



*80 digital marketing
quotes to keep you
on track and drive
sales.*

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“A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is.”

Scott Cook



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“What used to be cigarette breaks could turn into ‘social media breaks’ as long as there is a clear signal and IT isn’t looking.”

David Armano



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“Innovation needs to be part of your culture. Consumers are transforming faster than we are, and if we don’t catch up, we’re in trouble.”

Ian Schafer



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The success of social media (design) is built on your ability to create a highly engaged community focused on the co-creation of your brand.



Many more decisions will be based on predictive elements versus gut instincts. Even in the most scientifically oriented fields, decisions are still being made based on anchoring biases.

Ginni Romety



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Data beats opinions.



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“Advertising is legalized lying.”

H.G. Wells



We must move from numbers keeping score to numbers that drive better actions.

David Walmsley



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“How can you squander even one more day not taking advantage of the greatest shifts of our generation? How dare you settle for less when the world has made it so easy for you to be remarkable?”

Seth Godin



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“Social Media is about sociology and psychology more than technology.”

Brian Polis



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“Businesses used to have a small suggestion box near the door that mostly housed dust bunnies and an occasional piece of gum. Rarely would someone get back to you. But people can now make a post from an iPhone or a Black-Berry while they’re sitting in your restaurant.”

Charles Nelson



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“In some ways, [Facebook] levels the playing field of friendship stratification. In the real world, you have very close friends and then there are those you just say “Hi” to when you pass them on the street.”

Jason Kaufman



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“Mobile is no longer about what you can do on your cell phone. Mobile is all about doing more, all of the time.”

Mitch Joel



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“Don’t say anything online that you wouldn’t want plastered on a billboard with your face on it.”

Erin Bury



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“We’re still in the process of picking ourselves up off the floor after witnessing firsthand the fact that a 16-year-old YouTuber can deliver us 3 times the traffic in a couple of days that some excellent traditional media coverage has over 5 months.”

Michael Fox
Founder
Shoes of Prey



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“Twitter is a great place to tell the world what you’re thinking before you’ve had a chance to think about it.”

Chris Pirillo
Blogger



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“I realize everyone is telling you social media is a unicorn, but maybe it’s just a horse?”

Jay Baer
Author, Youtility



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“If you’re looking for the next big thing, and you’re looking where everyone else is, you’re looking in the wrong place.”

Mark Cuban

Owner of the Dallas Mavericks



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“A marketing person should always ask one key question when beginning to develop a social media strategy: how much chaos can this organization handle?”

Gary Stein
VP of Strategy
AMMO Marketing



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“If content is king, then conversion is queen.”

John Munsell

CEO of Bizzuka



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“Our head of social media is the customer.”

McDonalds



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“In the 21st century, the database is the marketplace.”

Stan Rapp

MRM Partners Worldwide



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“Clients don’t care about the labor pains; they want to see the baby.”

Tim Williams
Founder of Ignition



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“If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends.”

Jeff Bezos
CEO, Amazon.com



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“Build it, and they will come” only works in the movies. Social Media is a “build it, nurture it, engage them, and they may come and stay.”

Seth Godin

Author

Permission Marketing



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“Game changing innovations are few and far between. They are usually simple concepts to describe but when they arrive it takes time to fully realize their importance and impact. Television was a game-changer, mobile phones were a game-changer, and blogging is also one.”

Collis Ta'eed
Found of Envato



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“As the web becomes a more social and porous medium, remember that interaction and community are going to happen with or without your involvement. You can watch the conversation take place, or you can own and guide it.”

Adam Weinroth
Making Sense of Social Media



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“Twitter is like a tragically hip New York night club. It is a cool, easy way for companies to engage customers in Social Media. But the experience can be loud and crowded”

Bob Warfield
CEO of Helpstream



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“All one needs is a computer, a network connection, and a bright spark of initiative and creativity to join the economy.”

Don Tapscott
dontapscott.com



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“You can’t tiptoe into social media. You have to jump into the pool. People have a natural fear of it. But the scary part is not being there. Your customer is already there.”

Dave Saunders
madisonmain.com



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“Social media is an ingredient, not an entrée.”

Jay Baer

convinceandconvert.com



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“If your reputation sucks, none of it matters. People with lousy products, crummy business practices, and shady backgrounds get found out. And word spreads with frightening speed.”

Sonia Simone

CMO, Copyblogger



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“If, like many others, you are concerned social media is making people and cultures shallow, I propose we teach more people how to swim and together explore the deeper end of the pool.”

Howard Rheingold



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“If I tell my Facebook friends about your brand, it’s not because I like your brand, but rather because I like my friends.”



“The thing about Social Media that frustrates marketers to no end is that you can’t buy attention and that if you have no choice, but to think and act small, then you’ll try to say well here is a 100,000 person community, how can we buy it? What you’ll do instead if you’re just four people, how can we amaze them? That change in posture, that change in attitude is the single biggest shift, that’s going on the Internet right now.”

Seth Godin



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“Twitter represents a collective collaboration that manifests our ability to unconsciously connect kindred voices through the experiences that move us. As such, Twitter is a human seismograph.”

Brian Solis
Author and Speaker



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“The qualities that make Twitter seem insane and half-baked are what makes it so powerful.”

Jonathan Zittrain
Professor of Law at Harvard



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“In the long history of humankind those who learned to collaborate and improvise most effectively have prevailed.”

Charles Darwin



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“There is nothing so useless as doing efficiently that which should not be done at all.”

Peter F. Drucker



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“Marketing is too important to be left to the marketing department.”

David Packard



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“Never write an ad you wouldn’t want your family to read. You wouldn’t tell lies to your wife. Don’t tell them to mine.

Anonymous



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*“Curiosity about life, in all aspects, I think,
is still the secret of great creative people.”*

Leo Burnett



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“Innovation distinguishes between a leader and a follower.”

Steve Jobs



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“Out there in some garage is an entrepreneur who’s forging a bullet with your company’s name on it.”

Gary Hamel



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“Instead of marketing that’s needed by companies, Youtility is marketing that’s wanted by customers.”

Jay Baer



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“Focus on how to be social, not on how to do social.”

Jay Baer



*“Business opportunities are like buses,
there’s always another one.”*

Richard Branson



“For all of its faults, it gives most hardworking people a chance to improve themselves economically, even as the deck is stacked in favor of the privileged few. Here are the choices most of us face in such a system: Get bitter or get busy.”

Bill O'Reilly



“To think creatively, we must be able to look afresh at what we normally take for granted.”

George Kneller



“Long-range planning works best in the short term.”

Doug Evelyn



“The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency.

The second is that automation applied to an inefficient operation will magnify the inefficiency.”

Bill Gates



“It’s through curiosity and looking at opportunities in new ways that we’ve always mapped our path at Dell. There’s always an opportunity to make a difference.”

Michael Dell



“The most serious mistakes are not being made as a result of wrong answers. The truly dangerous thing is asking the wrong question.”

Peter Drucker



“Surviving a failure gives you more self-confidence. Failures are great learning tools.. but they must be kept to a minimum.”

Jeffrey Immelt



“Statistics suggest that when customers complain, business owners and managers ought to get excited about it. The complaining customer represents a huge opportunity for more business.”

Zig Ziglar



“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”

Charles Darwin



“The first one gets the oyster the second gets the shell.”

Andrew Carnegie



“If you had to identify, in one word, the reason why the human race has not achieved, and never will achieve, its full potential, that word would be 'meetings.'”

Dave Barry



“Advertising is legalized lying.”

H.G. Wells



“Price is what you pay. Value is what you get.”

Warren Buffett



“Simple, genuine goodness is the best capital to found the business of this life upon. It lasts when fame and money fail, and is the only riches we can take out of this world with us.”

Louis May Alcott



“Doing business without advertising is like winking at a girl in the dark. You know what you are doing but nobody else does.”

Steuart Henderson Britt



“Outstanding leaders go out of their way to boost the self esteem of their personnel. If people believe in themselves it s amazing what they can accomplish.”

Sam Walton



“If you want to change the fruits, you will first have to change the roots. If you want to change the visible, you must first change the invisible.”

T. Harv Eker



“I'm not a businessman, I'm a business, man!”

Jay-Z



“Innovation is the specific instrument of entrepreneurship...the act that endows resources with a new capacity to create wealth.”

Peter Drucker



“If you’re creative, if you can think independently, if you can articulate passion, if you can override the fear of being wrong, then your company needs you more than it ever did. And now your company can no longer afford to pretend that isn’t the case. So dust off your horn and start tooting.”

Hugh MacLeod



“Large amount of resources and more individuals in your organization do not necessarily equate to victory over your opponent if you have lost the advantage of formlessness.”

Kambiz Mostofizadeh



“...treasure what it means to do a day's work. It's our one and only chance to do something productive today, and it's certainly not available to someone merely because he is the high bidder. A day's work is your chance to do art, to create a gift, to do something that matters. As your work gets better and your art becomes more important, competition for your gifts will increase and you'll discover that you can be choosier about whom you give them to.”

Seth Godin



“Even in the face of massive competition, don’t think about the competition. Literally don’t think about them. Every time you’re in a meeting and you’re tempted to talk about a competitor, replace that thought with one about user feedback or surveys. Just think about the customer.”

Mike McCue



“The best way to engage honestly with the marketplace via Twitter is to never use the words “engage,” “honestly,” or “marketplace.”

Jeffrey Zeldman



*“Success seems to be connected to action.
Successful people keep moving. They make
mistakes, but they don’t quit.”*

Conrad Hilton



“Instead of freaking out about these constraints, embrace them. Let them guide you. Constraints drive innovation and force focus. Instead of trying to remove them, use them to your advantage.”

37Signals



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*“A business has to be involving, it has to be fun,
and it has to exercise your creative instincts.”*

Richard Branson



Looking at What's Now is just as important as planning for the future. Trends are happening and the consumer is NOW.



"Facebook didn't exist; Twitter was a sound; the cloud was in the sky; 4G was a parking place; LinkedIn was a prison; applications were what you sent to college; and Skype for most people was typo. All of that changed in just the last six years."

Thomas Friedman



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What you will see with rapid data and social sharing is the death of the average and the era of you.

Businesses will be able to truly serve the individual.

Ginni Rometty



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“Marketing is no longer about the stuff that you make, but about the stories you tell.”

Seth Godin



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“The old paradigm was pay to play. Now you get back what you authentically put in. You’ve got to be willing to play to play.”

Alex Bogusky



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“Privacy is dead, and social media holds the smoking gun.”

Pete Cashmore



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The savviest brands will begin to build small highly engaged communities where they can learn more about what their audiences want, need and desire.

WeAreSocial



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