



# 30 SMART QUOTES

on the New Business Marketing

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With inbound marketing quickly gaining recognition as the most innovative and cost effective form of marketing for business, plenty of people have something to say on the subject. So we've carefully selected the best 30 quotes from the world's greatest branding experts, marketing thinkers and creatives to save you time.

**Here's what they have to say on the subject:**



# Why the web takes the lead (and the leads)...

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

Chris Brogan and Julien Smith,  
Authors of Trust Agents

“ **Your organisation is becoming hyperlinked. Whether you like it or not. It's bottom up; it's unstoppable.** ”

Dan Weinberger,  
Author of Everything is Miscellaneous

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

Chris Brogan, Keynote Speaker,  
Founder, New Marketing Labs

“ **There is no black magic to successfully attracting customers via the web.** ”

Rand Fishkin,  
Founder, Seomoz

“ **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

# Why content comes first...

“ **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



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

Gail Goodman, President and CEO,  
Constant Contact

“ **Before you create any more ‘great content’, figure out how you are going to market it first.** ”

Joe Pulizzi and Newt Barrett,  
Authors of Get Content Get Customers



“ **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



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

Malorie Lucich,  
Facebook Spokesperson

# Why connecting is the new selling...

“ More contact means more sharing of information, gossiping, exchanging, engaging – in short, more word of mouth. ”

Gary Vaynerchuk,  
Author of The Thank You Economy



“ The future business is social ”

Barry Libert, Author of Social Nation,  
CEO Mzinga



“ Audiences everywhere are tough. They do not have time to be bored or brow beaten by orthodox, old fashioned advertising. ”

Craig Davis





“ **Word-of-mouth marketing has always been important. Today it's more important than ever because of the power of the internet.** ”

Joe Pulizzi and Newt Barrett,  
Authors of Get Content Get Customers



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

Renee Blodgett, President,  
Blodgett Communications

# Why buyer behaviour has changed...

**“ 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



**“ As you’ve noticed, people don’t want to be sold to. What people do want is news and information about the things they care about. ”**

Larry Weber,  
Author of Marketing to the Social Web



**“ One way to sell to a consumer in the future is simply to get his her permission in advance. ”**

Seth Godin,  
Author of Permission Marketing



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

Brian Halligan, Co-Author of Inbound Marketing,  
Chief Executive Officer, Hubspot



“ **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

# Why the blog means business...

“ **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



“ **Corporations must answer questions about why they be in the blogosphere. Small businesses need to answer questions about why they shouldn't.** ”

Paul Gillin,  
Author of The New Influencers

“ **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





**“ 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

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

Chris Anderson,  
Author of The Long Tail

# Why inbound isn't optional any more...

**“ Companies need connections to their markets to create long-term loyalty. ”**

Charlene Li and Josh Bernoff,  
Authors of Groundswell



**“ No matter what or whom we're talking about, from movies to chiropractors to books to financial planners, the consumer hankers after specialisation. ”**

Susan Friedmann  
Author of Riches in Niches



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

Brian Reich and Dan Solomon,  
Authors of Media Rules!



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

M.Lawrence Light,  
Former Chief Marketing Officer,  
Macdonalds

“ 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



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