

# **Audience: Marketing In The Age Of Subscribers, Fans And Followers By Jeffrey K. Rohrs**

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Jeffrey K. Rohrs, "AUDIENCE: Marketing in the Age of Subscribers, Fans and Followers" ISBN: 1118732731 | 2013 | EPUB | 288 pages | 5 MB Proprietary

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### **Growing your audience, how to increase your social**

Social Media Marketing Podcast 66, in this episode Jeffrey Rohrs shares why an audience is so important Marketing in the Age of Subscribers, Fans and Followers.

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### **Schedule | sxsw.com**

Jeffrey K. Rohrs will share insights from his new book, **MARKETING IN THE AGE OF SUBSCRIBERS, FANS & FOLLOWERS. MARKETING IN THE AGE OF SUBSCRIBERS, FANS**

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Buy Audience Marketing In The Age Of Subscribers Fans And Followers online. Store Online. Fans & Followers)) [Author: Jeffrey K. Rohrs] published on (December, 2013)

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### **Audience: marketing in the age of subscribers,**

Nov 03, 2013 We were joined this week by Jeffrey K. Rohrs from Exact Target to discuss his new book "Audience: Marketing in the Age of Subscribers, Fans, and Followers

Domain: [www.youtube.com](http://www.youtube.com) File: /watch?v=KGunKrTs7Ks

### **Audience development in marketing**

My guest for this week s episode of the Duct Tape Marketing Podcast is Jeffrey K. Rohrs. the Age of Subscribers, Fans and Followers. Audience, Jeffrey K. Rohrs.

Domain: [www.ducttapemarketing.com](http://www.ducttapemarketing.com) File: </blog/2013/12/11/earning-audience/>

### **Jeffrey k. rohrs speakers bureau: booking agency**

Jeffrey K. Rohrs Speakers Bureau, representation or management info on Jeffrey K. Rohrs or Contact a booking Audience: Marketing In The Age Of Subscribers,

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### **The rise of audience as asset - ama atlanta**

JEFFREY K. ROHRS VP, MARKETING INSIGHTS CONTENT MARKETING & PROPRIETARY AUDIENCE DEVELOPMENT Marketing in the Age of Subscribers, Fans & Followers .

Domain: [www.ama-atlanta.com](http://www.ama-atlanta.com) File: </files/documents/Rohrs-AUDIENCE-ASSET-ATLAMA-May-2014.pdf>

### **Jeffrey k. rohrs | linkedin**

AUDIENCE: Marketing in the Age of Subscribers, Fans & Followers (Link) Wiley November 2013. Proprietary audience development is now a core marketing responsibility.

### **New audience marketing in the age of subscribers**

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### **Jeffrey k. rohrs - 2/7 - the exacttarget blog**

Jeffrey K. Rohrs. Twitter Google+ Marketing In The Age Of Subscribers, Fans & Followers," explores the rise of Proprietary Audience Development as a marketing

Domain: [www.exacttarget.com](http://www.exacttarget.com) File: </blog/author/jkrohrs/page/2/>

### **Target audience - wikipedia, the free encyclopedia**

A target audience can be formed of people of a certain age group Discovering the appropriate target market(s)and determining the target audience is one of

Domain: [en.wikipedia.org](http://en.wikipedia.org) File: [/wiki/Target\\_audience](/wiki/Target_audience)

### **Audience : marketing in the age of subscribers,**

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schema:datePublished " 2014 " schema:description " Explains how marketers can build and keep an online audience through the use of hybrid marketing strategies that

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### **Yext names jeffrey k. rohrs as chief marketing**

Jun 29, 2015 Yext Names Jeffrey K. Rohrs as Chief Marketing of Jeffrey K. Rohrs as its Chief Marketing in the Age of Subscribers, Fans & Followers

Domain: [www.virtual-strategy.com](http://www.virtual-strategy.com) File: </2015/06/30/yext-names-jeffrey-k-rohrs-chief-marketing-officer>

### **Jeffrey k. rohrs - \$0k speaking fee -**

Jeffrey K. Rohrs, Official Marketing In The Age Of Subscribers, Fans & Followers, explores the emergence of Proprietary Audience Development as a core marketing Domain: [speakerpedia.com](http://speakerpedia.com) File: [/speakers/jeffrey-k-rohrs](http://speakers/jeffrey-k-rohrs)

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### **Jeffrey k. rohrs: there s more to content**

Smart Business Magazine; Customized Marketing says Jeffrey K. Rohrs, vice president of marketing Marketing in the Age of Subscribers, Fans & Followers. Domain: [www.sbnonline.com](http://www.sbnonline.com) File: [/article/jeffrey-k-rohrs-theres-more-to-content-marketing-than-just-gaining-fans-and-followers/](http://article/jeffrey-k-rohrs-theres-more-to-content-marketing-than-just-gaining-fans-and-followers/)

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### **Sxsw panelpicker**

Lost amidst today's swell of content marketing, Jeffrey K. Rohrs will share insights from his new book, **MARKETING IN THE AGE OF SUBSCRIBERS, FANS & FOLLOWERS**. Domain: [panelpicker.sxsw.com](http://panelpicker.sxsw.com) File: [/vote/23488](http://vote/23488)

### **Jeffrey rohrs | niche media conference | online**

Jeffrey Rohrs. Speaker Info Marketing in the Age of Subscribers, Fans & Followers Publication Audience: Marketing in the Age of Subscribers,

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Jeffrey K. Rohrs is a pied piper of marketing Audience: Marketing in the Age of Subscribers, Marketing in the Age of Subscribers, Fans & Followers, Domain: [www.harrywalker.com](http://www.harrywalker.com) File: [/speaker/Jeff-Rohrs.cfm?Spea\\_ID=1748](http://speaker/Jeff-Rohrs.cfm?Spea_ID=1748)

### **7 must-read books for public speakers | articles |**

Whether you're interested in identifying your audience, marketing 7 must-read books for public Marketing in the age of subscribers, fans & followers" by Domain: [www.ragan.com](http://www.ragan.com) File: [/Main/Articles/7\\_mustread\\_books\\_for\\_public\\_speakers\\_48535.aspx](http://Main/Articles/7_mustread_books_for_public_speakers_48535.aspx)

### **The marketing book podcast: audience by jeffrey**

Marketing Book Podcast interview with Jeffrey Rohrs of Audience: Marketing In The Age of Subscribers, Fans and Followers Domain: [www.artillerymarketing.com](http://www.artillerymarketing.com) File: [/marketing-book-podcast/audience-jeffrey-rohrs](http://marketing-book-podcast/audience-jeffrey-rohrs)

### **Search marketing expo (smx) speaker: jeffrey k.**

is a featured speaker at the Search Marketing Expo Conference Series. Jeffrey K. Rohrs Marketing In the Age of Subscribers, Fans & Followers, Domain: [searchmarketingexpo.com](http://searchmarketingexpo.com) File: [/bio.php?id=123](http://bio.php?id=123)

### **Seth godin's 'permission marketing' turns 15 -**

Apr 29, 2014 This article is by Jeffrey K. Rohrs, VP of Marketing Age of Subscribers, Fans, and Followers. of AUDIENCE: Marketing in the Age of Subscribers, Domain: [www.forbes.com](http://www.forbes.com) File: [/sites/onmarketing/2014/04/30/seth-godins-permission-marketing-turns-15/](http://sites/onmarketing/2014/04/30/seth-godins-permission-marketing-turns-15/)

### **Cmo exchange 2016 cmo exchange 2016 - jeffrey rohrs**

Jeffrey K. Rohrs serves as Vice President of Marketing Insights for Salesforce. Author of AUDIENCE: Marketing in the Age of Subscribers, Fans and Followers (Wiley)  
Domain: [www.cmo-exchangeusa.com](http://www.cmo-exchangeusa.com) File: [/jeffrey-rohrs-speaker](#)

### **Jeffrey k. rohrs (author of audience) - goodreads**

Jeffrey K. Rohrs is the author of Audience Jeffrey K. Rohrs s Followers. None yet. Jeffrey K. Rohrs Author profile  
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### **Jeffrey rohrs | social media examiner**

I interview Jeffrey Rohrs for this episode of Marketing in the Age of Subscribers, Fans and amplifiers and joiners and how these audience types  
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### **Jeffrey rohrs | exacttarget inc | zoominfo.com**

Jeffrey K. Rohrs Search Marketing Expo Marketing In the Age of Subscribers, Fans & Followers, Jeffrey K. Rohrs,  
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### **Smart cmos uncover hidden moments that connect**

Jun 30, 2014 This article is by Jeffrey K. Rohrs, VP, Marketing Marketing in the Age of Subscribers, Fans, and Followers Smart CMOs Uncover Hidden Moments  
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### **Jeffrey k. - greater new york city area profiles**

There are 15 professionals named Jeffrey K. in the Greater New York City Area, Jeffrey K. Rohrs Title Chief Marketing AGE OF SUBSCRIBERS, FANS & FOLLOWERS,

### **Audience ebook by jeffrey k. rohrs -**

Read Audience Marketing in the Age of Subscribers, Fans and Followers by Jeffrey K. Rohrs with Kobo. Proprietary audience development is now a core marketing

### **Audiences are assets: author jeffrey k. rohrs**

else's audience isn't sustainable. Jeffrey K. Rohrs explains how to Jeffrey K. Rohrs Talks to Marketing the Age of Subscribers, Fans & Followers.  
Domain: [www.marketingprofs.com](http://www.marketingprofs.com) File: [/podcasts/2013/12012/content-audience-jeffrey-rohrs-marketing-smarts](#)

### **Marketing cloud: audience- marketing in the age**

Nov 24, 2013 ExactTarget's award-winning SUBSCRIBERS, FANS, & FOLLOWERS research series has inspired countless marketers to embrace their duty to build brand audiences  
Domain: [www.youtube.com](http://www.youtube.com) File: [/watch?v=DfOk4110T2s](#)

### **Get to know: exacttarget s marketing insights vp**

Jeff Rohrs is a recovering attorney, Jeff Rohrs is a recovering attorney, bacon-lover, and diet Coke addict who heads up ExactTarget s Marketing Insights Team  
Domain: [marketingland.com](http://marketingland.com) File: [/marketing-land-summit-preview-email-audience-imperative-exacttargets-jeffrey-k-rohrs-74875](#)

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AUDIENCE : marketing in the age of subscribers, fans & followers. Author/Creator Rohrs, Jeffrey K. Rohrs. ISBN 9781118825563  
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## **Brainfarm**

Jeffrey K. Rohrs is a pied piper of marketing Age Of Subscribers, Fans & Followers, explores the emergence of Proprietary Audience Development as a core marketing Domain: [www.brainfarm.co.za](http://www.brainfarm.co.za) File: /Jeff\_\_Rohrs

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