is responsible for all e-commerce and distribution products and services, including the popular PRWeb platform. Sullivan has been named as The Hub's "Individual Influencer of the Year" for 2014, one of PR's most influential professionals in the PRWeek Global Power Book in 2015, and one of PRWeek's 40 Under 40 Rising Stars in 2012. Prior to this role, she was the Senior VP, Digital Content, leading the company's digital and broadcast content teams and the global research team for Cision's media database.

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