



TOP DIGITAL MARKETING 10 Quotes By Experts





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

DAVID WALMSLEY



Take a risk and keep testing,
because what works today won't
work tomorrow, but what worked
yesterday may work again.

AMRITA SAHASRABUDHE



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

**We want to know what consumers are looking for,
what their values are, and how can we meet their needs.
It's not just about Big Data; it's about translating that into
the truth.**

GAYLE FUGUITT



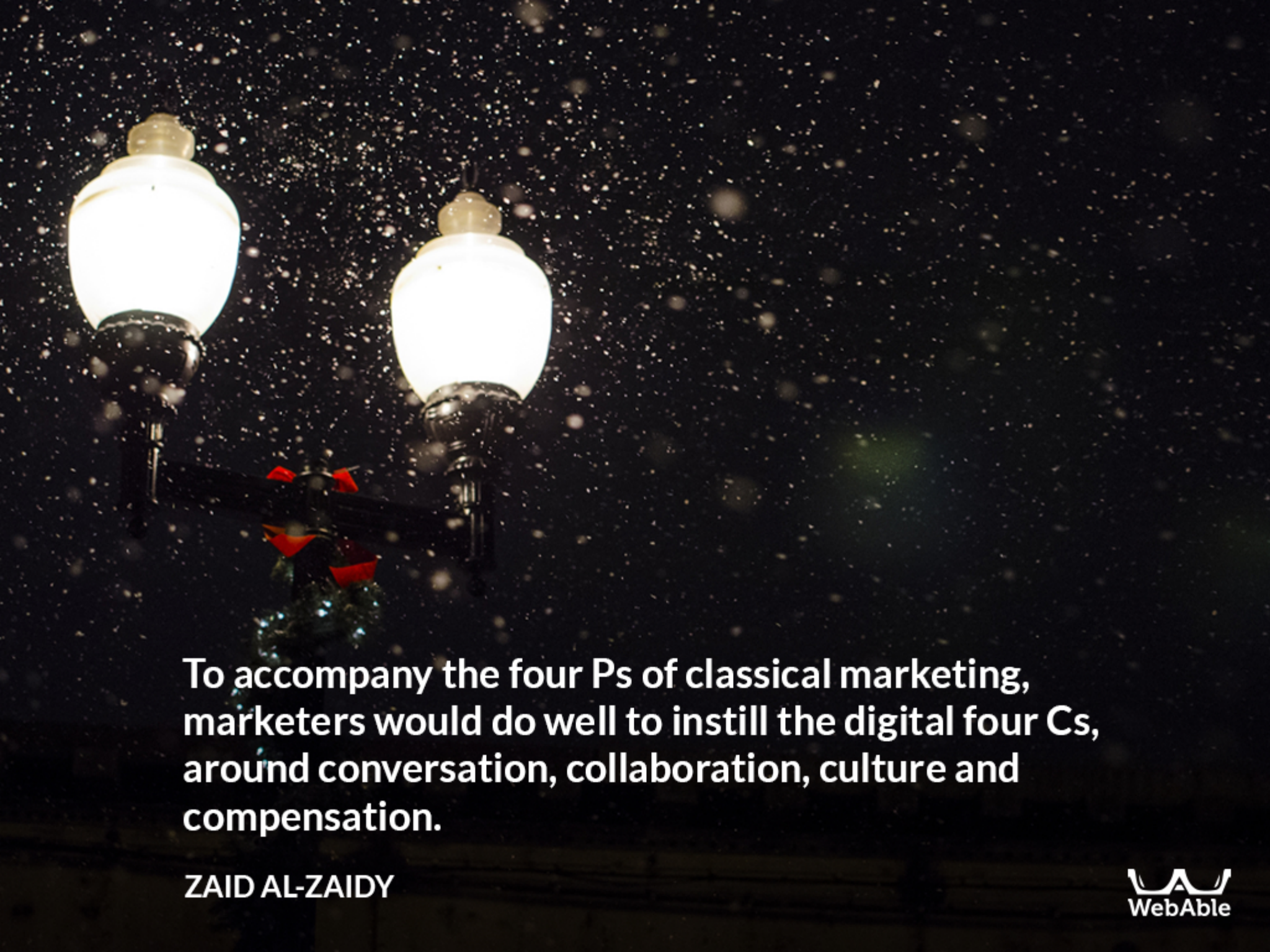
As you go about creating new customer engagement programs and direct marketing packages for your brand, look for opportunities to give rather than to get. Whoever makes the first kind gesture, as studies show, tends to gain the most.

JEANETTE MCMURTRY




Don't say anything online that you wouldn't want plastered on a billboard with your face (or logo) on it.

ERIN BURY



To accompany the four Ps of classical marketing, marketers would do well to instill the digital four Cs, around conversation, collaboration, culture and compensation.

ZAID AL-ZAIDY

A photograph of a multi-lane highway with several cars driving away, viewed through a dark metal grate. The sun is setting directly in the center of the frame, creating a bright orange glow and lens flare that illuminates the scene. The sky is a mix of orange and blue, with some clouds visible.

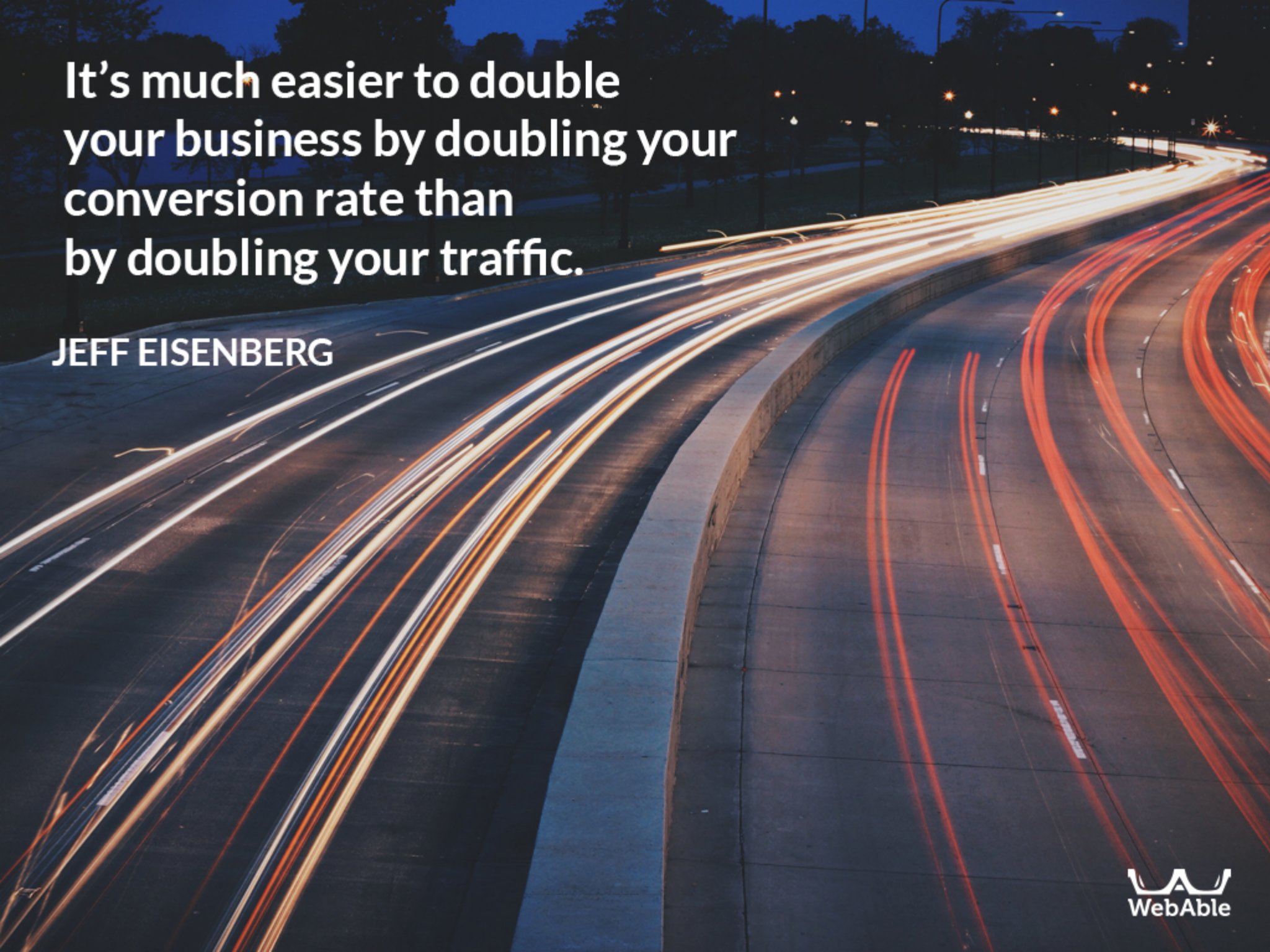
Measurement is like laundry.
It piles up the longer you wait to do it.

AMBER NASLUND

A young man with dark hair, wearing a black beanie, a colorful patterned sweater, and dark pants, is sitting on a concrete ledge. He is looking down and smiling. The ledge is part of a bridge or walkway over a river. In the background, there are green trees and a multi-story building with many windows. A bridge with a railing is visible on the right side of the image.

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

RICK LEVINE

A long-exposure photograph of a multi-lane highway at night. The image shows bright, curved light trails from car headlights and taillights, creating a sense of motion and speed. The road is dark, and the background shows some distant city lights and trees under a dark blue sky.


It's much easier to double
your business by doubling your
conversion rate than
by doubling your traffic.


JEFF EISENBERG

We are a digital creative agency passionate about community building and storytelling through design, content marketing and social media campaigns.



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