free 101 awesome marketing quotes

If you wait until there is another case study in your industry, you will be too late.
SETH GODIN
KEYNOTE SPEAKER
AUTHOR OF *PERMISSION MARKETING*
TWEET EBOOK!
Image Credit: Josep Ma. Rosell

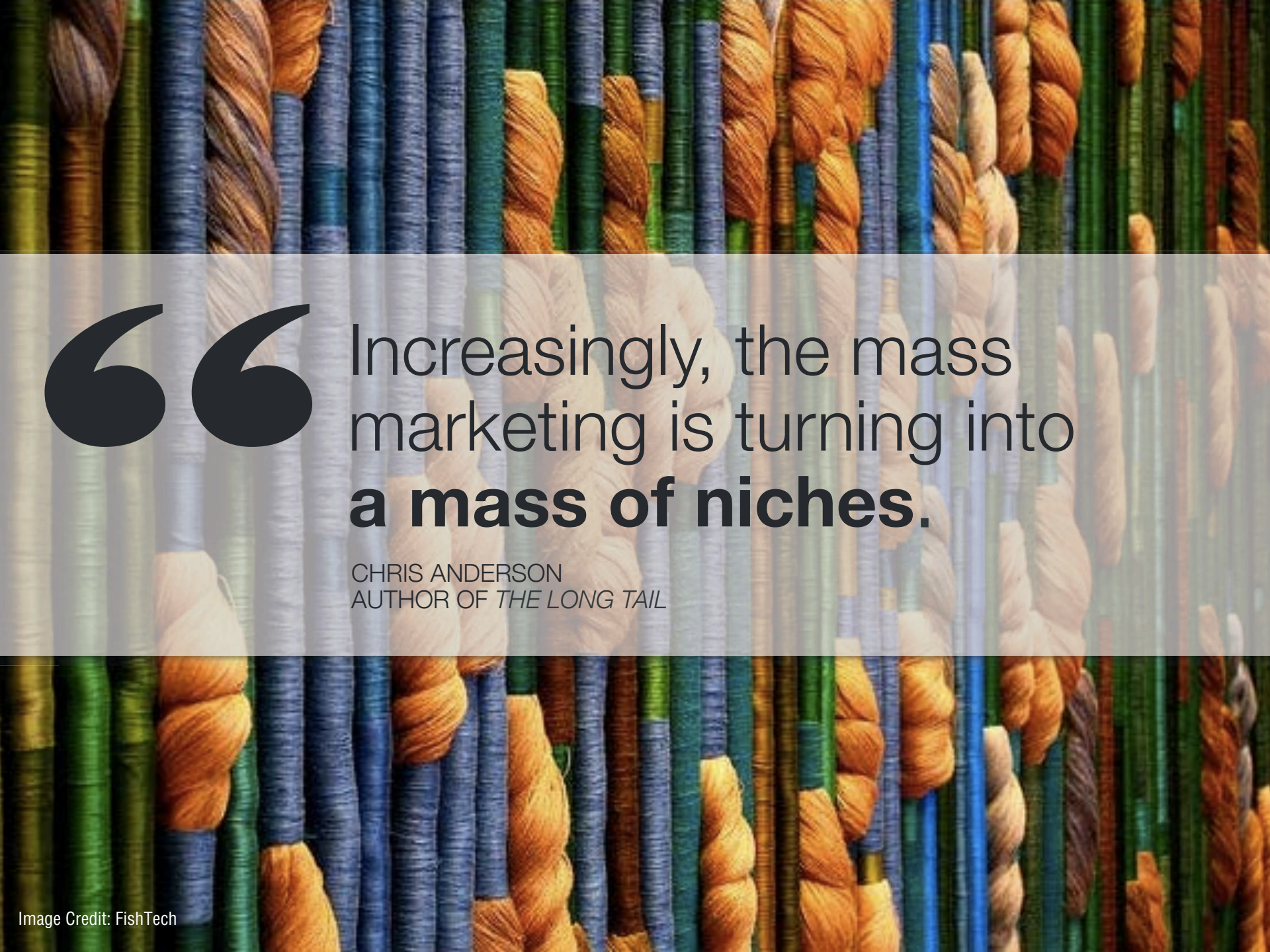
Image Credit: Fr. Stephen, MSC

No matter what, the very first piece of social media real estate I'd start with is a **blog.**

CHRIS BROGAN
KEYNOTE SPEAKER
FOUNDER, NEW MARKETING LABS

Image Credit: Colette Cassinelli

Instead of
one-way interruption,
Web marketing
is about delivering
useful content
at just the precise
moment that
a buyer needs it.
DAVID MEERMAN SCOTT
MARKETING STRATEGIST
AUTHOR OF *THE NEW RULES OF MARKETING AND PR*
Image Credit:By SeLmAn pInArLI


“
Increasingly, the mass marketing is turning into **a mass of niches**.
CHRIS ANDERSON
AUTHOR OF *THE LONG TAIL*
Image Credit: FishTech

When you enchant People, your goal is not to make money from them or to get them to do what you want, but to fill them with **great delight.**

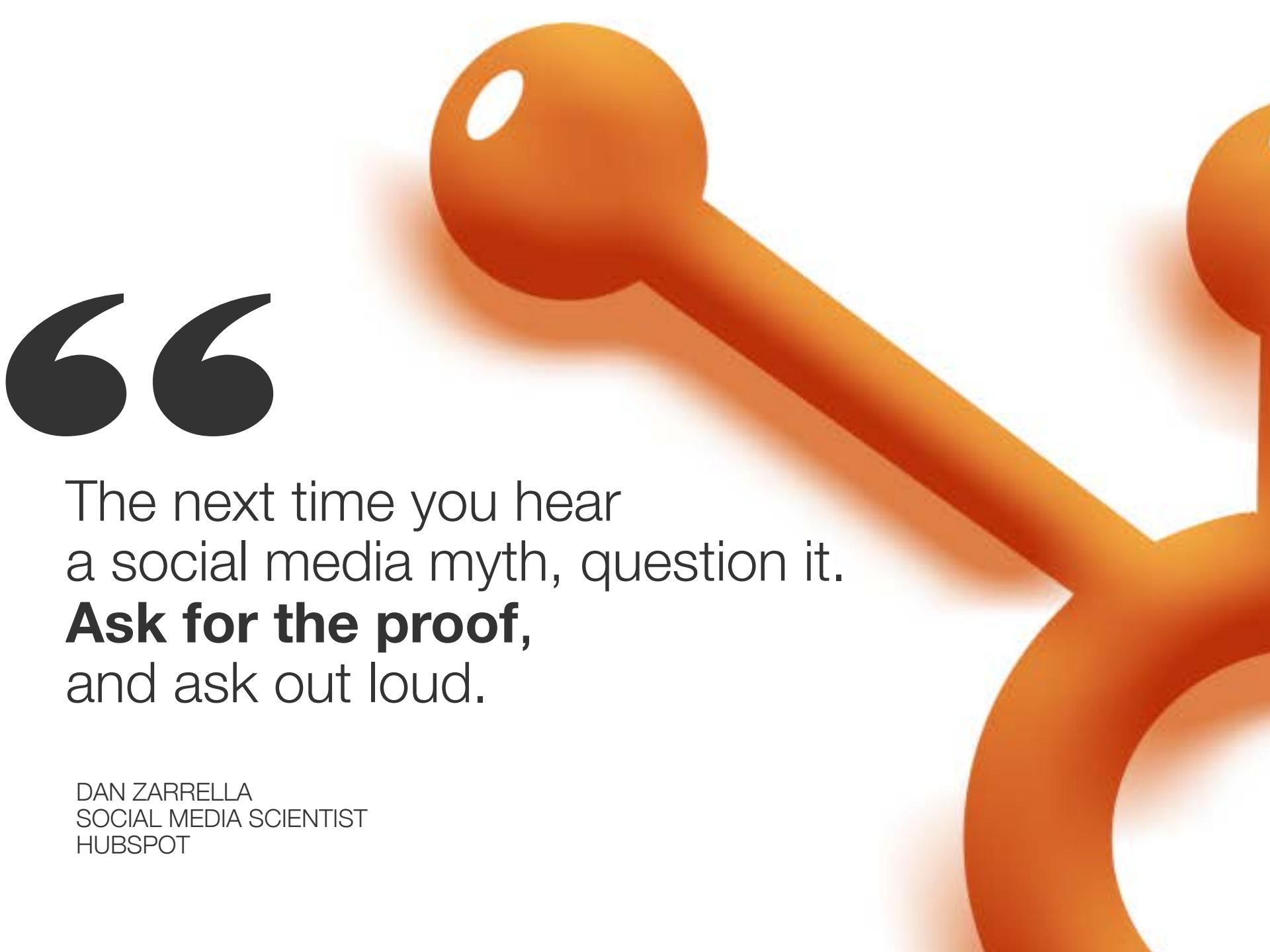
GUY KAWASAKI
FORMER CHIEF EVANGELIST, APPLE
CO-FOUNDER, ALLTOP.COM

Image Credit: Purple Phoenix

Remarkable social media content and great sales copy are pretty much the same —plain spoken words designed to **focus on the needs of the reader**, listener, or viewer.

BRIAN CLARK
FOUNDER, COPYBLOGGER

Image Credit: Chiceaux



The next time you hear
a social media myth, question it.
Ask for the proof,
and ask out loud.

DAN ZARRELLA
SOCIAL MEDIA SCIENTIST
HUBSPOT

“Bring the best of your **authentic self** to every opportunity.

JOHN JANTSCH
AUTHOR OF *DUCT TAPE MARKETING*

Image Credit: snre

“

There are no magic wands,
no hidden tricks,
and no secret handshakes
that can bring you
immediate success,
but with **time, energy,**
and determination
you can get there.

DARREN ROWSE
FOUNDER, PROBLOGGER

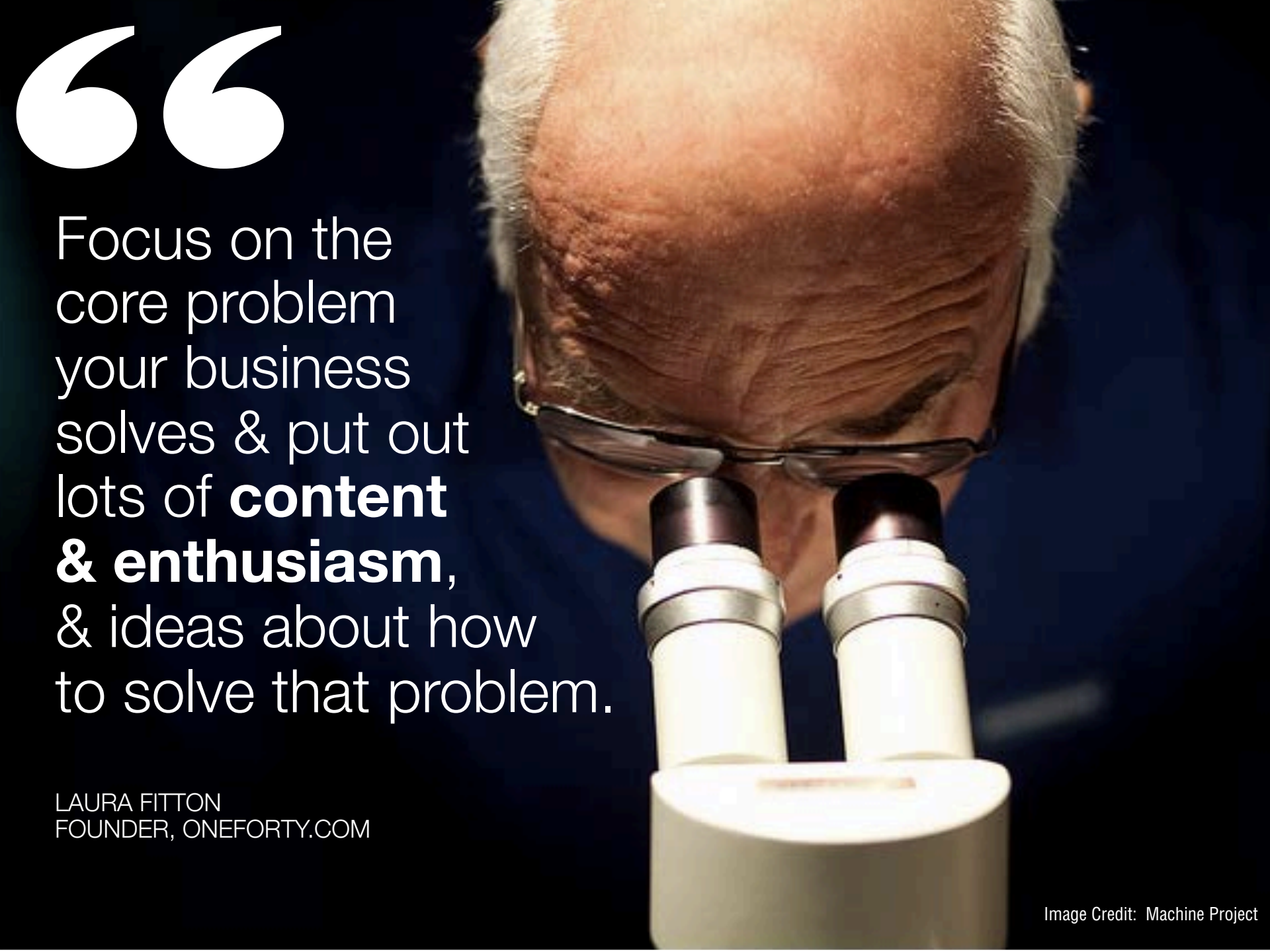
Image Credit: Hryck

Your culture **is** your brand.

TONY HSIEH
CEO, ZAPPOS.COM

Image Credit: TerryJohnston

TWEET EBOOK!


“
Focus on the core problem your business solves & put out lots of **content & enthusiasm**, & ideas about how to solve that problem.
LAURA FITTON
FOUNDER, ONEFORTY.COM
Image Credit: Machine Project

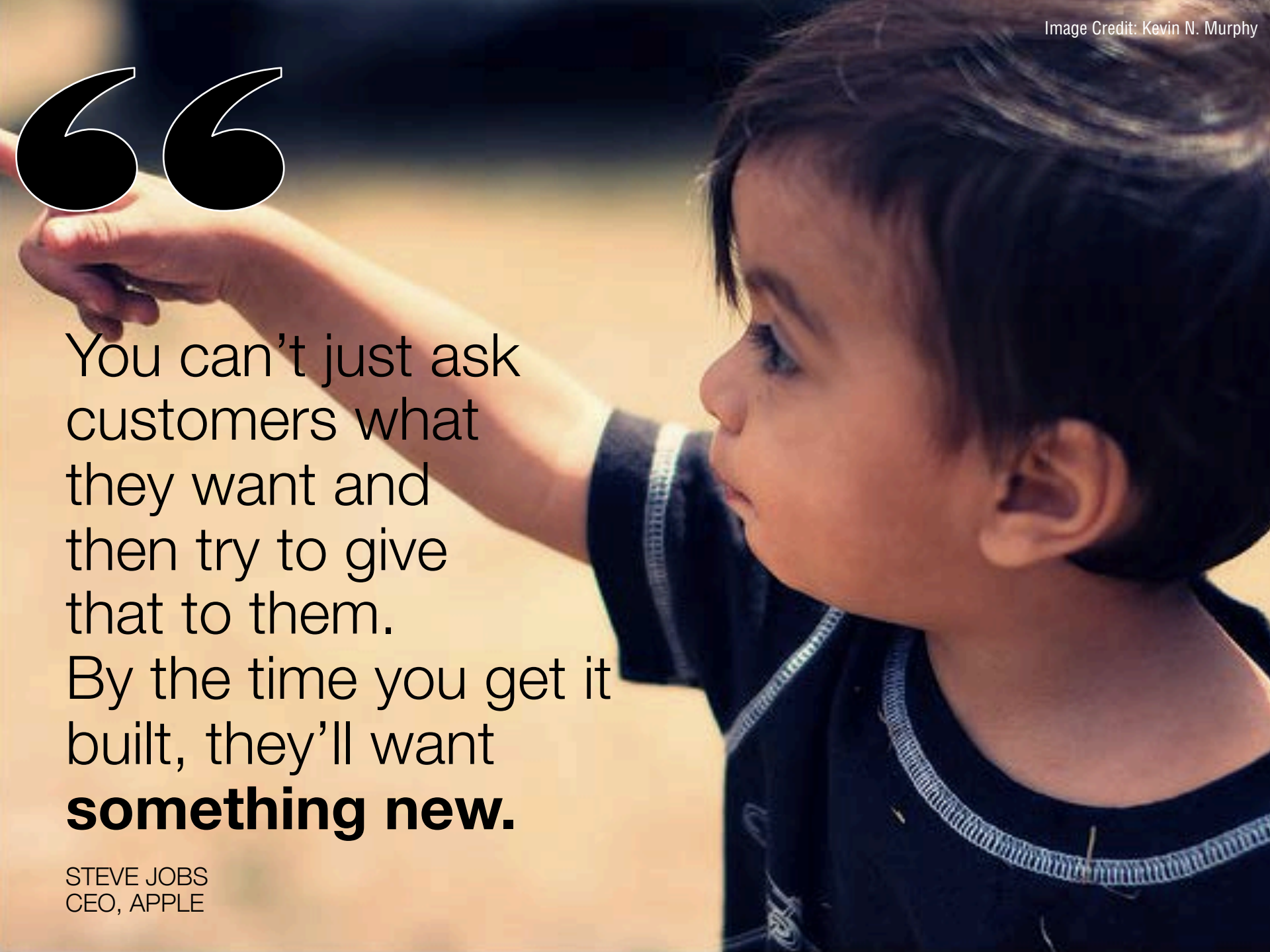


Image Credit: Kevin N. Murphy
“
You can’t just ask customers what they want and then try to give that to them. By the time you get it built, they’ll want **something new.**
STEVE JOBS
CEO, APPLE

“
The **biggest mistake** we see companies make when they first hit Twitter is to think about it as a channel to push out information.
TIM O’REILLY & SARAH MILSTEIN
CO-AUTHORS OF *THE TWITTER BOOK*
Image Credit: LarimdaME

TWEET QUOTE!
“
Clarity trumps persuasion.
DR. FLINT MCGLAUGHLIN
DIRECTOR, MECLABS
Image Credit: fox_kiyo

Don’t be afraid to get creative and experiment with your marketing.

MIKE VOLPE
CHIEF MARKETING OFFICER
HUBSPOT

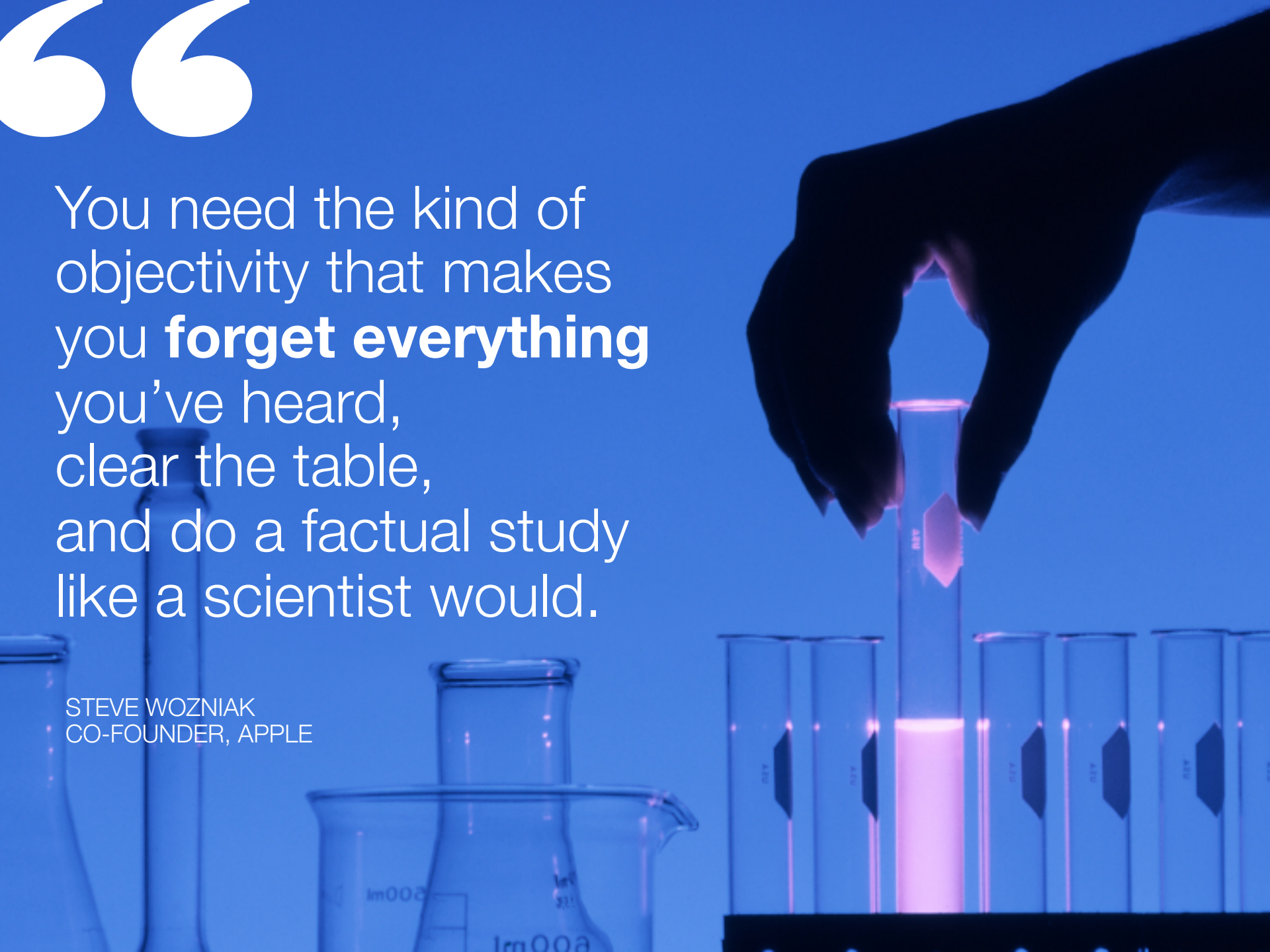

“
You need the kind of objectivity that makes you **forget everything** you’ve heard, clear the table, and do a factual study like a scientist would.
STEVE WOZNIAK
CO-FOUNDER, APPLE

Image Credit: Fotographia Guerilla

Make the customer **the hero** of your story.

ANN HANDLEY
CHIEF CONTENT OFFICER
MARKETINGPROFS

TWEET EBOOK!

“

…the Internet has turned what used to be a controlled, one-way message into a **real-time dialogue** with millions.

DANIELLE SACKS
WRITER, *FAST COMPANY*

“

In today’s information age of Marketing and Web 2.0, a company’s website is the **key to their entire business.**

MARCUS SHERIDAN
AUTHOR OF *THE SALES LION* BLOG
MARKETING SPEAKER

Image Credit: Bethan

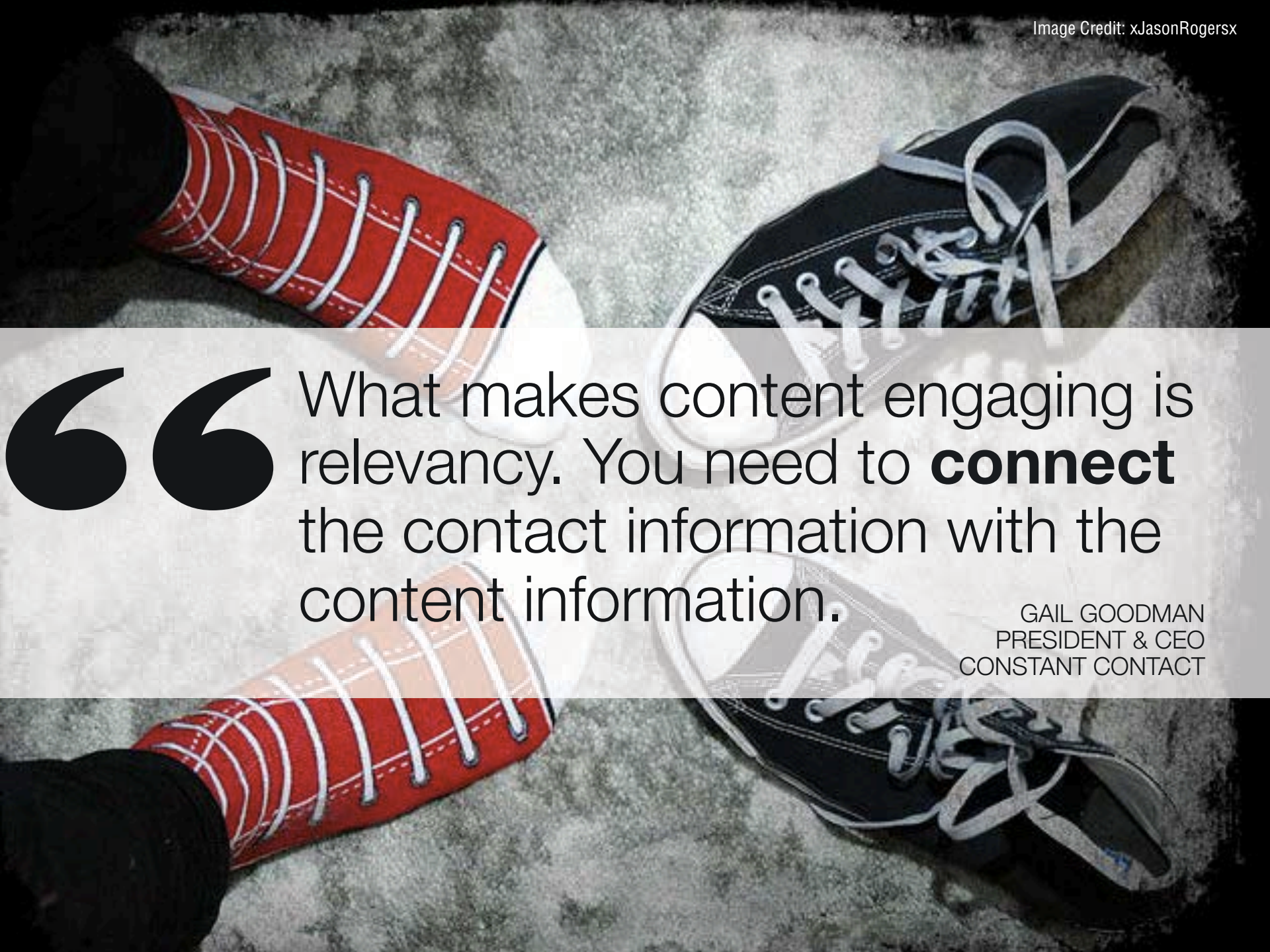
Image Credit: ghirson

Image Credit: AJC1

“

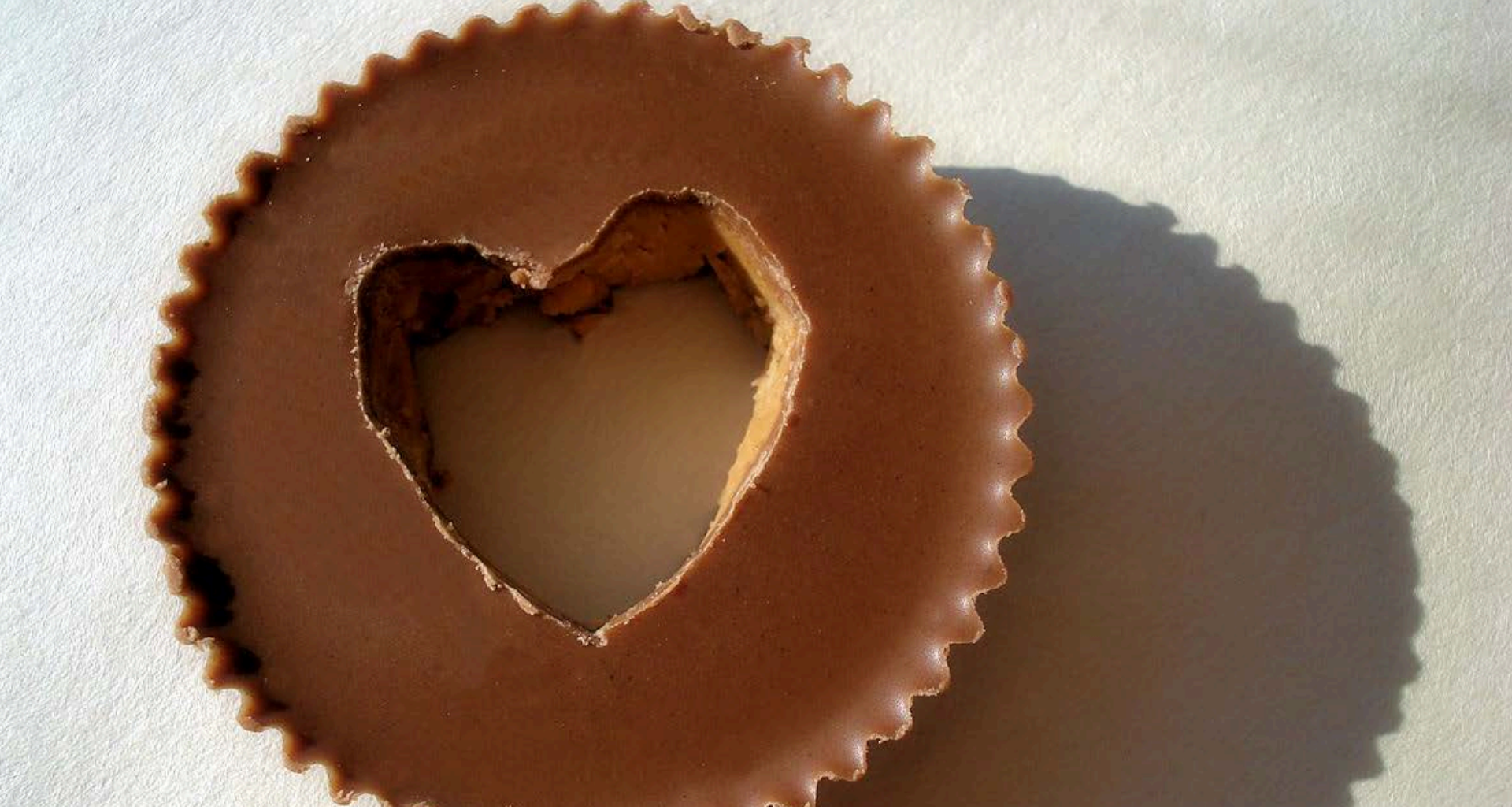
Presentations are the most **amazing** persuasion tool available in organizations today.

NANCY DUARTE
PRESIDENT AND CEO, DUARTE DESIGN



> What makes content engaging is relevancy. You need to **connect** the contact information with the content information.

GAIL GOODMAN
PRESIDENT & CEO
CONSTANT CONTACT



Give them **quality.**
That's the best kind of advertising.

MILTON HERSHEY
FOUNDER
THE HERSHEY CHOCOLATE COMPANY

Image Credit: Bob.Fornal

Image Credit: questin

> More contact means more sharing of information, gossiping, exchanging, engaging—in short, more **word of mouth**.

GARY VAYNERCHUK
AUTHOR OF *THE THANK YOU ECONOMY*

“

Think about what a user is going to type.

MATT CUTTS
GOOGLE

TWEET EBOOK!

Image Credit: TheGiantVermin

“For corporate marketers, podcasting is low-hanging fruit.
PAUL GILLIN
AUTHOR OF *THE NEW INFLUENCERS*

Image Credit: Pedro Moura Pinheiro

“

Video is just
one **part** of a
marketing plan.

It fits certain
messages & people
better than others.

STEVE GARFIELD
VIDEOGRAPHER AND VIDEO BLOGGER
AUTHOR OF *GET SEEN*

“

Institutions that once had to go through media to deliver information **are now themselves media.**

ANDREW NACHISON
FOUNDER, WE MEDIA

Image Credit: chris.corwin

“
Before you create any more “great content,” figure out how you are going to **market it** first.
JOE PULIZZI & NEWT BARRETT
AUTHORS OF *GET CONTENT GET CUSTOMERS*
Image Credit:cadfael1979

If you have more money than brains, you should focus on outbound marketing. If you have more brains than money, you should focus on **inbound marketing.**

GUY KAWASAKI
FORMER CHIEF EVANGELIST, APPLE
CO-FOUNDER, ALLTOP.COM

Image Credit: RangerRick

People shop and learn in a whole new way compared to just a few years ago, so marketers need to **adapt** or risk extinction.

BRIAN HALLIGAN
CO-AUTHOR OF *INBOUND MARKETING*
CHIEF EXECUTIVE OFFICER, HUBSPOT

Image Credit:
notashamed

“

Understand why and how
your audience uses technology
and then start trying to **align**
your communications efforts.

BRIAN REICH & DAN SOLOMON
AUTHORS OF *MEDIA RULES!*

“Audiences everywhere are tough. They don’t have time to be bored or brow beaten by orthodox, old fashioned advertising.

CRAIG DAVIS
J. WALTER THOMPSON

“
The attention economy is not growing, which means we have to **grab the attention** that someone else has today.
BRENT LEARY
CO-FOUNDER, CRM ESSENTIALS
Image Credit: Sidereal

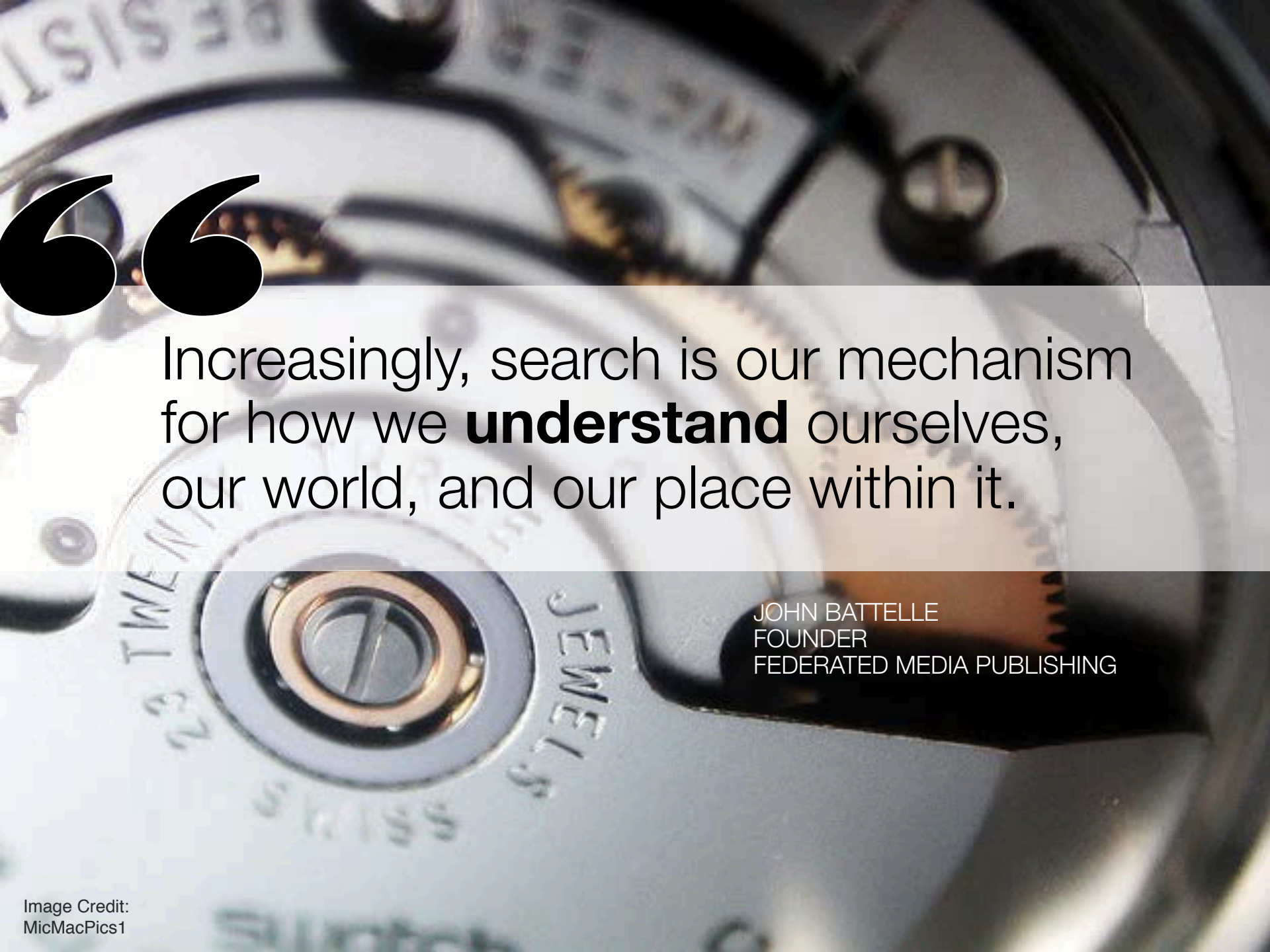
“

We have embarked upon the world’s largest and longest cocktail party, and **every issue** imaginable is up for grabs.

GEOFFREY MOORE
AUTHOR OF *DEALING WITH DARWIN*

Image Credit:
Jeremy Brooks

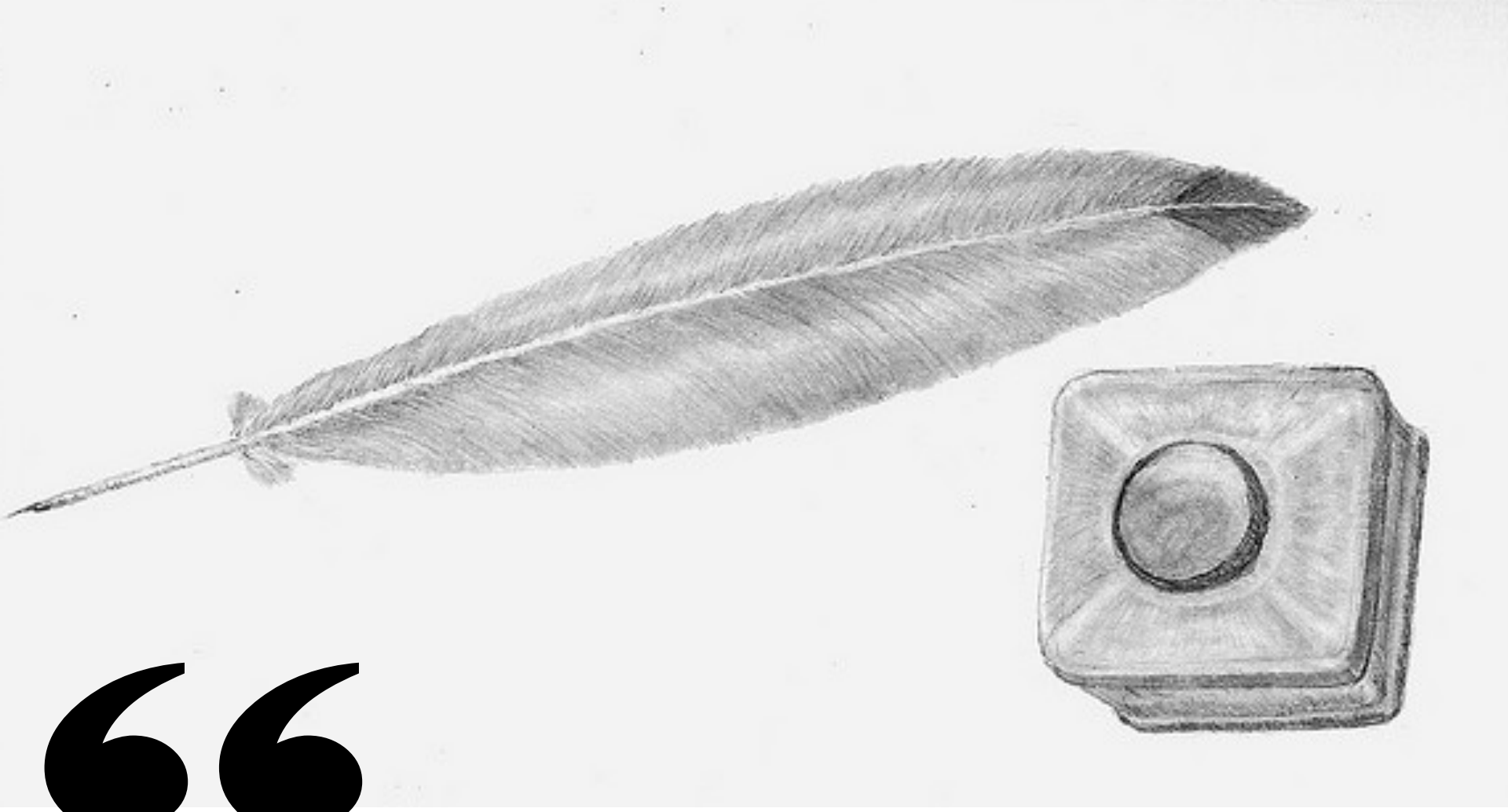
Image Credit: stockerre



Increasingly, search is our mechanism for how we **understand** ourselves, our world, and our place within it.

JOHN BATTELLE
FOUNDER
FEDERATED MEDIA PUBLISHING

Image Credit:
MicMacPics1



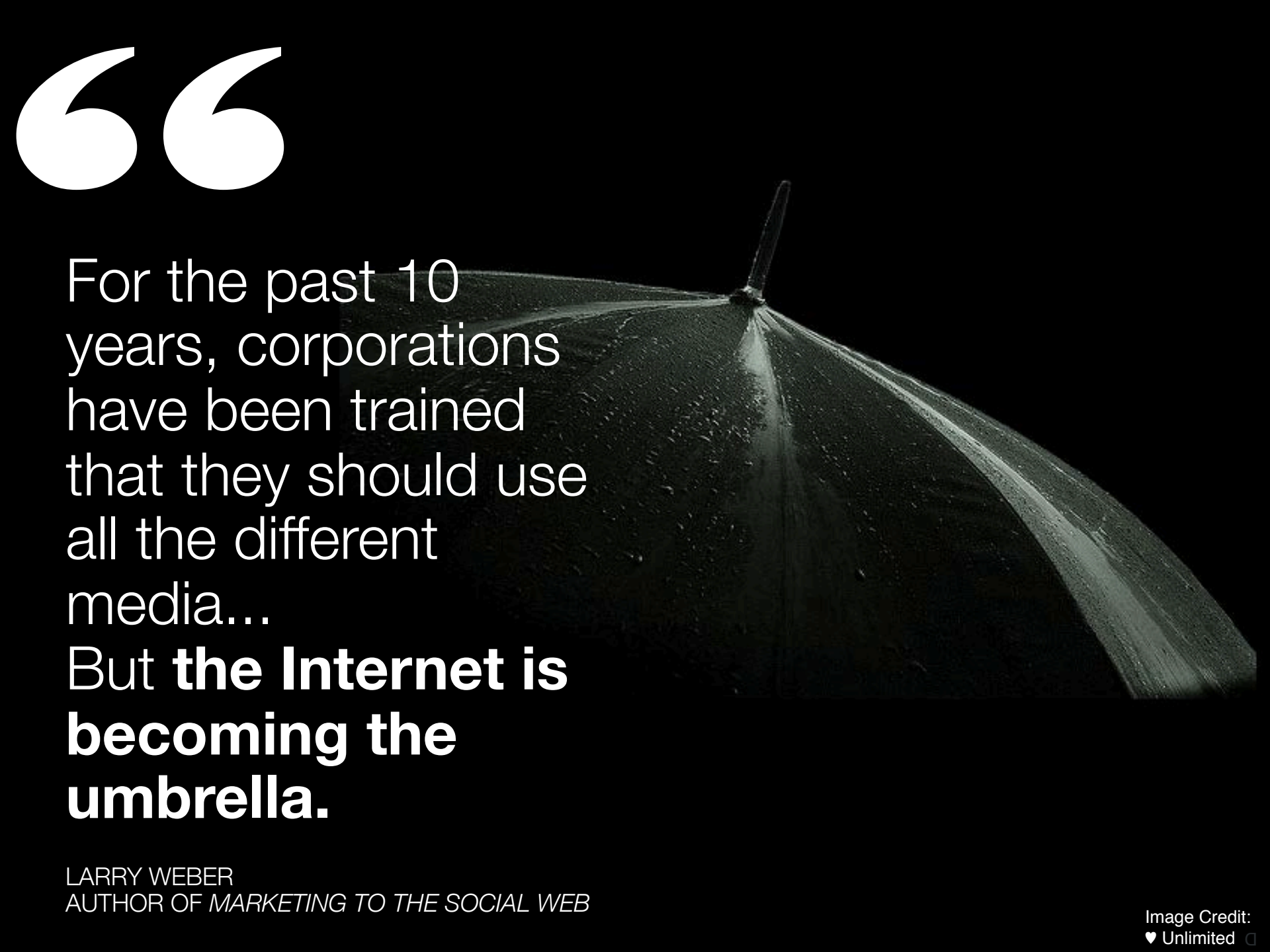
Either write something worth reading or d**o something** worth writing about.

BENJAMIN FRANKLIN

Image Credit: lhalstead

Search, a marketing method that didn't exist a decade ago, provides the most **efficient and inexpensive** way for businesses to find leads.

JOHN BATTELLE
JOURNALIST
FOUNDER, FEDERATED MEDIA PUBLISHING

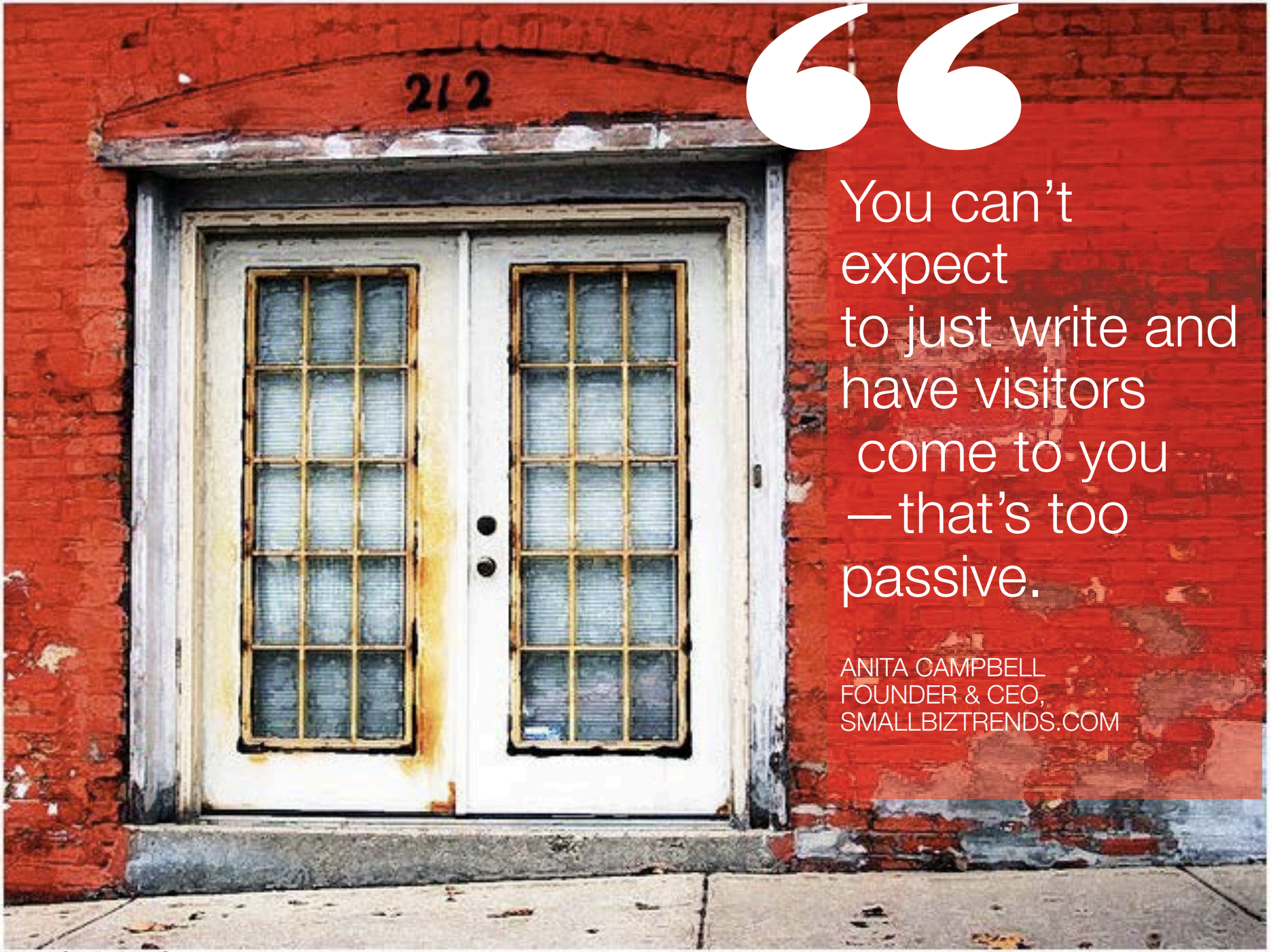


For the past 10 years, corporations have been trained that they should use all the different media...
But **the Internet is becoming the umbrella.**

LARRY WEBER
AUTHOR OF *MARKETING TO THE SOCIAL WEB*

Image Credit:
♥ Unlimited

“
Doing well with blogging is not about writing one key post, it is about performing day after day and helping a few people at a time.
AARON WALL
AUTHOR OF *THE SEOBOOK BLOG*



“You can’t expect to just write and have visitors come to you—that’s too passive.

ANITA CAMPBELL
FOUNDER & CEO,
SMALLBIZTRENDS.COM

Image Credit: Aunt Owwee

Image Credit:
winterofdiscontent

Word-of-mouth marketing has always been important. Today, it's more important than ever because of the power of the Internet.

JOE PULIZZI & NEWT BARRETT
AUTHORS OF *GET CONTENT GET CUSTOMERS*

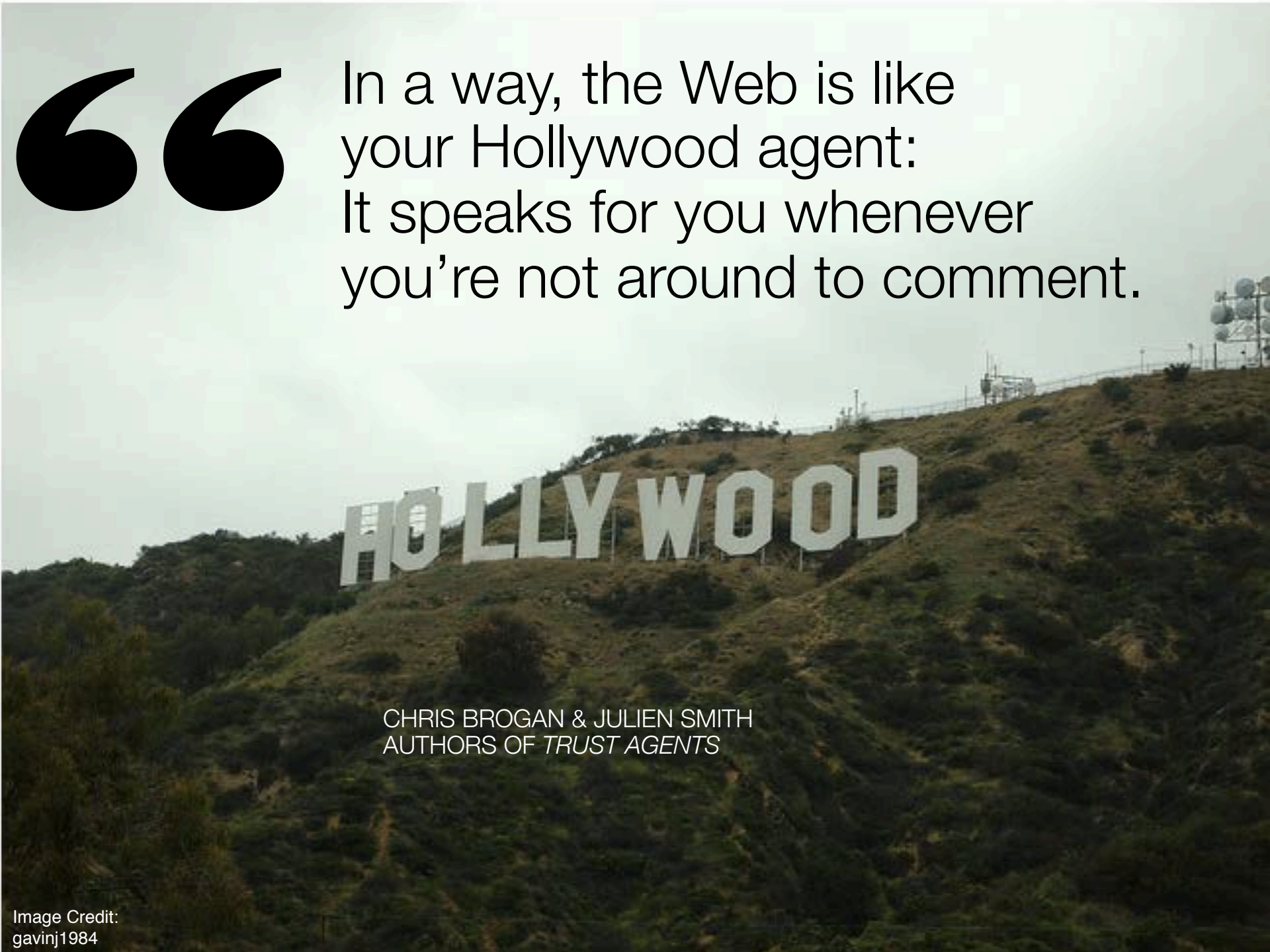


Image Credit:
gavinj1984

“

For business, our Internet love affair was a gift from the gods.

GARY VAYNERCHUK
AUTHOR OF
THE THANK YOU ECONOMY

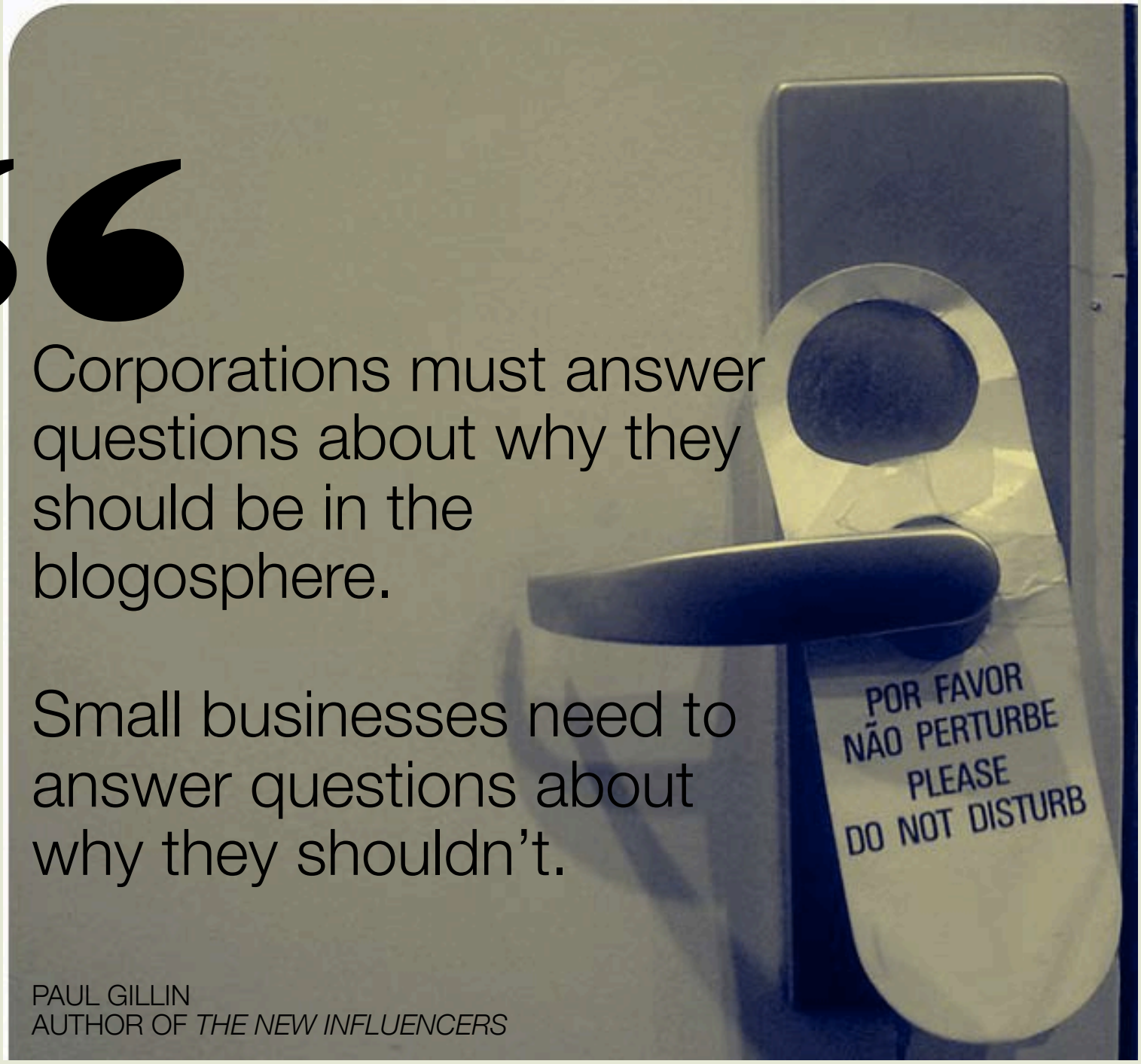


Image Credit: Mylla

Corporations must answer questions about why they should be in the blogosphere.

Small businesses need to answer questions about why they shouldn't.

PAUL GILLIN
AUTHOR OF *THE NEW INFLUENCERS*

“

Good content should be at the heart of your strategy, but it is equally important to keep the display context of that content in mind as well.

TIM FRICK
AUTHOR OF *RETURN ON ENGAGEMENT*

Image Credit: Lee Ann L.

“

No matter what or whom we’re talking about, from movies to chiropractors to books to financial planners, the consumer hankers after specialization.

SUSAN FRIEDMANN
AUTHOR OF *RICHES IN NICHES*

Image Credit: jaqian
The right people to start video blogging are those with a **passion** to tell a story.
STEVE GARFIELD
VIDEOGRAPHER AND VIDEO BLOGGER
AUTHOR OF *GET SEEN*

“I am all for conversations.
But you need to have a **message.**

RENEE BLODGETT
PRESIDENT
BLODGETT COMMUNICATIONS

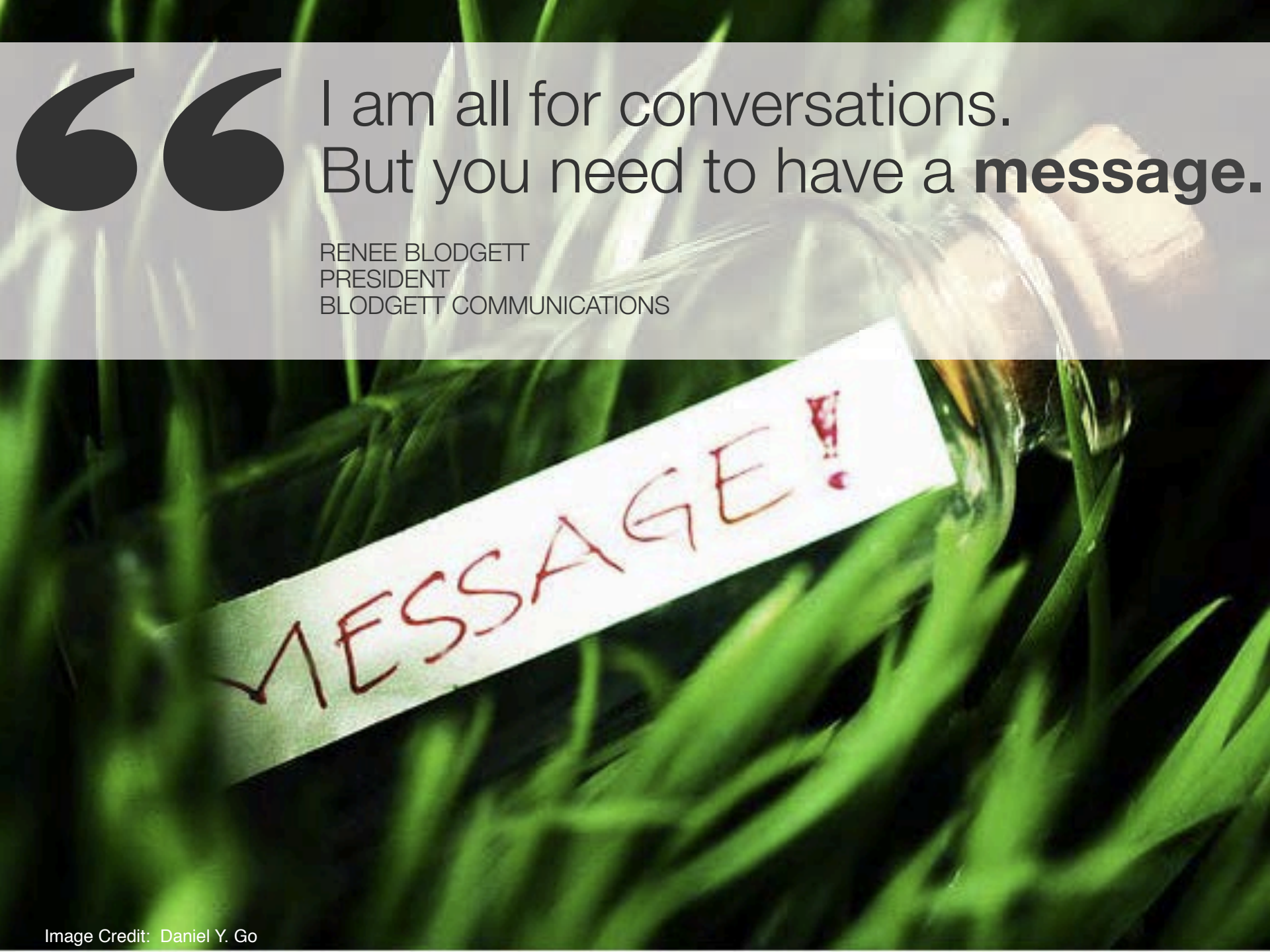
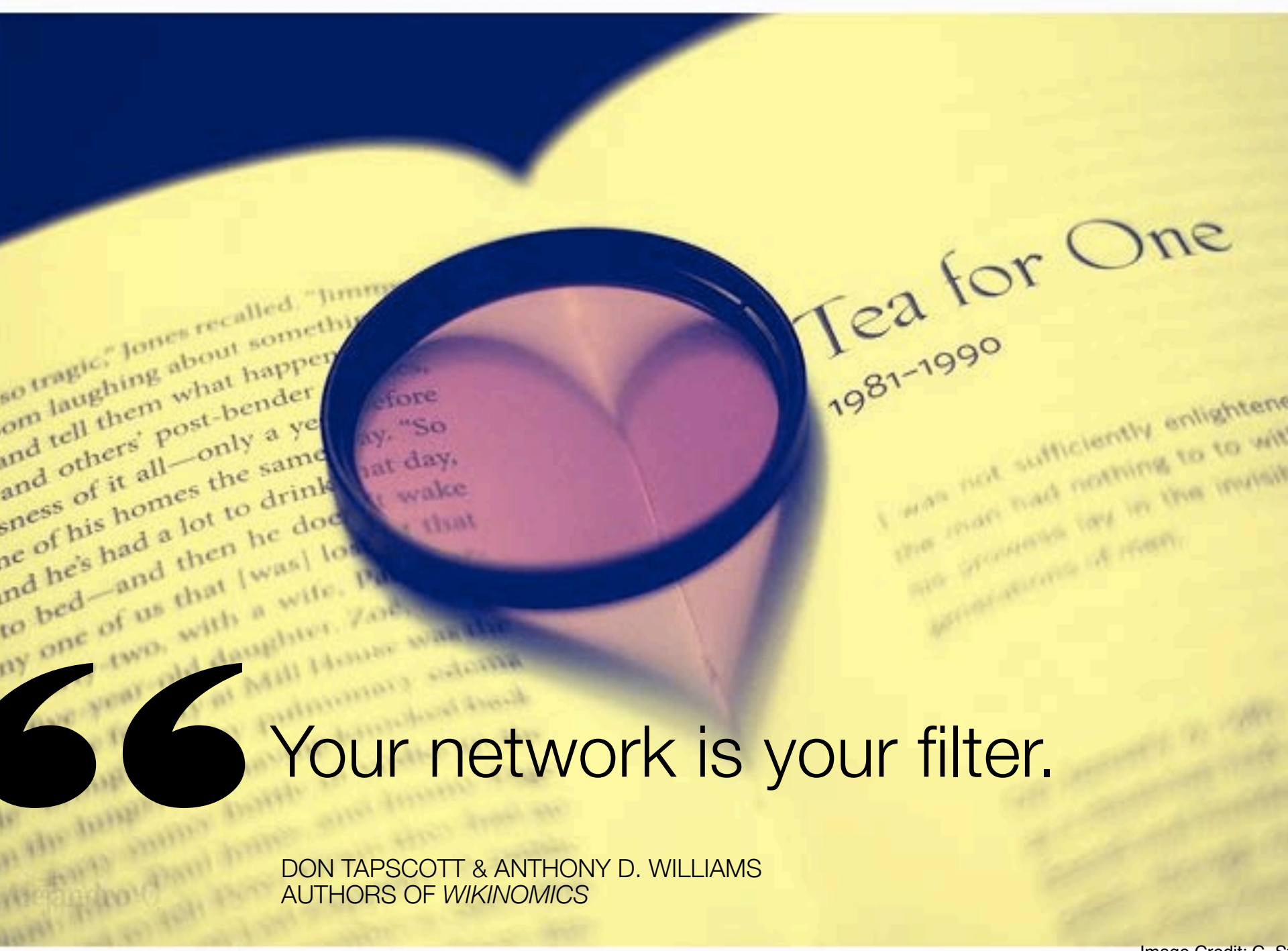


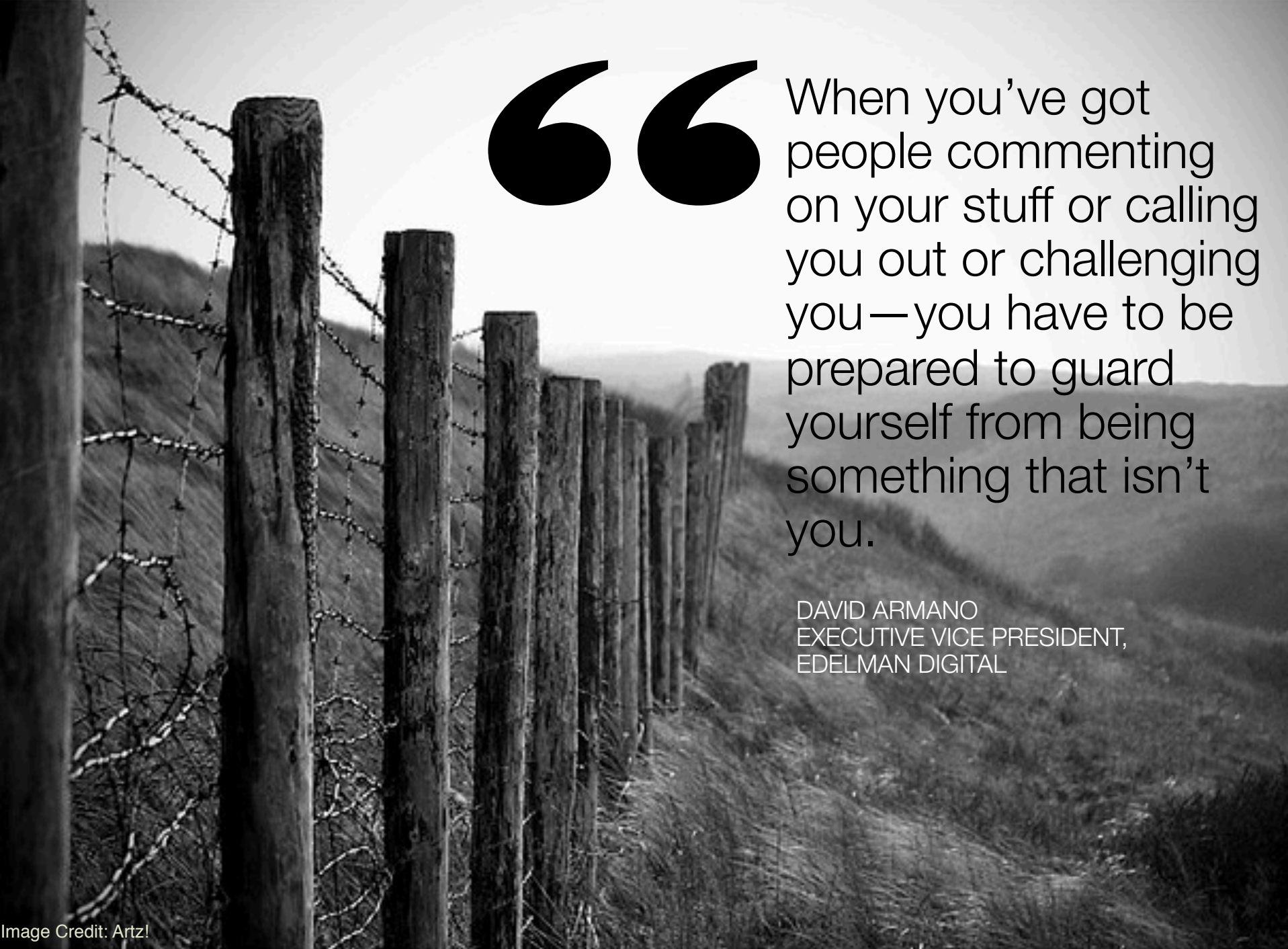
Image Credit: Daniel Y. Go



“Your network is your filter.

DON TAPSCOTT & ANTHONY D. WILLIAMS
AUTHORS OF *WIKINOMICS*

Image Credit: C. S



“When you’ve got people commenting on your stuff or calling you out or challenging you—you have to be prepared to guard yourself from being something that isn’t you.

DAVID ARMANO
EXECUTIVE VICE PRESIDENT,
EDELMAN DIGITAL

Image Credit: Artz!

“No matter your sector, chances are that people are already twittering about your products, your brand, your company or at least your industry.

TIM O’REILLY & SARAH MILSTEIN
CO-AUTHORS OF
THE TWITTER BOOK

Image Credit: ejbSF

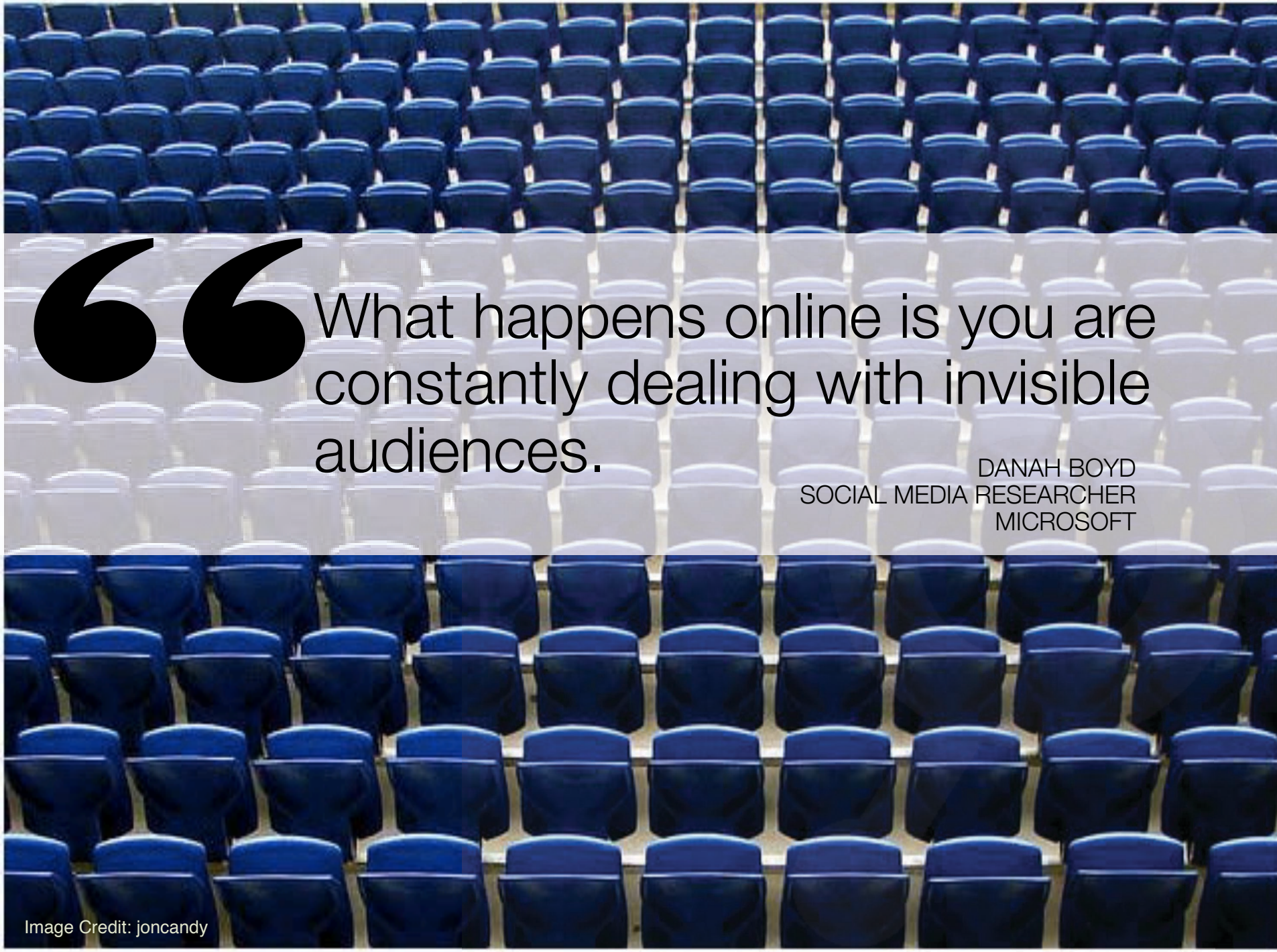
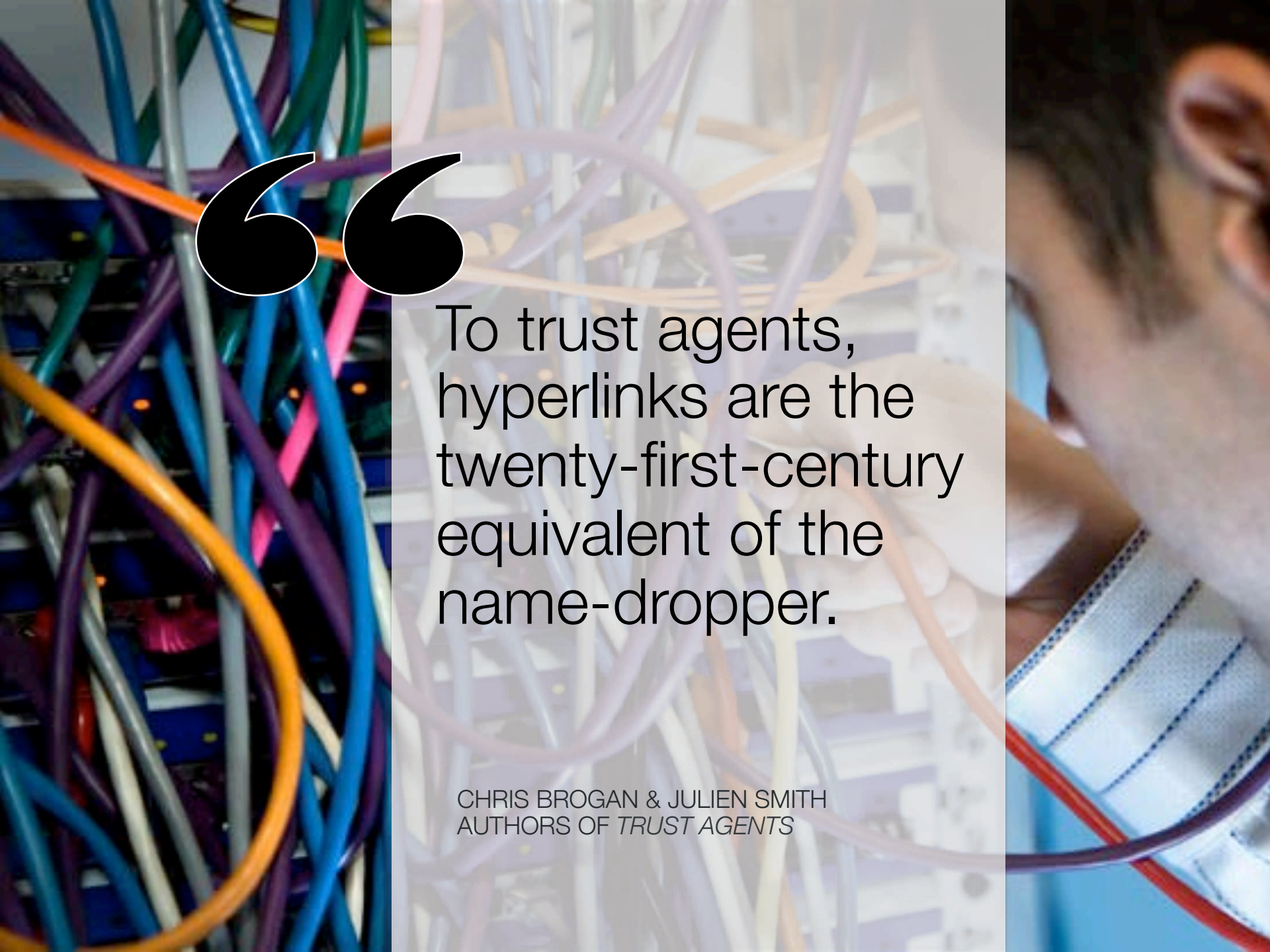

“What happens online is you are constantly dealing with invisible audiences.
DANAH BOYD
SOCIAL MEDIA RESEARCHER
MICROSOFT
Image Credit: joncandy

Image Credit:
THEMACGIRL*



“To trust agents, hyperlinks are the twenty-first-century equivalent of the name-dropper.

CHRIS BROGAN & JULIEN SMITH
AUTHORS OF *TRUST AGENTS*

Image Credit:
Mac Babs - Bárbara Bessa.

“

Good-bye, Broadcast.
Hello, Conversation.

SHEL ISRAEL
CO-AUTHOR OF *NAKED CONVERSATIONS*

Image Credit:
Nisha A

Marketers need to build digital relationships and reputation before closing a sale.

CHRIS BROGAN
KEYNOTE SPEAKER
FOUNDER, NEW MARKETING LABS

“

…as you’ve noticed, people don’t want to be sold.

What people do want is news and information about the things they care about.

LARRY WEBER
AUTHOR OF *MARKETING TO THE SOCIAL WEB*

Image Credit:
By PinkMoose

“You want to invent new ideas, not new rules.

DAN HEATH
MARKETING SPEAKER
CO-AUTHOR OF *MADE TO STICK*

Image Credit:
doug88888

“

Businesses should follow and learn from others’ successes and failures in order to better understand and predict their own.

BEN MEZRICH
AUTHOR OF *THE ACCIDENTAL BILLIONAIRES*

Image Credit:
Menina Dedê

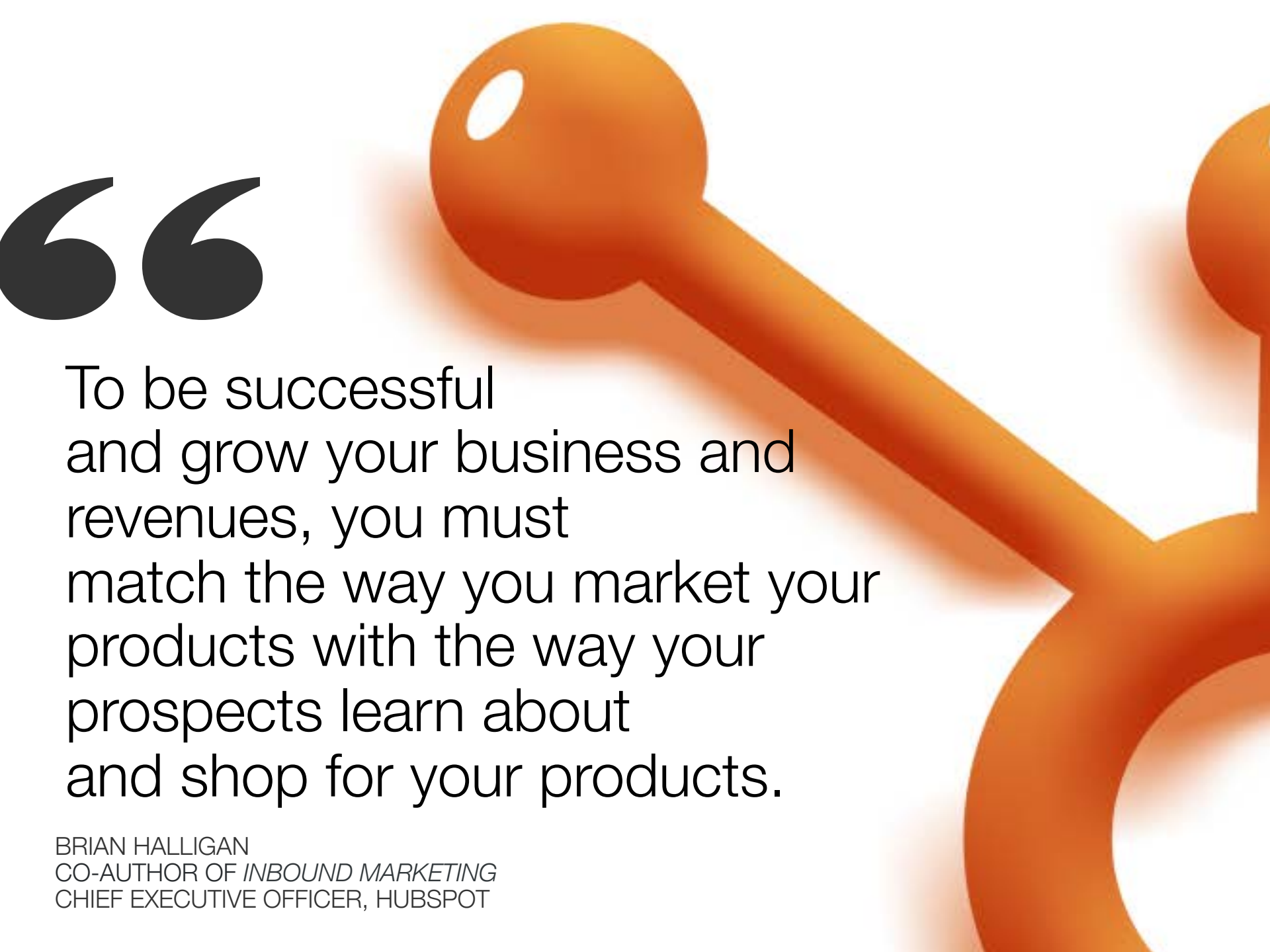
TWEET QUOTE!

Image Credit: Artiii

“

Companies are learning that it’s much better to offer customers a place to give direct feedback at their virtual doorstep than to ignore complaints and let them crop up everywhere.

BRIAN REICH & DAN SOLOMON
AUTHORS OF *MEDIA RULES!*



“

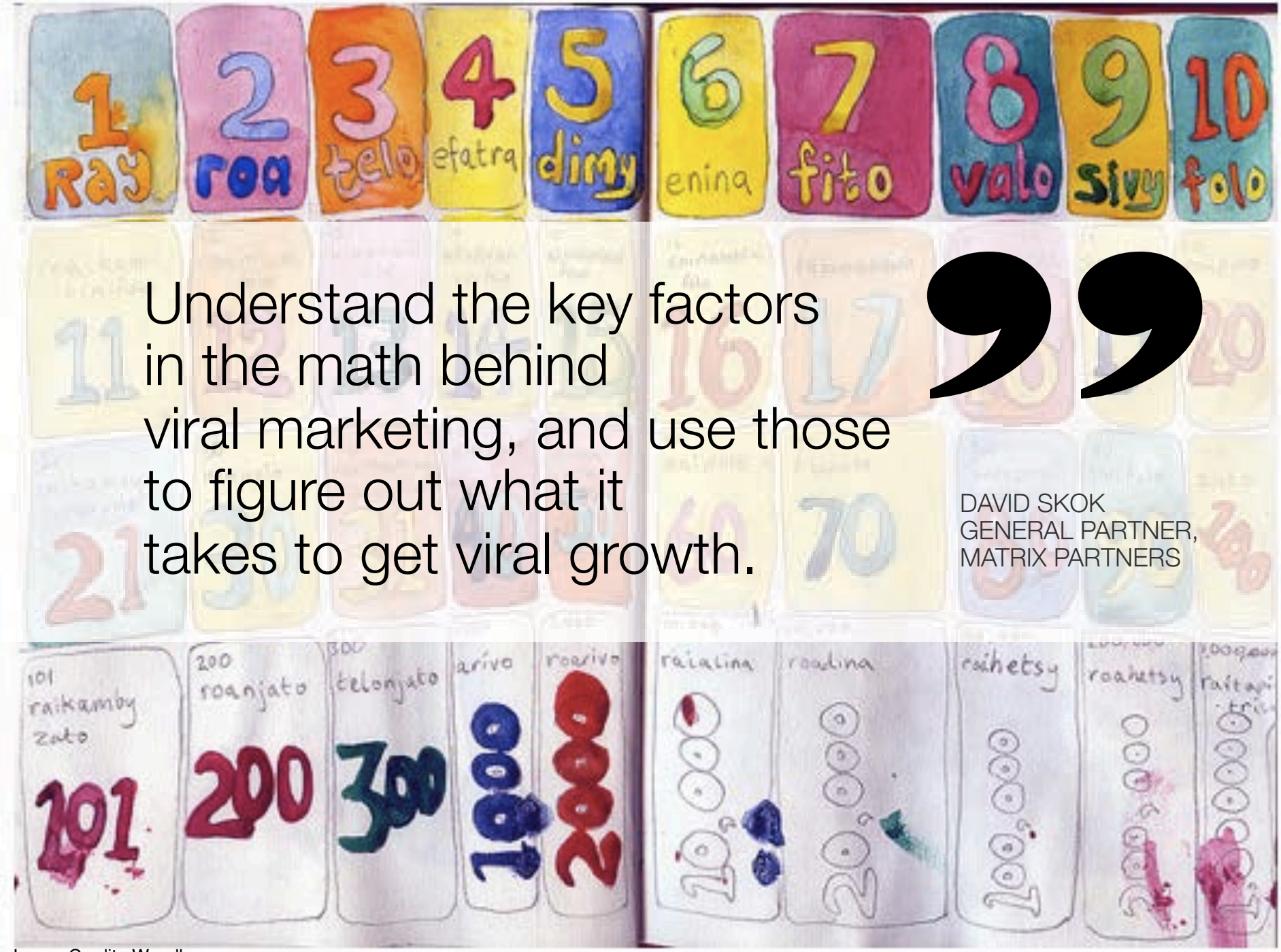
To be successful
and grow your business and
revenues, you must
match the way you market your
products with the way your
prospects learn about
and shop for your products.

BRIAN HALLIGAN
CO-AUTHOR OF *INBOUND MARKETING*
CHIEF EXECUTIVE OFFICER, HUBSPOT

Image Credit: Ziębol

“Smartphones are reinventing the connection between companies and their customers.

RICH MINER
PARTNER, GOOGLE VENTURES
CO-FOUNDER, ANDROID



Understand the key factors in the math behind viral marketing, and use those to figure out what it takes to get viral growth.

DAVID SKOK
GENERAL PARTNER,
MATRIX PARTNERS

Image Credit: Woodlouse

“

You’ve probably got a device on you that can shoot decent video, so what’s stopping you?

Capture and share some moments.

STEVE GARFIELD
VIDEO BLOGGER
AUTHOR OF *GET SEEN*

Image Credit: KTVee

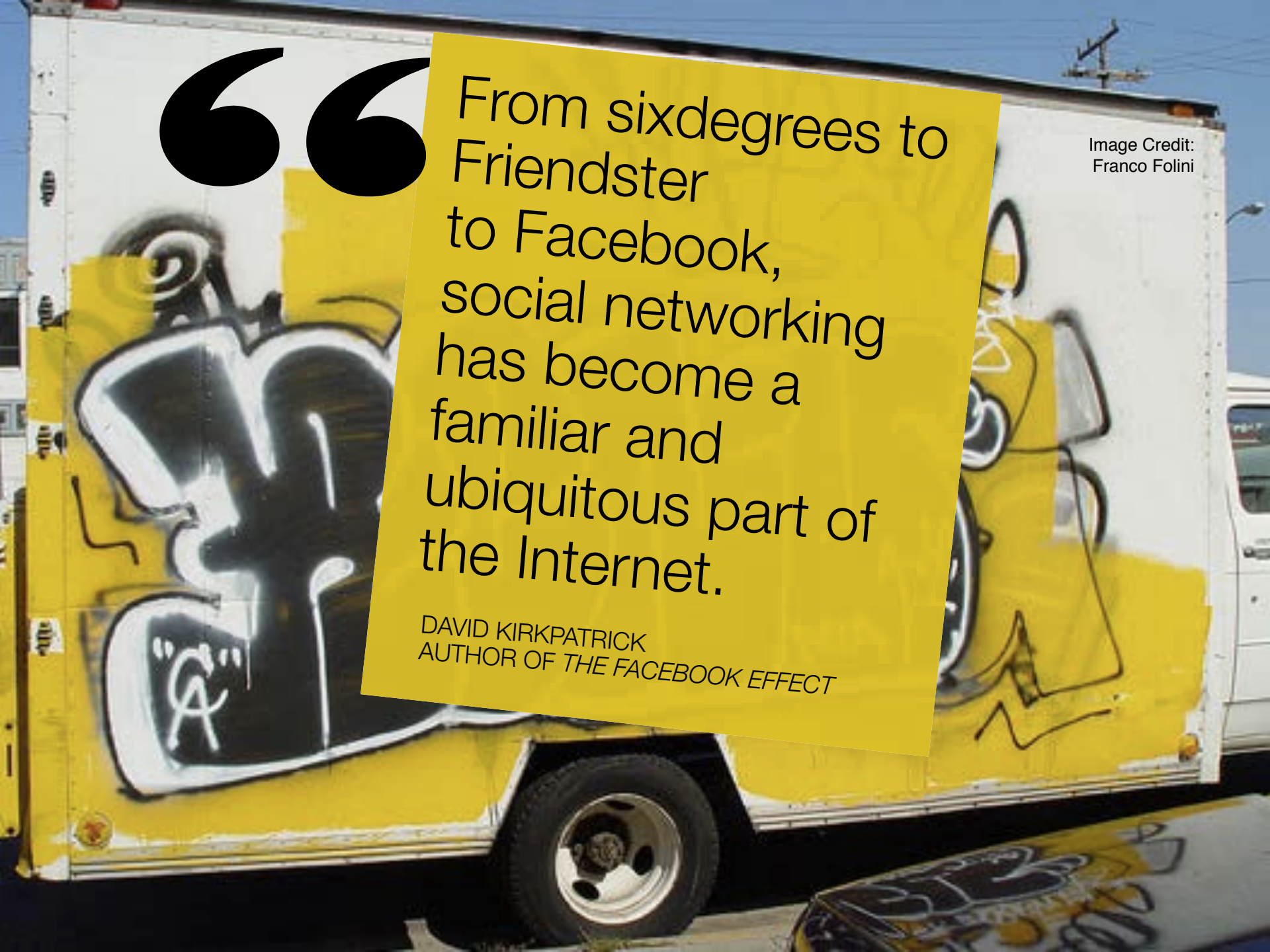
“Think like a customer.
PAUL GILLIN
AUTHOR OF *THE NEW INFLUENCERS*
Image Credit: decafina

“

Effective engagement is inspired by the empathy that develops simply by being human.

BRIAN SOLIS
PRINCIPAL, ALTIMETER GROUP
AUTHOR OF *ENGAGE!*

Image Credit:
EUSKALANATO



“From sixdegrees to Friendster to Facebook, social networking has become a familiar and ubiquitous part of the Internet.

DAVID KIRKPATRICK
AUTHOR OF *THE FACEBOOK EFFECT*

Image Credit:
Franco Folini

“We’re all learning here; the best listeners will end up the smartest.

CHARLENE LI & JOSH BERNOFF
AUTHORS OF *GROUNDSWELL*

Image Credit:
dsassoi

“

Marketing isn’t magic.
There is a science to it.

DAN ZARRELLA
SOCIAL MEDIA SCIENTIST
HUBSPOT

“

Holding back technology to preserve broken business models is like allowing blacksmiths to veto the internal combustion engine in order to protect their horseshoes.

DON TAPSCOTT & ANTHONY D. WILLIAMS
AUTHORS OF *WIKINOMICS*

Image Credit: greeka
The future of business is social.
TWEET EBOOK!
BARRY LIBERT
AUTHOR OF *SOCIAL NATION*
CEO, MZINGA

“Keep your eye out for hot topics and trends. The media is constantly looking for timely stories.

JIM KUKRAL
MARKETING SPEAKER
AUTHOR OF *ATTENTION!*

Image Credit: motograf

Image Credit: dominiqueb

Image Credit: John Vetterli

> I can take what I learned from writing articles, educate a new audience with a new channel, and leapfrog other companies who aren't embracing this now.

BRIAN J. CARROLL
CEO, INTOUCH

By publishing content that shows buyers you understand their problems and can show them how to solve them, you build credibility.

ARDATH ALBEE
AUTHOR OF *EMARKETING STRATEGIES FOR THE COMPLEX SALE*

“

Already, companies that speak in the language of the pitch,the dog-and-pony show, are no longer speaking
to anyone.

THE CLUETRAIN MANIFESTO

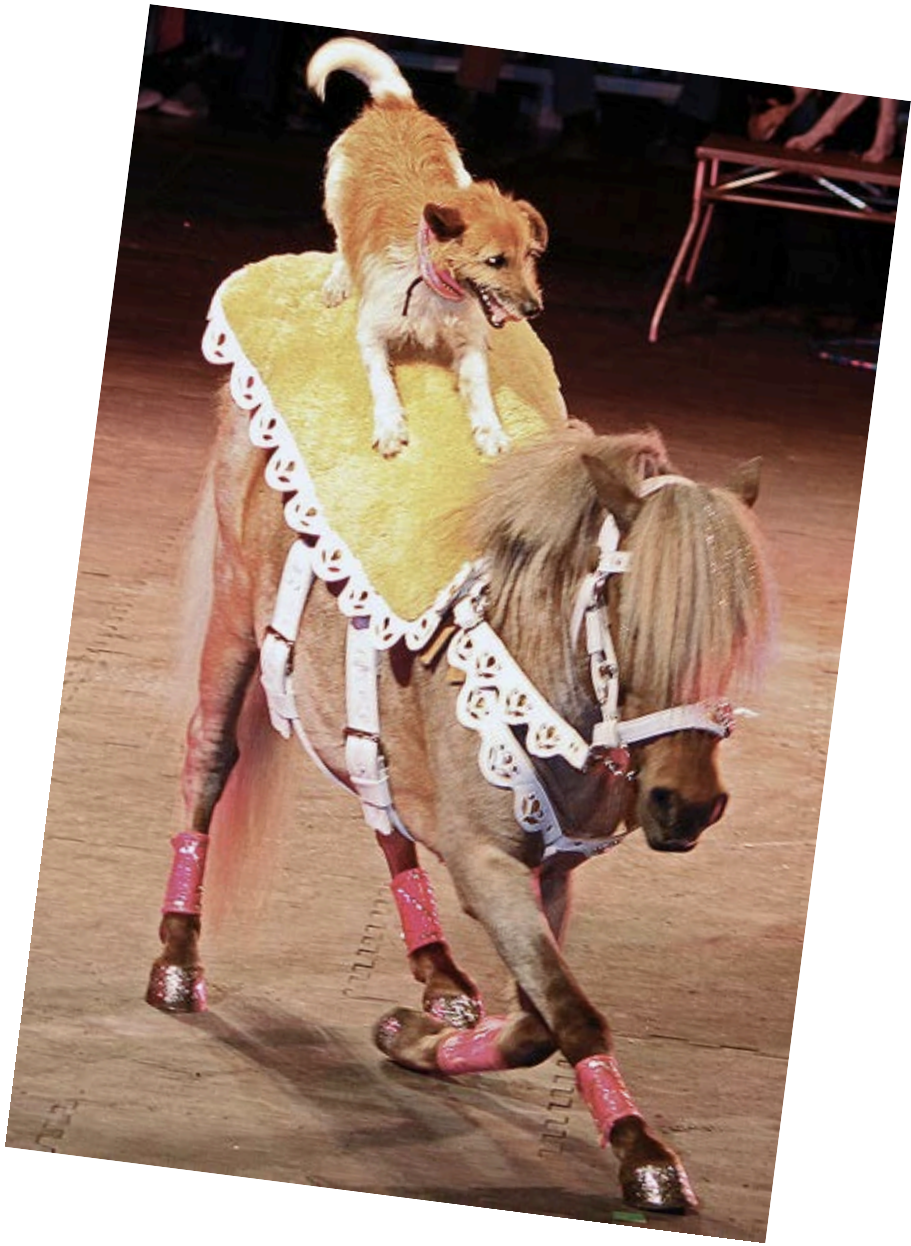


Image Credit: Dottie Mae

“Authenticity, honesty, and personal voice underlie much of what’s successful on the Web.

RICK LEVINE
CO-AUTHOR *THE CLUETRAIN MANIFESTO*

“
Your organization
is becoming hyperlinked.
Whether you like it or not.
It’s bottom-up; it’s unstoppable.
DAVID WEINBERGER
AUTHOR OF *EVERYTHING IS MISCELLANEOUS*

“

When all you’ve got is a hammer, bad service looks like a nail.

DOC SEARLS
JOURNALIST
CO-AUTHOR OF
THE CLUETRAIN MANIFESTO

TWEET EBOOK!

“

Take two ideas and put them together to make one new idea. After all, what is a Snuggie but the mutation of a blanket and a robe?

JIM KUKRAL
MARKETING SPEAKER
AUTHOR OF *ATTENTION!*

“

Recognize that giveaway items serve as silent ambassadors, reinforcing your Expert Identity—choose them carefully!

SUSAN FRIEDMANN
AUTHOR OF RICHES IN NICHES

Image Credit: BlakJakDavy
DAVID SITEMAN GARLAND
HOST OF THE RISE TO THE TOP
Money follows passion— not the other way around.
TWEET EBOOK!

“

For many businesses,
the fear behind their social media reluctance
isn’t just fear of failure but of blame and
accountability—both individual and collective.

JAY BAER & AMBER NASLUND
AUTHORS OF *THE NOW REVOLUTION!*

Companies need to lighten up and take themselves less seriously. They need to get a sense of humor.

”

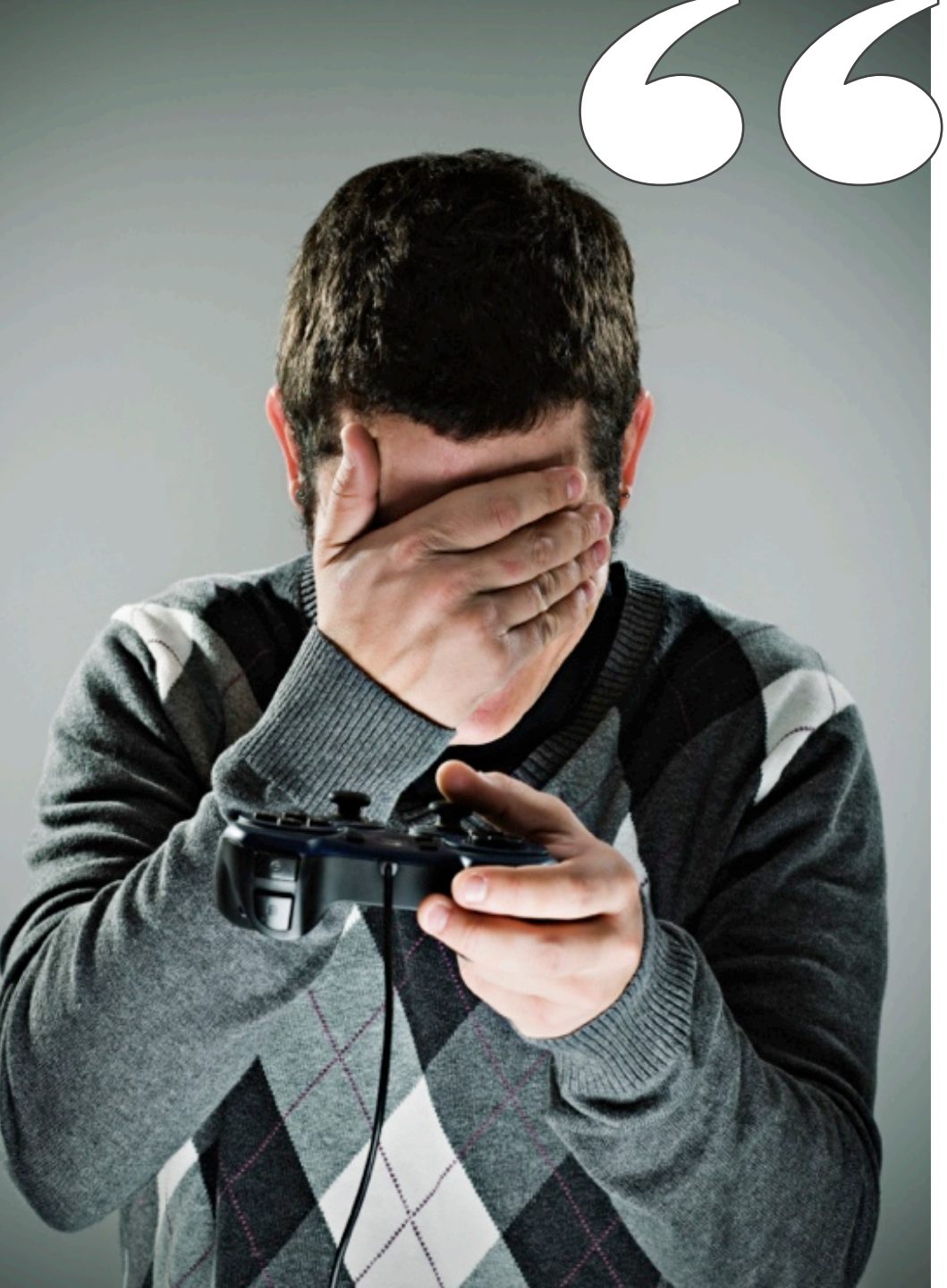
THE CLUETRAIN MANIFESTO

“Until Facebook came along, there was hardly anywhere on the public Internet where you had to operate with your real name.

DAVID KIRKPATRICK
AUTHOR OF *THE FACEBOOK EFFECT*

By listening, marketing will re-learn how to talk.
DOC SEARLS & DAVID WEINBERGER
CO-AUTHORS OF *THE CLUETRAIN MANIFESTO*

“
Companies need connections to thei markets to create long-term loyalty.
CHARLENE LI & JOSH BERNOFF
AUTHORS OF *GROUNDSWELL*

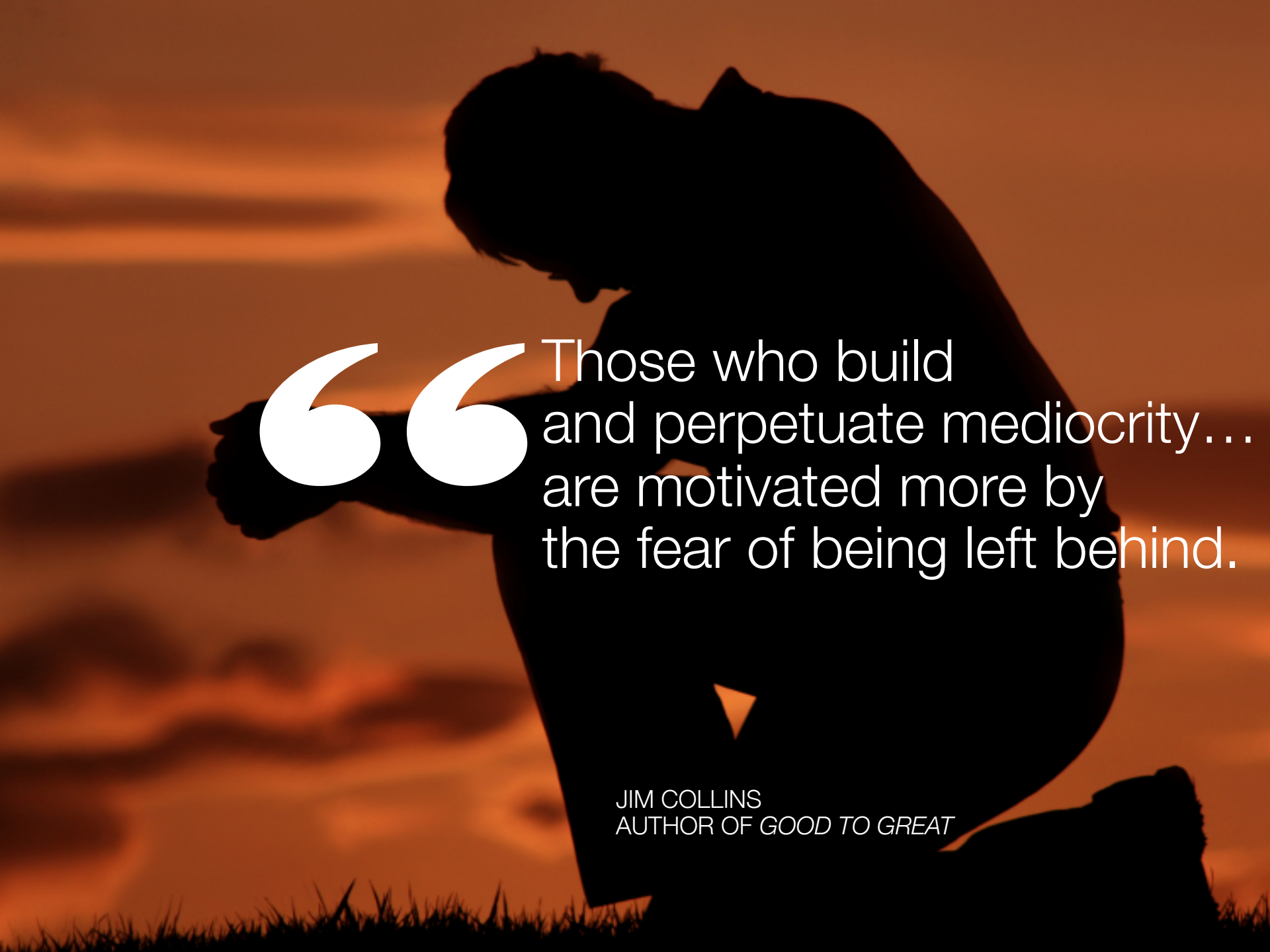


There's a lot of fear-mongering about "losing control" of your brand online, when, in fact, you've got control over as much as you always have: how you present your business and how you act.

JAY BAER & AMBER NASLUND
AUTHORS OF *THE NOW REVOLUTION*

“
Be passionate about the culture and the business, and remain positive, because it inspires others.
BARRY LIBERT
AUTHOR OF *SOCIAL NATION*
CEO, MZINGA

Good is the enemy of great... The vast majority of good companies remain just that—good, but not great.
JIM COLLINS
AUTHOR OF *GOOD TO GREAT*
Image Credit: Charles Haynes


“Those who build
and perpetuate mediocrity…
are motivated more by
the fear of being left behind.
JIM COLLINS
AUTHOR OF *GOOD TO GREAT*

“

…one way to sell a consumer something in the future is simply to get his or her permission in advance.

SETH GODIN
AUTHOR OF *PERMISSION MARKETING*

“In this age of microblogging and two-second sound bites, almost no one has the attention span, or time, to read more than a few sentences.

TIM FRICK
AUTHOR OF *RETURN ON ENGAGEMENT*

Once you have your questions and stories, map them to the buying process—just as your prospect will experience them.

ARDATH ALBEE
AUTHOR OF *EMARKETING STRATEGIES FOR THE COMPLEX SALE*

“

What we really need is a mindset shift that will make us relevant to today’s consumers, a mindset shift from ‘telling & selling’ to building relationships.

JIM STENGEL
FORMER GLOBAL MARKETING OFFICER
PROCTER & GAMBLE

“

It no longer makes economic sense to send an advertising message to the many in hopes of persuading the few.

M. LAWRENCE LIGHT
FORMER CHIEF MARKETING OFFICER
MCDONALDS

When you break down all the fluff, there are two ways to promote and market your business: dumber, slower, and expensive —or smarter, faster, and cheaper.

DAVID SITEMAN GARLAND
HOST OF THE RISE TO THE TOP

RAND FISHKIN
FOUNDER, SEOMOZ
“
There is no black magic to successfully attracting customers via the Web.

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