



101
AWESOME
Marketing
Quotes

@HubSpot



TWEET EBOOK!

“

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!



“

People share, read and generally engage more with any type of content when it's surfaced through friends & people they **know and trust.**

MALORIE LUCICH
FACEBOOK SPOKESPERSON



“

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



A photograph of a person lying on their back on a sand dune. The person is wearing a dark blue and white striped long-sleeved shirt and light-colored pants. Their head is covered with a light blue cloth. A clear plastic water bottle with a blue cap lies on the sand near their right hand. The background shows the undulating curves of the sand dune under a clear blue sky.

“

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*



“

Increasingly, the mass marketing is turning into **a mass of niches.**

CHRIS ANDERSON
AUTHOR OF *THE LONG TAIL*

“

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



“

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





“

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*



“

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

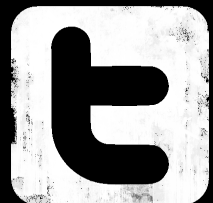


Image Credit: Hryck



Your culture **is** your brand.

TONY HSIEH
CEO, ZAPPOS.COM



“

Focus on the core problem your business solves & put out lots of **content & enthusiasm**, & ideas about how to solve that problem.

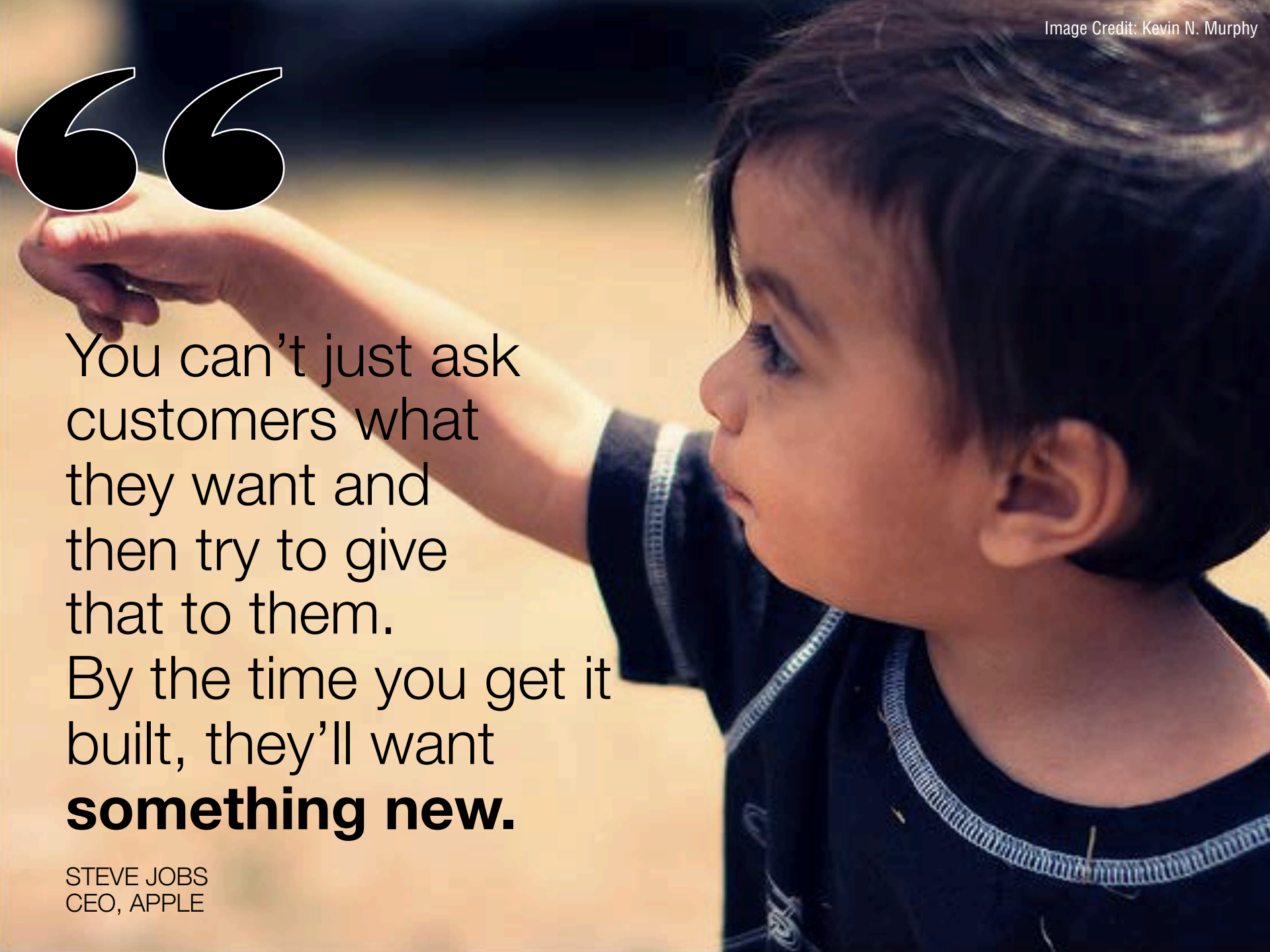
LAURA FITTON
FOUNDER, ONEFORTY.COM





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*



TWEET QUOTE!



Clarity trumps persuasion.

DR. FLINT MCGLAUGHLIN
DIRECTOR, MECLABS



“

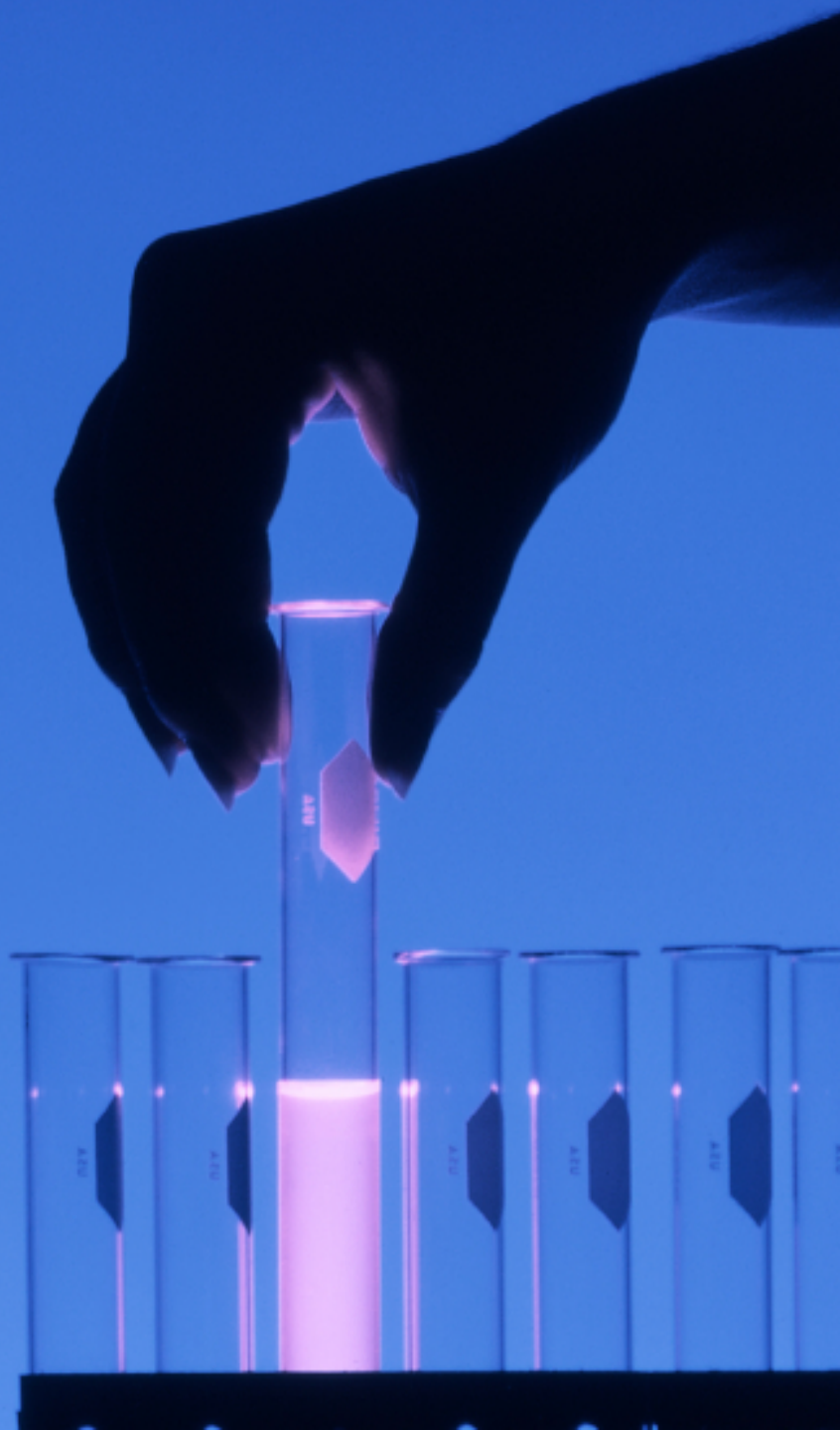
Don't be afraid to get creative and experiment with your marketing.

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.

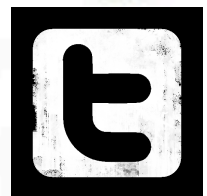
STEVE WOZNIAK
CO-FOUNDER, APPLE



“

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





The way you can understand
all of the social media
is as the creation of
a new kind of public space.



DANAH BOYD
SOCIAL MEDIA RESEARCHER
MICROSOFT

“

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.



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!



“

For corporate marketers,
podcasting is low-hanging fruit.

PAUL GILLIN
AUTHOR OF *THE NEW INFLUENCERS*

“

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*



“

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





“

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



“

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 do not have time to be bored or brow beaten by orthodox, old fashioned advertising.

CRAIG DAVIS



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

“

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

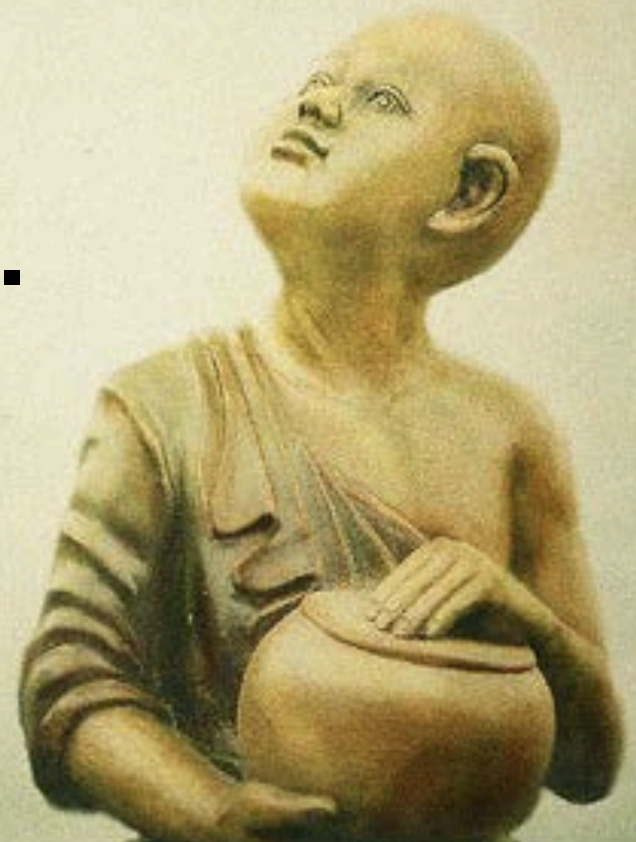
GEOFFREY MOORE
AUTHOR OF *DEALING WITH DARWIN*



“

Social media are tools.
Real time is a **mindset.**

DAVID MEERMAN SCOTT
MARKETING STRATEGIST
AUTHOR OF *THE NEW RULES OF MARKETING AND PR*



A close-up photograph of a watch movement, showing intricate gears, jewels, and metal components. A semi-transparent white rectangular box is overlaid on the center of the image, containing text and a large quotation mark. The watch movement is detailed, with visible gears and a central jewel. The background is slightly blurred, emphasizing the mechanical parts.

“

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

JOHN BATTELLE
FOUNDER
FEDERATED MEDIA PUBLISHING



“

Either write something worth reading or
do something worth writing about.

BENJAMIN FRANKLIN

“

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

A close-up photograph of a woman wearing a brown hat and binoculars, looking through them in a field of tall grass. The woman is smiling slightly, and the background is a bright, sunny outdoor setting with green grass and a clear sky.

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*



“

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*



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

ANITA CAMPBELL
FOUNDER & CEO,
SMALLBIZTRENDS.COM



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



“

In a way, the Web is like
your Hollywood agent:
It speaks for you whenever
you're not around to comment.

A photograph of the Hollywood sign on a hillside. The sign is made of large, white, block letters and is set against a backdrop of a grassy hill with some trees and utility poles. The sky is overcast and grey.

HOLLYWOOD

CHRIS BROGAN & JULIEN SMITH
AUTHORS OF *TRUST AGENTS*

“

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

GARY VAYNERCHUK
AUTHOR OF
THE THANK YOU ECONOMY



“

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.



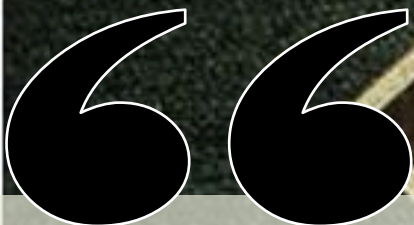
TIM FRICK
AUTHOR OF *RETURN ON ENGAGEMENT*

“

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*





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*

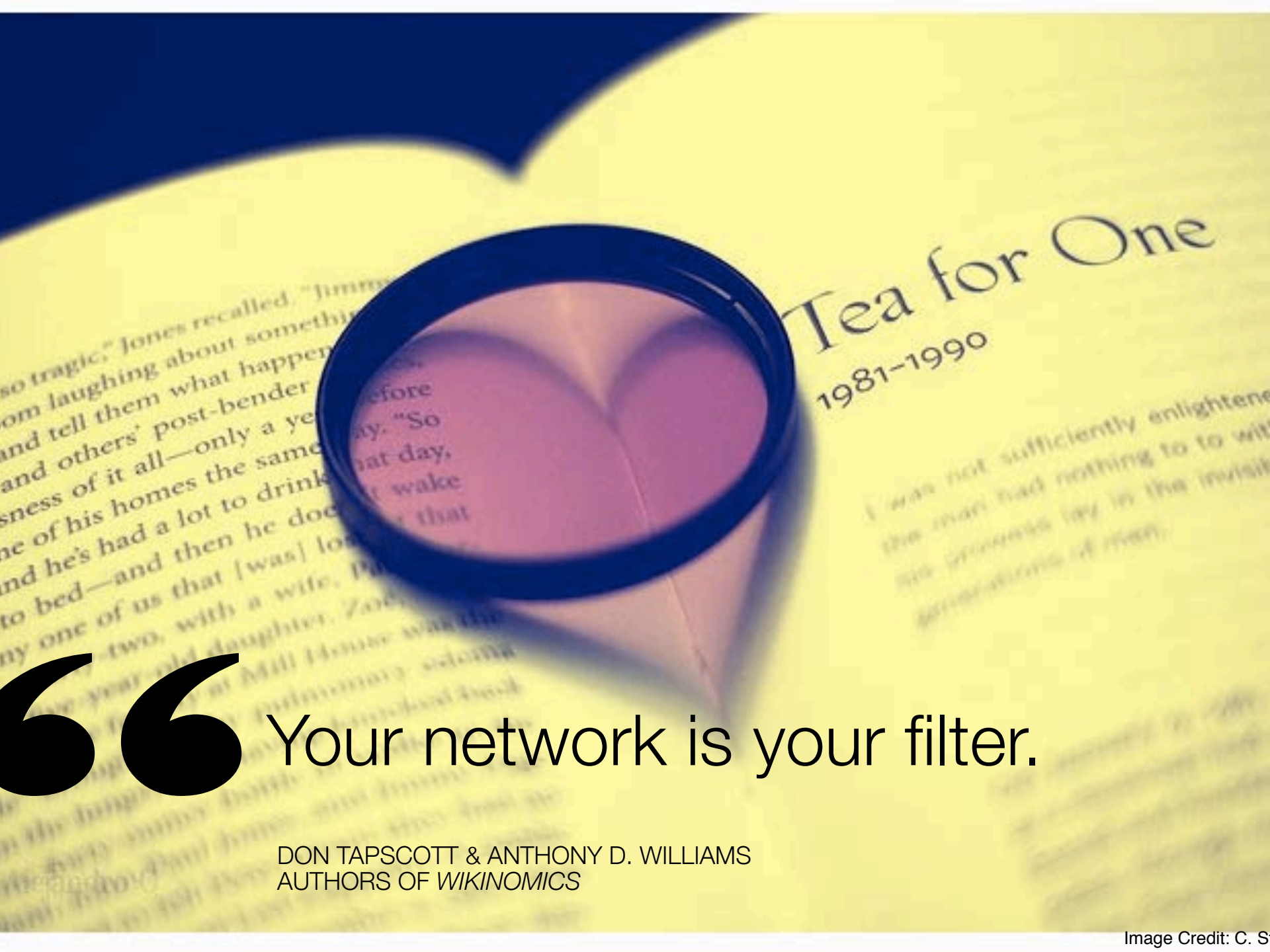
“

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

RENEE BLODGETT
PRESIDENT
BLODGETT COMMUNICATIONS



MESSAGE!



Your network is your filter.

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



“

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



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



“

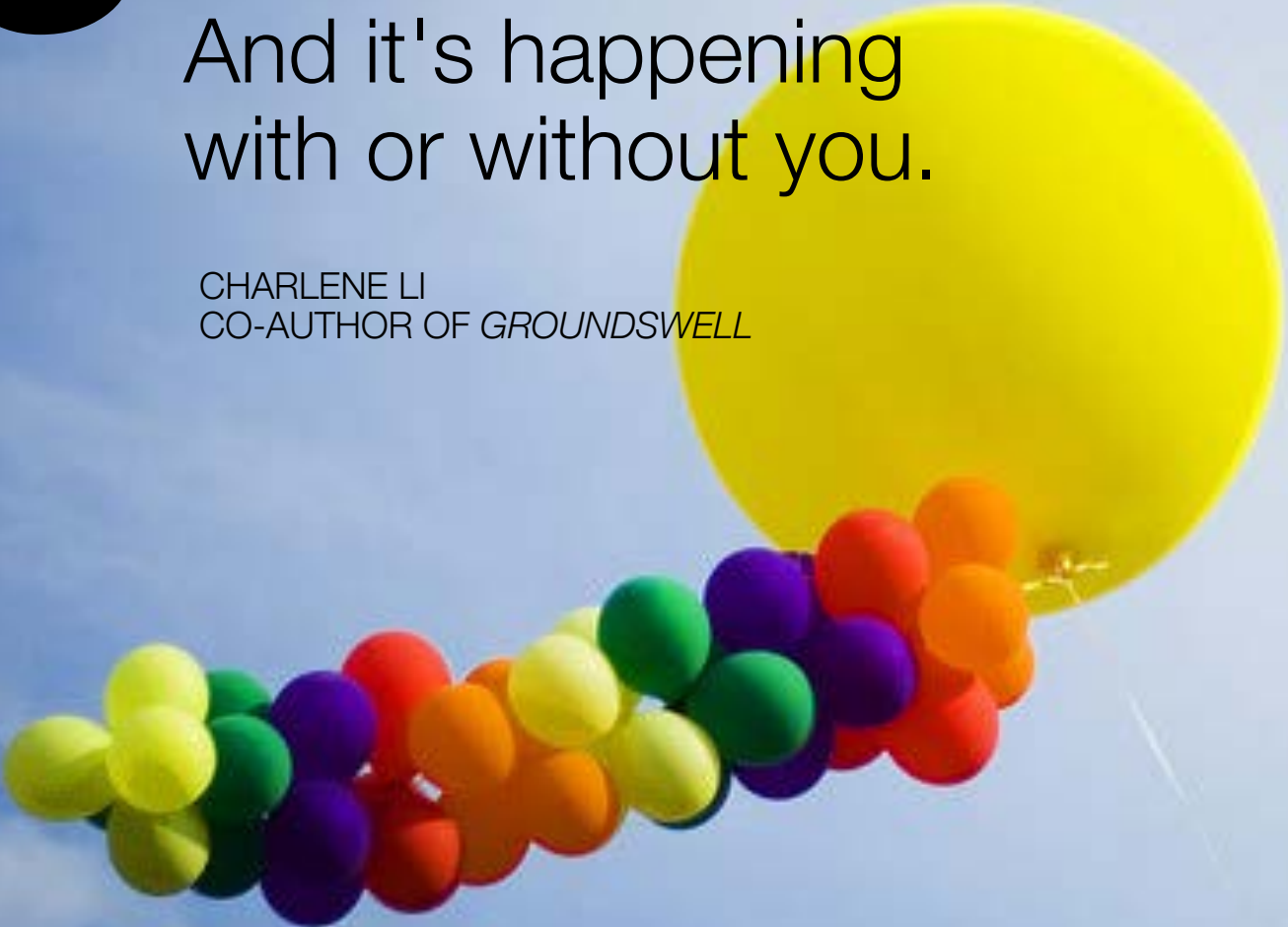
What happens online is you are constantly dealing with invisible audiences.

DANAH BOYD
SOCIAL MEDIA RESEARCHER
MICROSOFT



Twitter is not a technology.
It's a conversation.
And it's happening
with or without you.

CHARLENE LI
CO-AUTHOR OF *GROUNDSWELL*





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

CHRIS BROGAN & JULIEN SMITH
AUTHORS OF *TRUST AGENTS*

“

Good-bye, Broadcast.
Hello, Conversation.

SHEL ISRAEL
CO-AUTHOR OF *NAKED CONVERSATIONS*





“

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*





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 Dedé

TWEET QUOTE!



“

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



Smartphones are
reinventing the connection
between companies
and their customers.

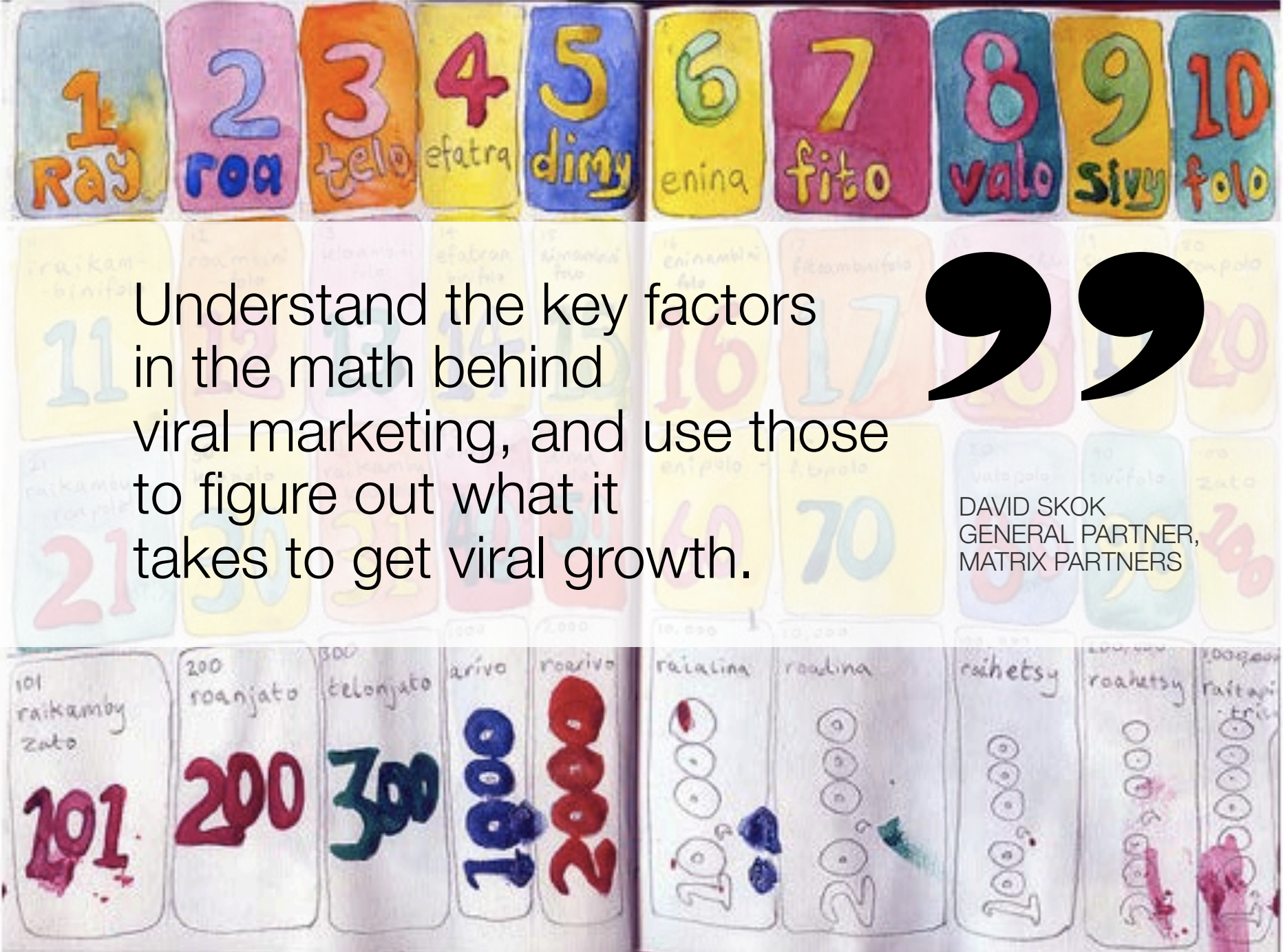
RICH MINER
PARTNER, GOOGLE VENTURES
CO-FOUNDER, ANDROID



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



“

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*

“

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

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

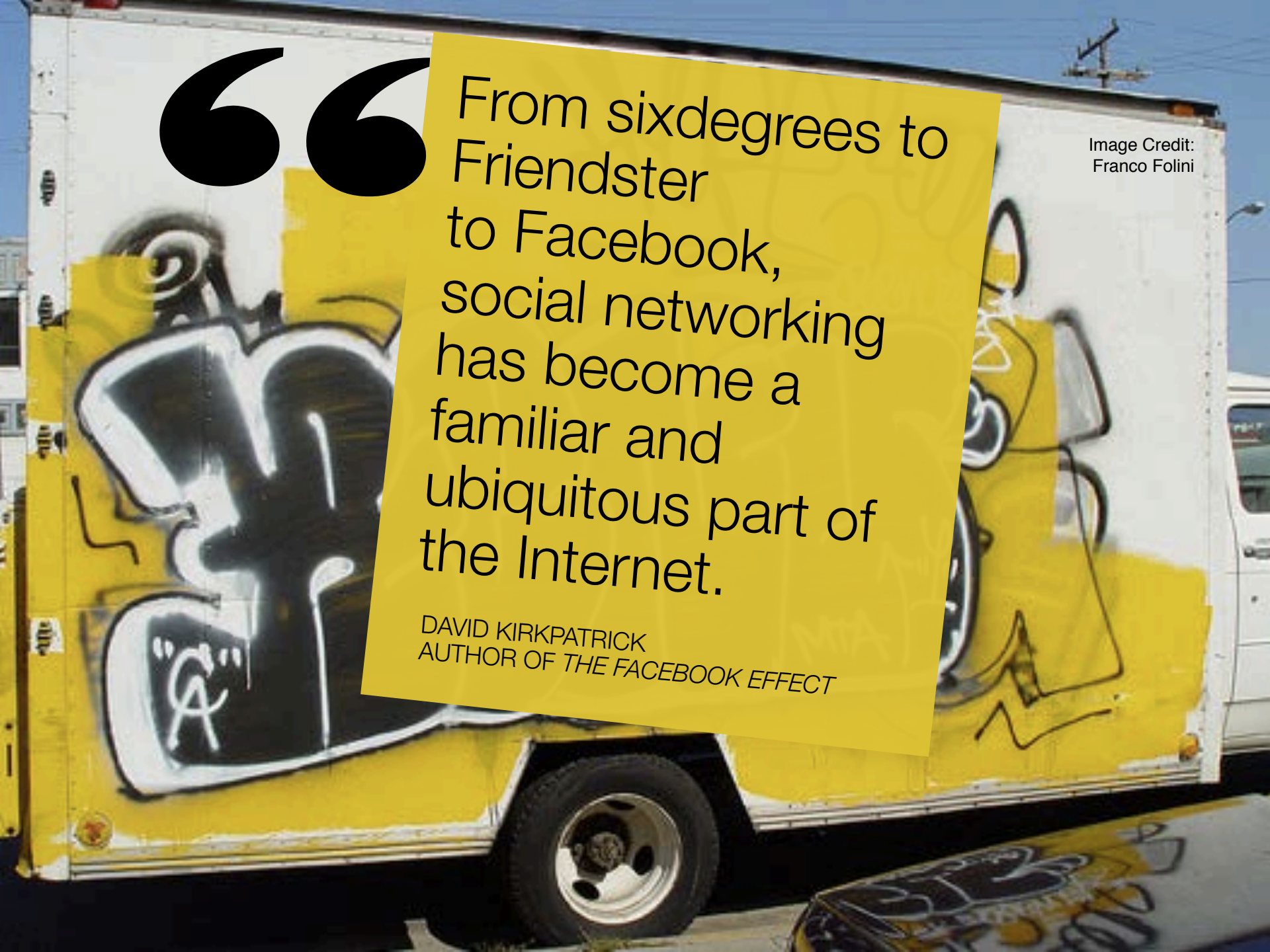


“

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*



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!*





“

Traditional methods
of sales prospecting
are grossly inefficient.

JILL KONRATH
SALES KEYNOTE SPEAKER
AUTHOR OF *SNAP SELLING*





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





“

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*

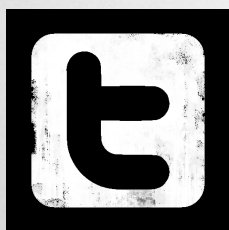
“

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!*



“

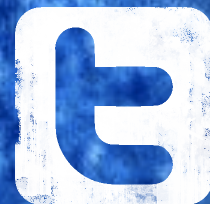
Recognize that
giveaway items
serve as silent
ambassadors,
reinforcing your
Expert Identity
— choose them
carefully!

SUSAN FRIEDMANN
AUTHOR OF RICHES IN NICHES



“

Money follows
passion —
not the other
way around.



“



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 CLUETRAN MANIFESTO



Hello my name is

“

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 their 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*

A woman with long dark hair, seen from behind, is wearing a long, flowing white lace gown. She is standing on a dark stage, holding the hem of her dress with her right hand and gesturing with her left. The stage is illuminated by several bright spotlights from above, creating a dramatic atmosphere. The background is dark, and the floor of the stage is reflective.

“

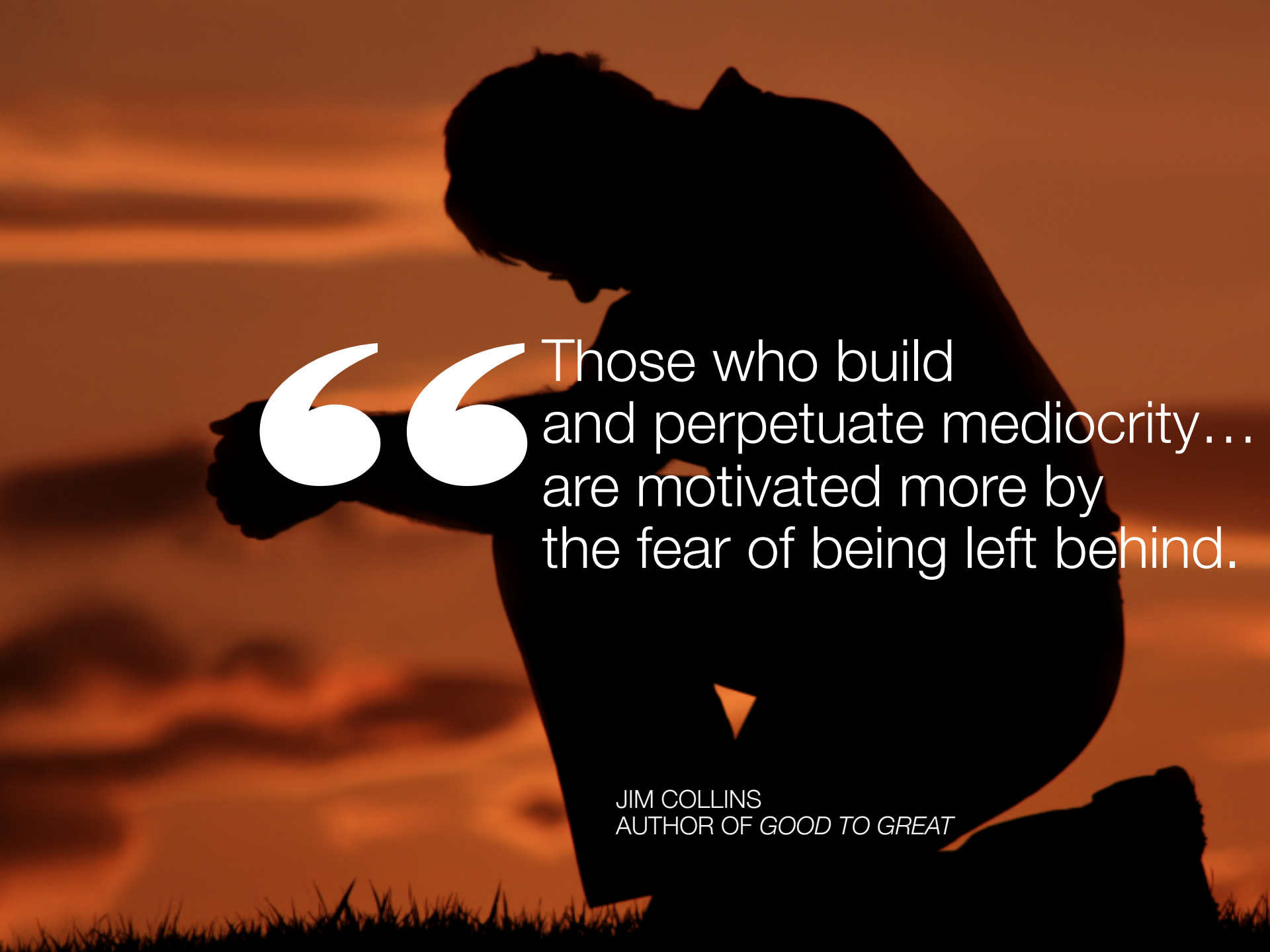
Be passionate about the culture and the business, and remain positive, because it inspires others.

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*

A silhouette of a person kneeling in prayer against a sunset background. The person is positioned on the right side of the frame, with their head bowed and hands clasped in front of them. The background is a warm, orange-hued sky with soft clouds. The overall mood is contemplative and serene.

“ Those who build
and perpetuate mediocrity...
are motivated more by
the fear of being left behind.

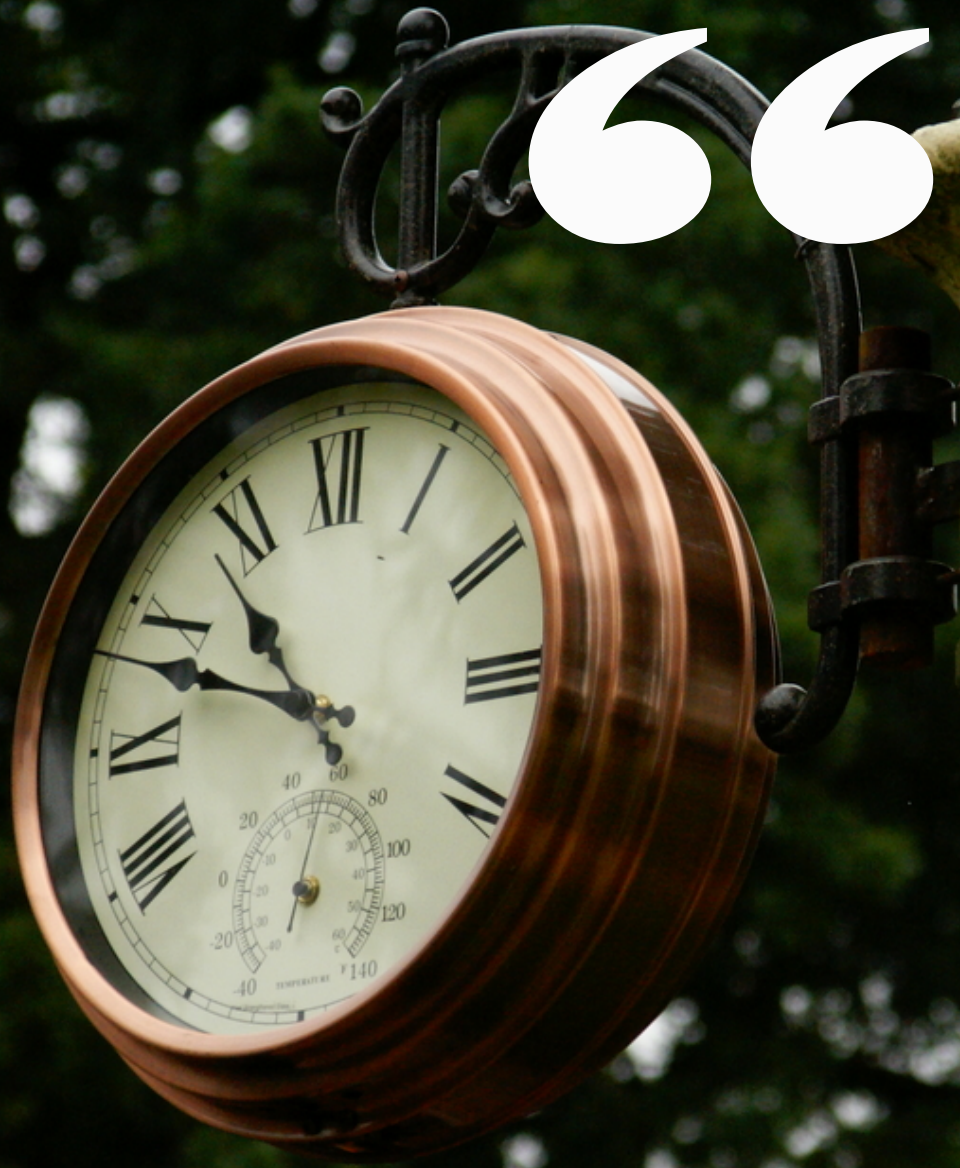
JIM COLLINS
AUTHOR OF *GOOD TO GREAT*

“

...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.

INSPIRED?

Start working on your success story online. Sign up for a HubSpot free trial and see how the interaction of content creation, engagement and analytics leads to awesome marketing results.

**Sign Up for HubSpot's
Free 30-Day Trial!**

