101 auresome MARKETING QUOTES.



You know what we all love?

Free marketing wisdom.

And we thought you would, too.

Here are 101 awesome marketing quotes.*

Spending energy to understand the audience and carefully crafting a message that resonates with them means making a commitment of time and discipline.

discipline to the process.







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.











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

Dan Zarrella

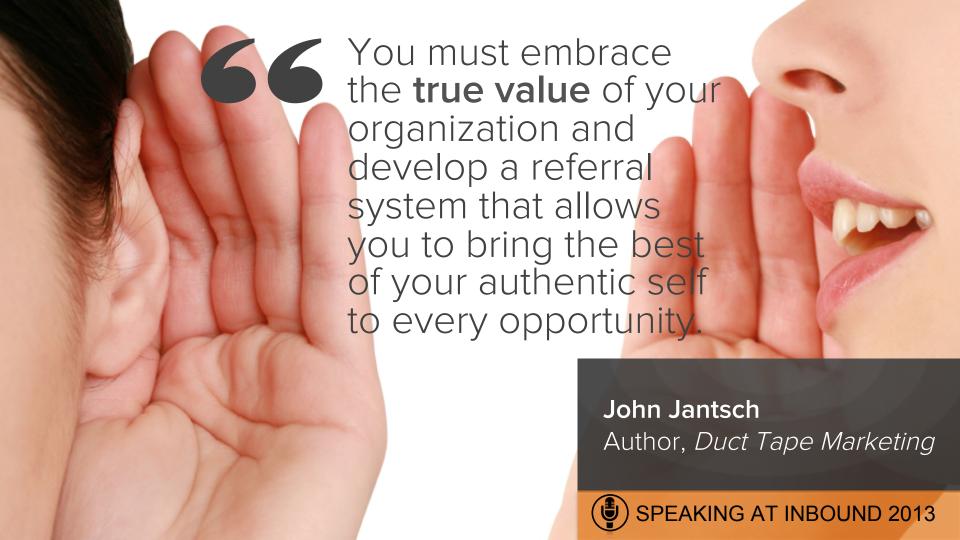
Social Media Scientist, HubSpot









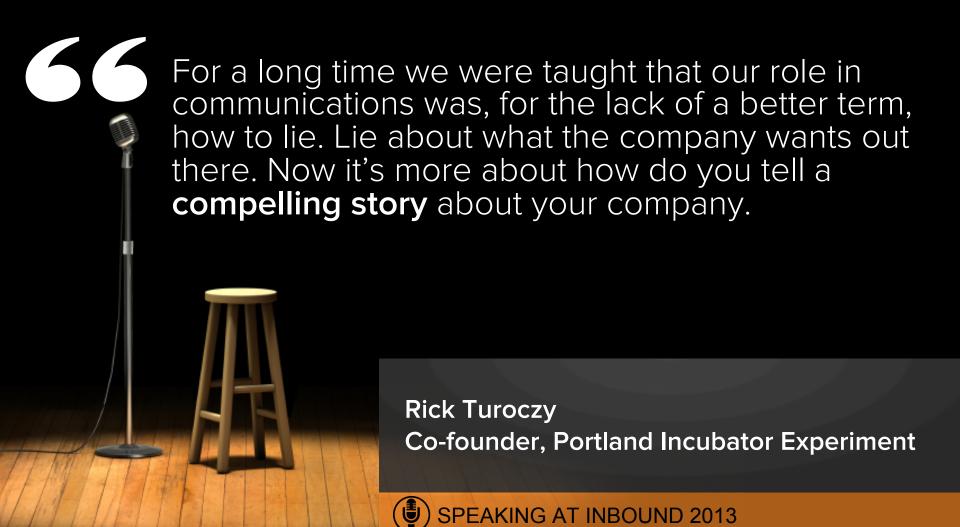




Ramon Deleon

Social Media Marketer, Domino's











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.

Amber NaslundBest-Selling Author







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



Seth GodinBest-Selling Author







Ann Handley & C.C. Chapman Author, Content Rules







The weird set an example for the rest of us. They raise the bar; they show us through their actions that in fact we're wired to do the new, not to comply with someone a thousand miles away.





Good innovators typically think very big and they think very small. New ideas are sometimes found in the most **granular details** of a problem where few others bother to look.



Nate Silver
Founder, FiveThirtyEight.com





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



Chris BroganFounder, New Marketing Labs



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

Laura Fitton

Inbound Marketing Evangelist, HubSpot









People don't trust businesses the way they used to ... For the first time we found that the most trusted sources were 'a person such as yourself or a peer'.

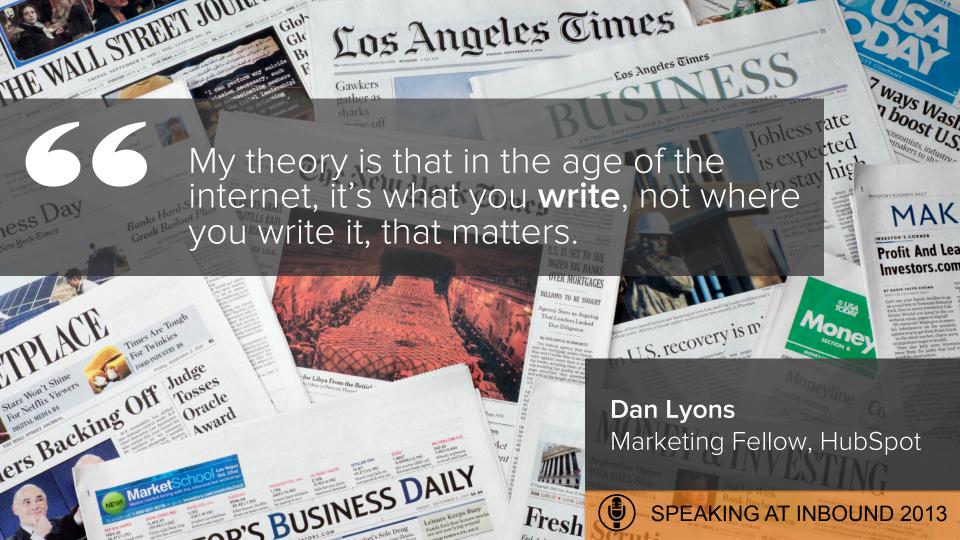


Steve RubelChief Content Strategist, Edelman















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, The Sales Lion Blog





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So as I thought about it, the most important "tool" you can have today in business is insatiable **curiosity**. The minute you lose it, you're dead.



Steve RubelChief Content Strategist, Edelman





People think focus means saying yes to the thing you've got to focus on. But that's not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully. I'm actually as proud of the things we haven't done as the things I have done. Innovation is saying no to 1,000 things.

> Steve Jobs Former CEO, Apple



When are you going to admit that there is something glorious about being you?





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

Mike Volpe CMO, HubSpot



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Confidence is the willingness to be as ridiculous, luminous, intelligent, and kind as you really are, without embarrassment.





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





A blog is a great way to connect more deeply with your existing or would-be customers, build a community around your business, give a human personality and "voice" to an organization, evolve your business and relationships in sometimes unexpected or surprising ways, and yes, drive sales.

Ann Handley

Chief Content Officer, MarketingProfs



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Marketing today is much more like sailing than driving. Your boat is the brand. If you point your boat in the **right direction**, follow the winds/currents, and steer, you will get the boat to go where you want it. Marketers should become the wind, but accept that they're at the mercy of the currents and weather.



Steve Rubel

Chief Content Strategist, Edelman









Joe Pulizzi & Newt Barrett
Co-Authors, Get Content Get Customers



The signal is the truth. The **noise is what** distracts us from the truth.

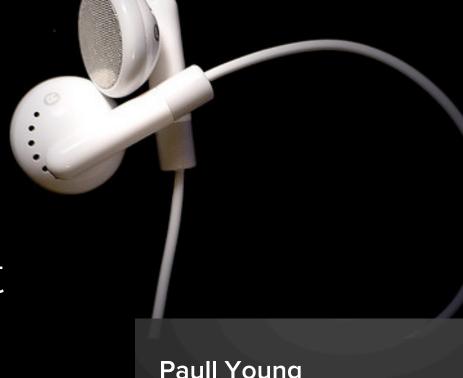


Nate Silver Founder, FiveThirtyEight.com





Inspiration is the most important part of our digital strategy.



Paull Young

Director of Digital, charity: water









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**.







Creating an interesting presentation requires a more thoughtful process than throwing together the blather that we've come to call a presentation today. Spending energy to understand the audience and carefully crafting a message that resonates with them means making a commitment of time and discipline to the process.



Nancy Duarte
President & CEO, Duarte Design



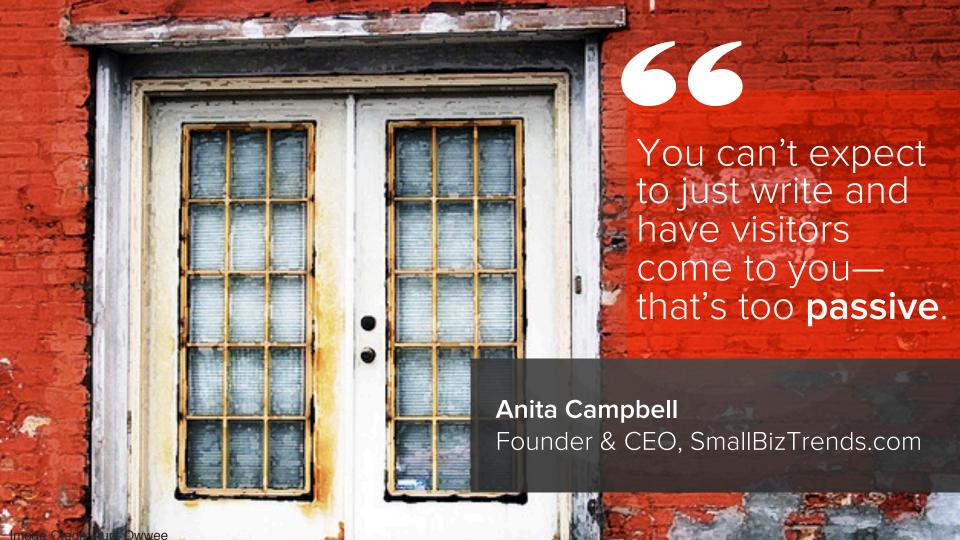


Find interesting stories to tell – look to your customers or challenges in your industry. Don't worry so much about talking about your products. Build an audience first with **compelling stories**.

Tim WasherCorporate Comedian, Cisco











The best companies win with inbound marketing by **deeply engaging and aligning** with their sales department so both parts of the business are more measurable, scalable, and offective



Mark Roberge SVP of Sales & Services, HubSpot









I wanted to reinvent charity. I thought it had become broken and stigmatized. The word means 'love,' and I truly believe that giving time, talent, money **Scott Harrison** is wholly CEO, charity: water redemptive. **SPEAKING AT INBOUND 2013**



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 CEO & Co-founder, HubSpot





Spending money on others provides a bigger happiness boost than spending money on yourself.



Elizabeth DunnBest-Selling Author







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





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



Rich Miner

Parter, Google Ventures Co-founder, Android







Anyone's job, no matter what your position, is about being effective at accomplishing your company's goals.

Rand Fishkin
Founder, SEOmoz





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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 Co-Authors, *Wikinomics*







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





Leadership comes when your hope and your optimism are matched with a **concrete vision of the future** and a way to get there. People won't follow you if they don't believe you can get to where you say you're going.



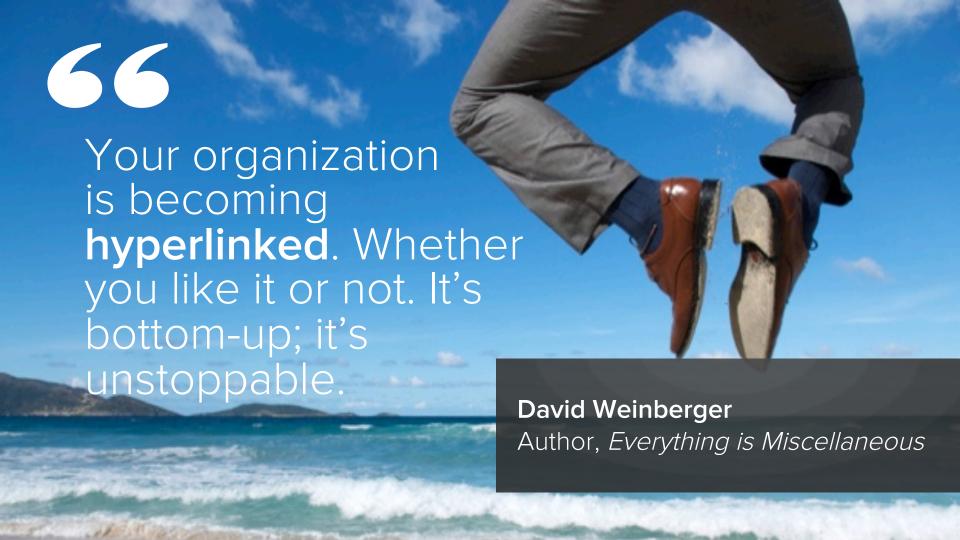
Seth GodinBest-Selling Author















66 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

<u>Author</u>, *The Facebook Effect*



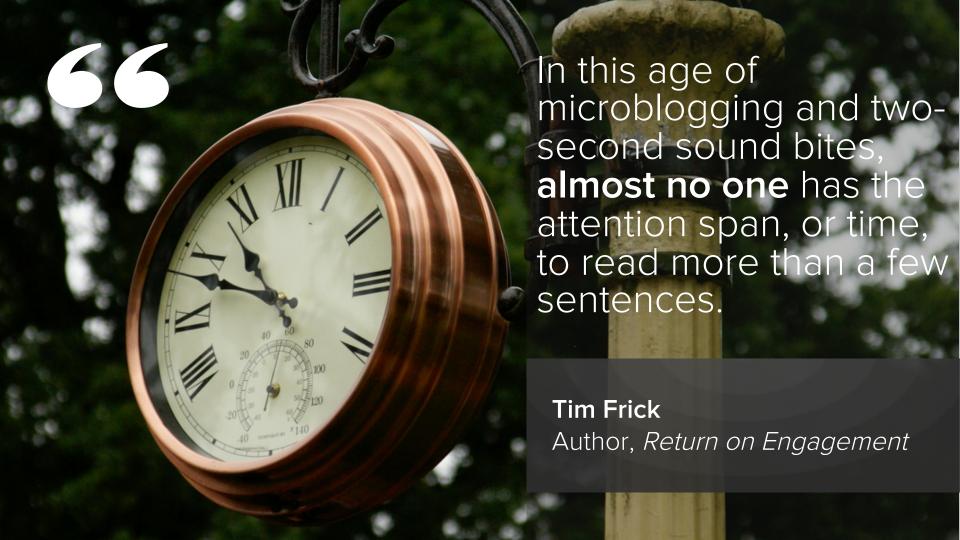














Ardath Albee

Author, Emarketing Strategies for the Complex Sale

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Internet word of mouth is extremely important. You see what the most vocal consumers have to say about you and about your competitors -- and they're saying it without necessarily knowing you're watching them.



Steve Rubel

Chief Content Strategist, Edelman

Exchange Latest News



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You want to invent new ideas, not new rules.



Dan HeathCo-Author, *Made to Stick*

Image Credit: doug88888



Content is the fuel that powers the inbound marketing machine. Without gas, your car can't go anywhere. Without your car, burning fuel is a dangerous mess.

Laura Fitton

Inbound Marketing Evangelist, HubSpot





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

Jim Collins
Author, Good to Great







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





66 Faith in yourself, in your friends, in your colleagues, and most of all, faith in your ability to impact our future is the best strategy I know.

> **Seth Godin** Best-Selling Author



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