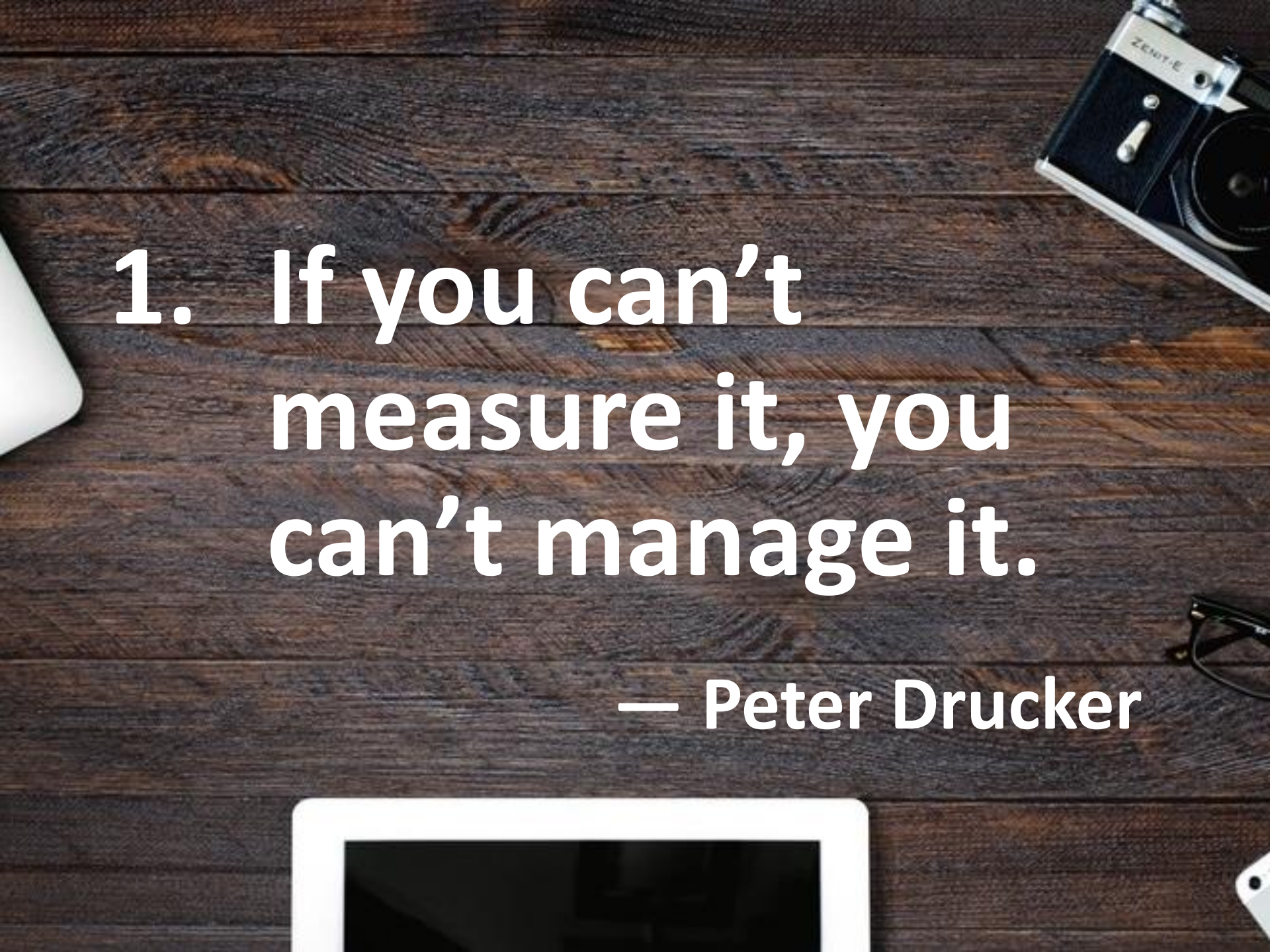


## A top-down photograph of a wooden desk. In the upper right corner, a portion of a silver laptop is visible, showing keys like 'Q', 'W', 'E', 'A', 'S', 'Z', 'X', 'C', 'V', 'B', 'N', 'M'. To the left of the laptop, a pair of black-rimmed glasses lies horizontally. Below the glasses is a white ceramic mug filled with dark coffee, featuring a yellow handle. In the bottom right corner, the edge of a black tablet or smartphone is visible. The top left corner features a small potted succulent with thick, rounded green leaves. The word "Lia" is printed in large, white, sans-serif font across the middle-left area of the image.



A dark wooden desk with a Zenyte camera, glasses, and a tablet.

**1. If you can't  
measure it, you  
can't manage it.**


**— Peter Drucker**

**2. People  
ignore  
design that  
ignores  
people.**

**— Frank Chimero**





A close-up, top-down view of a person's hand typing on a white Apple keyboard. A white Apple mouse is visible to the right of the keyboard. The background is a plain white surface.

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

**— Zaid Al-Zaidy**

**4. It's almost impossible to make a name for yourself on the internet unless you do something scandalous.**

**— Tom Wolfe**





**5. The success of a page should be measured by one criteria: Does the visitor do what you want them to do?**

**— Aaron Wall**

**6. Your customers are not you. They don't look like you, they don't think like you, they don't do the things that you do and they don't have your expectations or assumptions. If they did, they wouldn't be your customers; they'd be your competitors.**

**— Mike Kuniavsky**





**7. Social Media is about sociology and psychology more than technology.**

**— Brian Solis**



# 8. Think like a publisher, not a marketer.

— David Meerman Scot



**9. Customer service and research should be the departments that first adopt Twitter in an organisation. Every brand should be listening when its customers talk, and every brand should be proactively engaged in resolving customer problems wherever they find them, and there are many to be found on Twitter.**

**— Faris Yakob**



**10. Think twice  
before using  
simple Flash. Make  
sure your  
animation  
communicates  
rather than  
annoys.**

**— Leah Spalding**






11. Website reviews can help build retailer image / reputation and customer loyalty. Done properly, this strategy could result in higher profits.

— Susanne Goller

**12. The key  
ingredient  
to a better  
content  
experience  
is  
relevance.**

**— Jason Miller**





**13. The number of clicks on display ads is not an accurate predictor of the effectiveness of online display ads.**

**— Gian Fulgoni**



**14. Don't be boring... think about  
your first brand impression: how  
can you make it awesomer?**

**— Scott Edwards**





15. SEO is not something you do anymore. It's what happens when you do everything else right.

— Chad Pollitt

**16. Supporting customers through multiple channels is no longer an option for financial services organizations; it's a necessity.**

**— Sonny Singh**





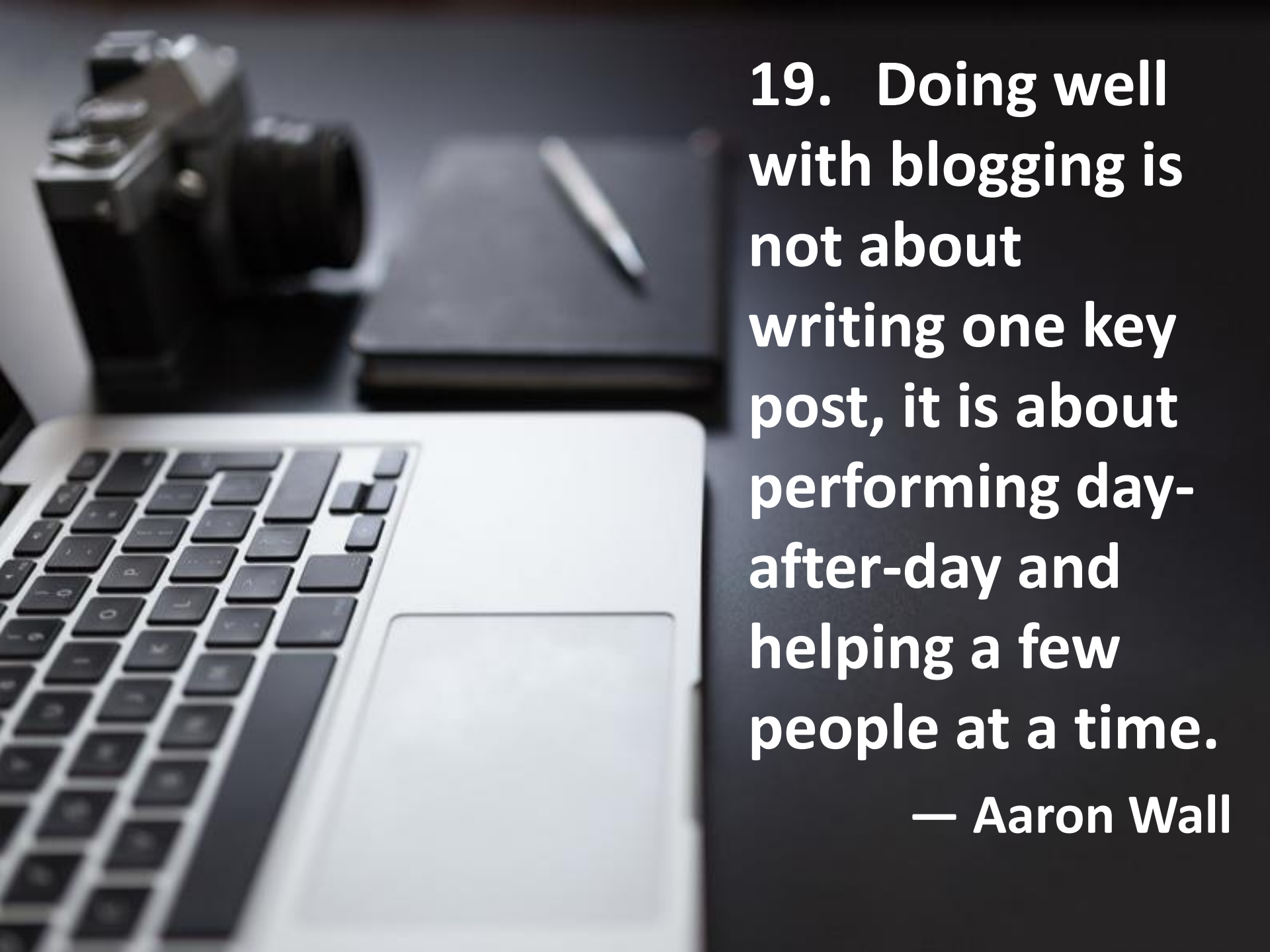
**17. Search marketing, and most Internet marketing in fact, can be very threatening because there are no rules. There's no safe haven. To do it right, you need to be willing to be wrong. But search marketing done right is all about being wrong. Experimentation is the only way.**

**— Mike Moran**



**18. Even when you are marketing to your entire audience or customer base, you are still simply speaking to a single human at any given time.**


**— Ann Handley**

A blurred background image of a desk. In the foreground, the keyboard and trackpad of a silver laptop are visible. In the background, there is a black camera on the left and a black notebook with a silver pen resting on it in the center.

**19. 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**





**20. Clients don't  
care about the  
labor pains; they  
want to see the  
baby.**

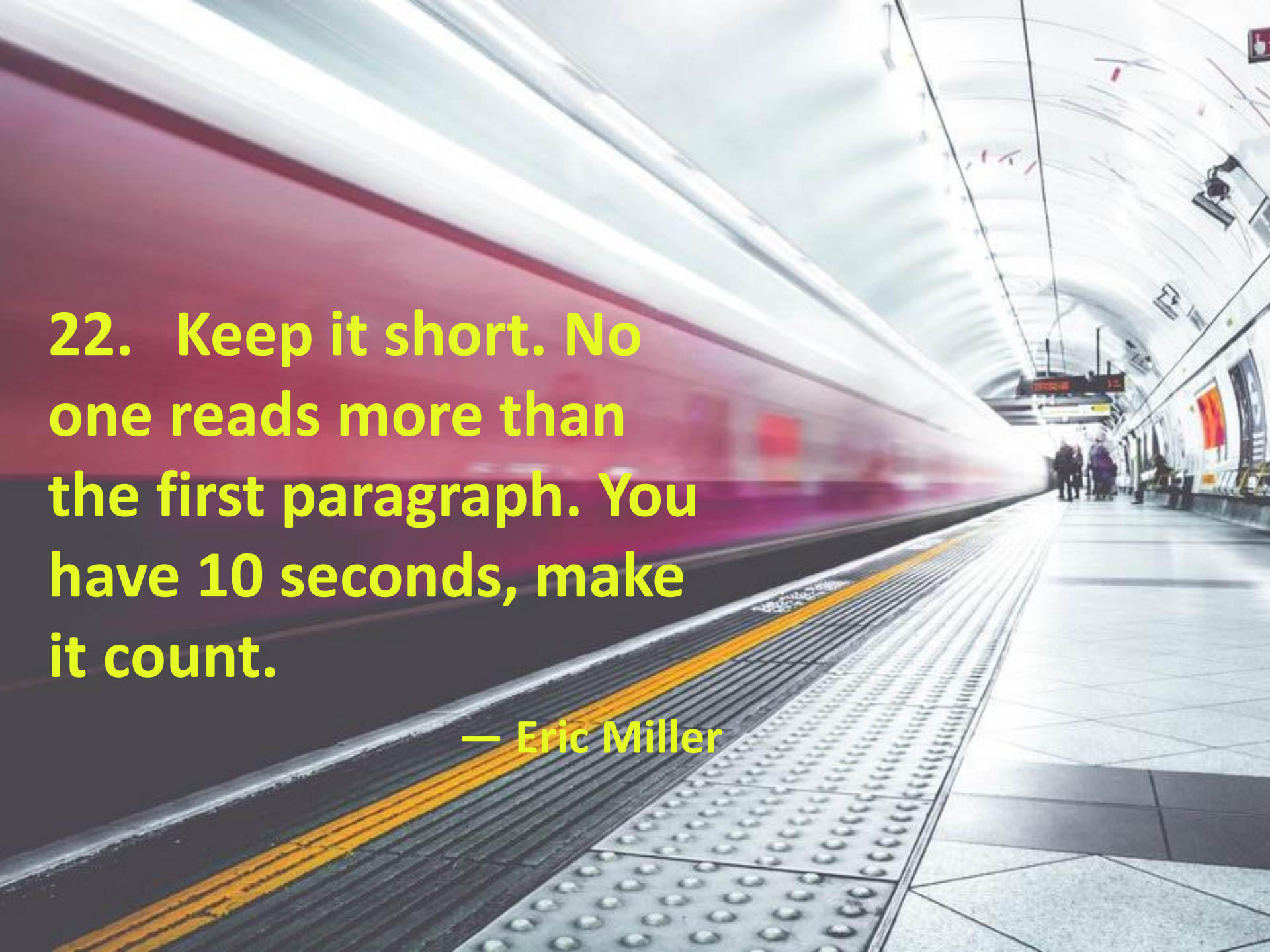
**— Tim  
Williams**

**21. Not viewing  
your email  
marketing as  
content is a  
mistake.**

**— Chris Baggott**





A photograph of a subway platform with a high-speed train blurred in motion, creating a sense of speed. The train is white with a red stripe. The platform has a yellow tactile paving strip along the edge. In the background, a few people are standing on the platform, and the station's curved ceiling and tracks are visible.

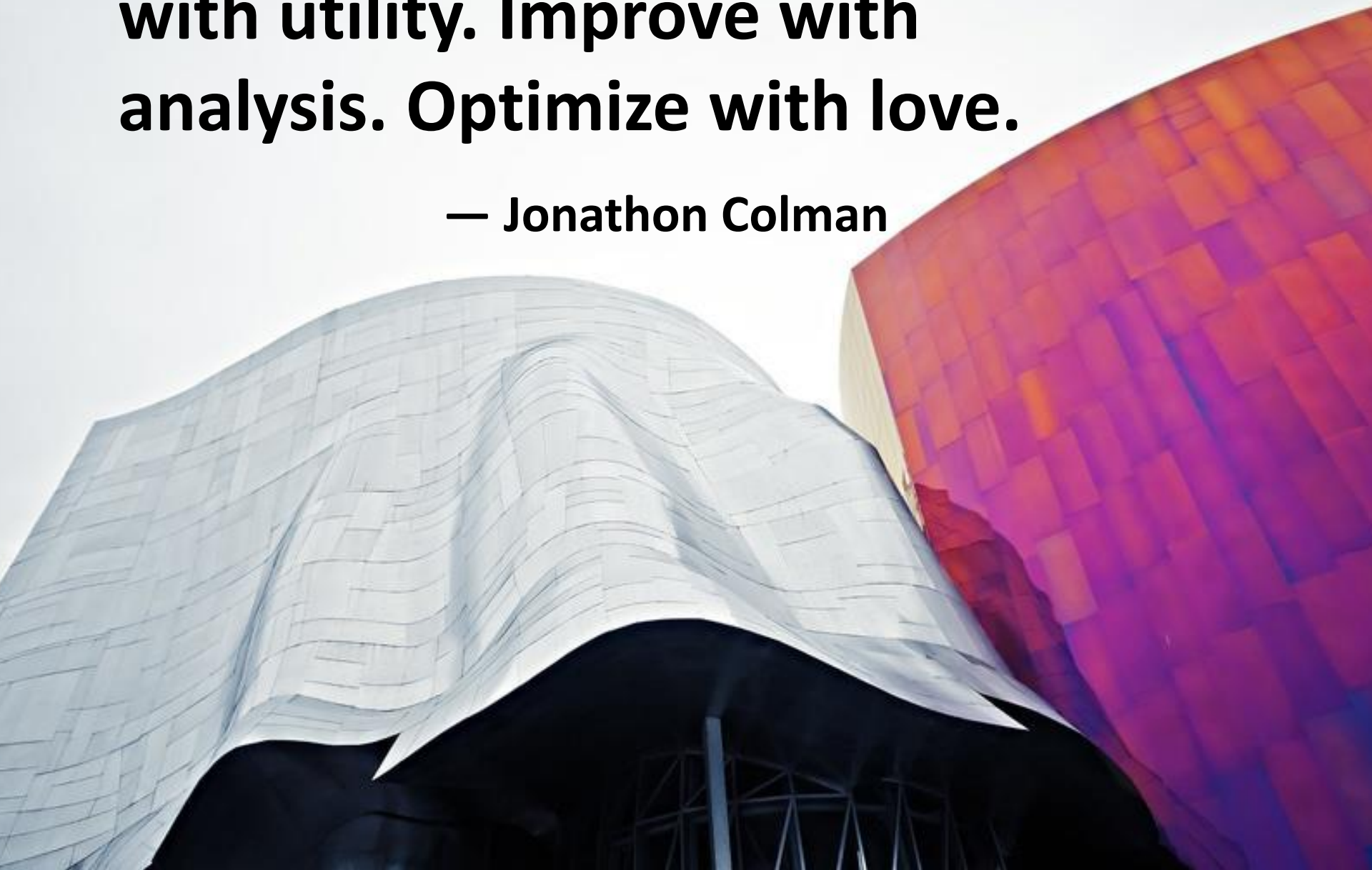
**22. Keep it short. No one reads more than the first paragraph. You have 10 seconds, make it count.**

**— Eric Miller**



**23. Start with empathy. Continue  
with utility. Improve with  
analysis. Optimize with love.**

**— Jonathon Colman**



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

**— Mike Volpe**



**25. Always provide value.  
Value builds trust. Once you  
have that trust, you have  
the ability to do some  
selling.**

**— Mike Volpe**





**26. Be  
interesting. Tell  
the truth. And if  
you can't tell the  
truth, change  
what you're  
doing so you  
can. In other  
words, live the  
truth.**

**— Jonah Sachs**



**27. Content is fire; social media  
is gasoline.**

**— Jay Baer**



**28. You can buy attention (advertising).  
You can beg for attention from the  
media (PR). You can bug people one at  
a time to get attention (sales). Or you  
can earn attention by creating  
something interesting and valuable  
and then publishing it online for free.**

**— David Meerman Scott**





**29. Marketing is no longer about the stuff that you make, but about the stories you tell.**

**—Seth Godin**

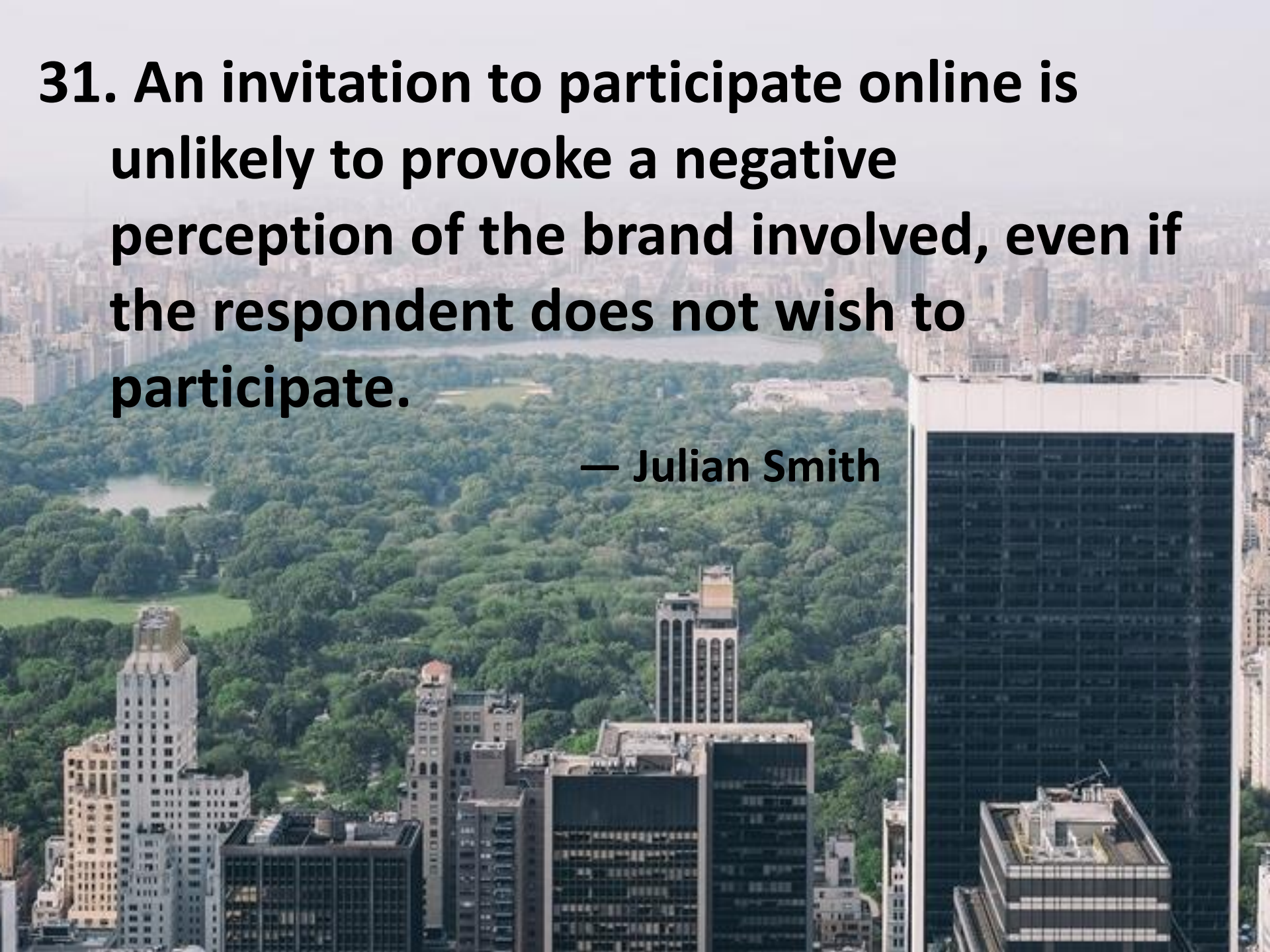
**30. Search is an integral part of truly integrated marketing campaigns that ties offline and online elements together, pushing consumers to engage with static media, or giving them the option of responding to offers or ideas promoted by them.**

**— Joe Mandese**



**31. An invitation to participate online is unlikely to provoke a negative perception of the brand involved, even if the respondent does not wish to participate.**

**— Julian Smith**







**32. Content builds  
relationships.  
Relationships are built  
on trust. Trust drives  
revenue.**

**— Andrew Davis**

**33. By creating and publishing remarkable content in the form that educates, informs, inspires and entertains, marketers can begin to build relationships with prospects early on in the buying cycle.**

**— Jonathon Lister**



**34. LinkedIn is a channel to increase, not a tool to replace, your networking efforts, and it is an excellent vehicle to facilitate some facets of your marketing and business strategies.**

**— Viveka von Rosen**



**35. Do not address your readers as though they were gathered together in a stadium. When people read your copy, they are alone. Pretend you are writing to each of them a letter on behalf of your client.**

**— David Ogilvy**



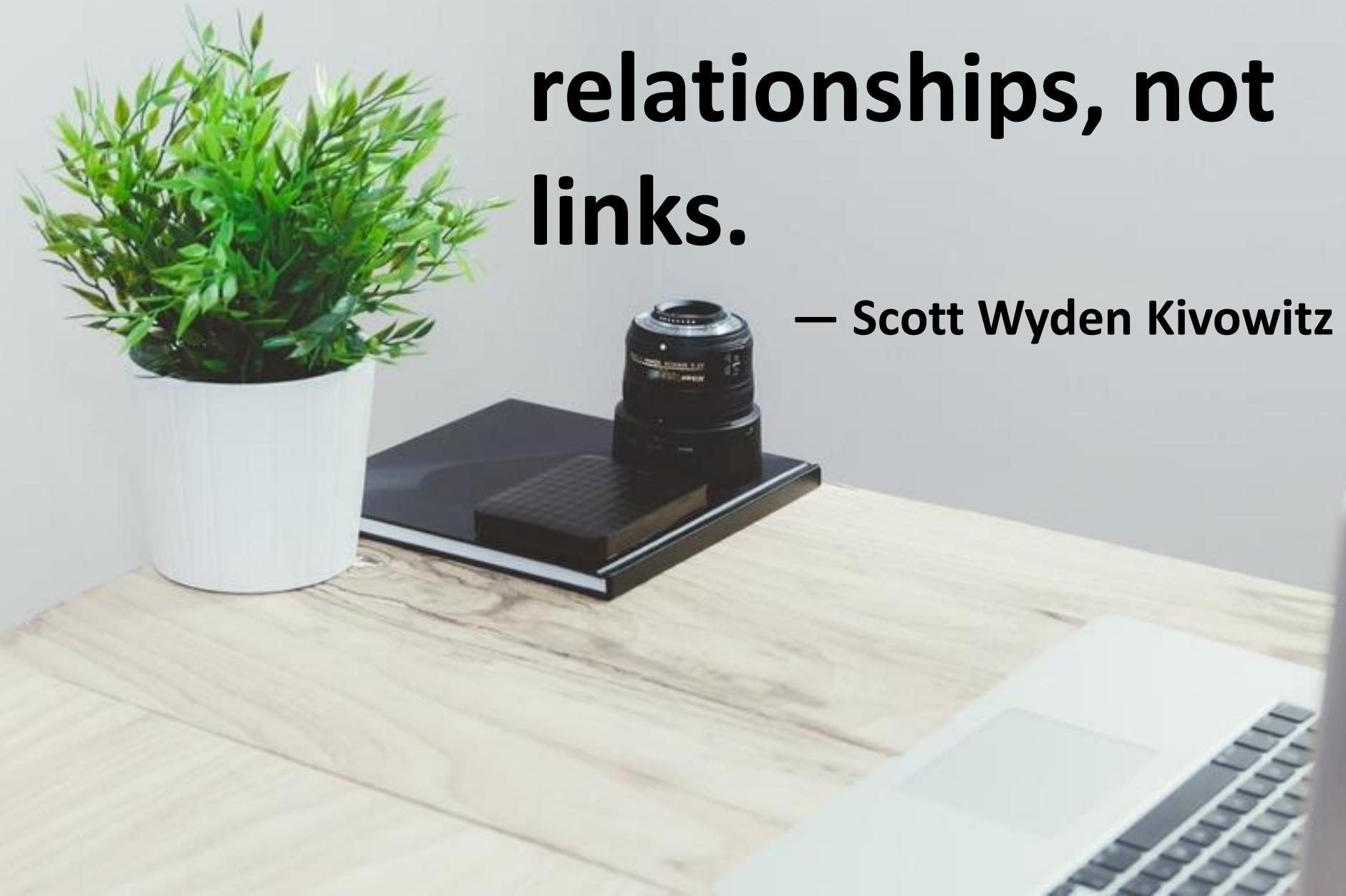
**36. Many advertisers are yet to be assured that online advertising can have an impact on branding, to positively shift attitudes and perceptions. To convince them, you need proof.**

**— Christina Goodman**



# **37. Build relationships, not links.**

**— Scott Wyden Kivowitz**





**38. Focus on one content type (is it textual, video, audio, in-person), one platform (my blog/website, iTunes, YouTube, etc.), and consistently deliver relevant content to a specific audience, over time. That's it. In the beginning I became so distracted about trying a little bit of everything that I wasn't great at anything.**

**— Joe Pulizzi**



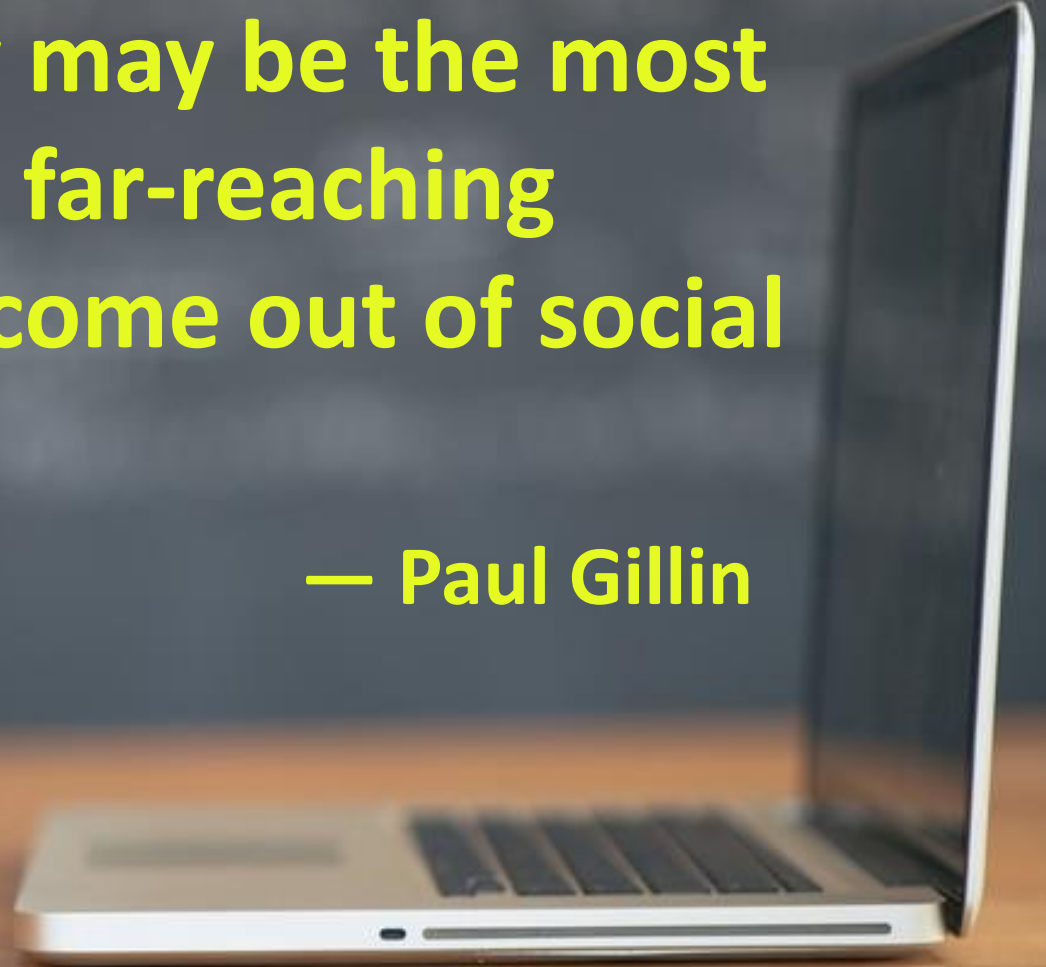
**39. Take a risk and keep testing,  
because what works today won't  
work tomorrow, but what worked  
yesterday may work again.**

**— Amrita Sahasrabudhe**




**40. Transparency may be the most disruptive and far-reaching innovation to come out of social media.**

**— Paul Gillin**





A man in a grey t-shirt and dark pants is sitting on a stone wall, looking out over a vast valley. The valley is filled with green hills and a small town in the distance. The sky is overcast.

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

**— Erin Bury**



**42. Understanding  
how to behave in  
social media is easy:  
be nice or leave.**

**— Faris Yakob**

**Alexandra Coțe**  
**[alexandracotelit.wordpress.com](http://alexandracotelit.wordpress.com)**