

Industry Expertise

Our team at Emerging Insider takes great pride in our expertise across the marketing and communications landscape. We believe one of our greatest strengths is a robust understanding of the industries we work within. The articles below represent a small sampling of our original pieces of thought leadership. The EI team can also be seen across event panels, commenting on industry trends, and participating in research reports.

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PR/Marketing Thought Leadership

TECHCO

Ad Blocking and the PR Ripple Effect
Zachary Weiner, CEO

iMEDIA CONNECTION

The Coming Age of Content Relations
Zachary Weiner, CEO

BULLDOG REPORTER

3 Ways Ad Blocking Will Affect PR Pros
Zachary Weiner, CEO

Entrepreneur

How to Develop a Top Notch PR Plan
Humbert Luna, Account Manager

Agency Post

The Call for PR Agencies To Specialize
Zachary Weiner, CEO

mediabistro

B2B PR: Separating the Hype from the Hope
Beth Principi, Staff Writer

Agency Post

5 Must-Know Stats for PR Pros
Beth Principi, Staff Writer

talentzoo

An Obituary for Public Relations
Beth Principi, Staff Writer

B2BNEWS NETWORK

Sayonara SEO Firms, Hello Content Relations
Adam Dawson, Media Strategist

Advertising Industry

theguardian

Exploring the Online Video Advertising Boom (Live Q&A)
Zachary Weiner, CEO

B 2 C
BUSINESS 2 COMMUNITY

Navigating Ad Fraud and Brand Safety Issues in Programmatic Advertising
Zachary Weiner, CEO

DIGITAL JOURNAL

Op-Ed: The Future of Advertising Lies Within Video Games
Adam Dawson, Media Strategist

Inc.

Problematic Programmatic
Zachary Weiner, CEO

MediaPost

6 Billion Lost to Fraudulent Ad Spend
Alex Vicksen, Director of Business Intelligence

Digital Video and Emerging TV

TECHCO

4 Chinese Startups You Should Be Watching
Kelly McCabe, Staff Writer

reelseo

The Socialization of Video is Driving Massive Consumption
Beth Principi, Staff Writer

iMEDIA CONNECTION

10 predictions for the Future of TV
Zachary Weiner, CEO

LOSTREMOTE

It's Not Social TV, It's the Socialization of TV
Zachary Weiner, CEO