

Erik Qualman

Quotes

Media, Technology, Social, Social Media, News, Thinking, Jobs, Tools, Firsts, World, Attention, Needs, Communication, Privacy, Success, Finding Yourself, Should, Pushing, Easier, Choices

We don't have a choice on whether we DO social media, the question is how well we do it.

~Erik Qualman

The power of social media is it forces necessary change.

~Erik Qualman

Consumers are taking ownership of brands, and their referral power is priceless.

~Erik Qualman

The beauty of social media is that it will point out your company's flaws; the key questions is how quickly you address these flaws.

~Erik Qualman

Assume whatever you do, both offline and online, will be seen by your mother, dad, boss, coach, boyfriend, teacher€ the world.

~Erik Qualman

You can spend your time daydreaming or make use of it in other ways.

~Erik Qualman

History repeats itself because nobody listens the first time.

~Erik Qualman

Successful companies in social media function more like entertainment companies, publishers, or party planners than as traditional advertisers.

~Erik Qualman

The ROI of social media is that your business will still exist in 5 years.

~Erik Qualman

25 percent of search results for the world's top 20 largest brands are links to user-generated content. 34 percent of bloggers post opinions about products and brands.

~Erik Qualman

Why are we trying to measure social media like a traditional channel anyway? Social media touches every facet of business and is more an extension of good business ethics.

~Erik Qualman

Pushing a company agenda on social media is like throwing water balloons at a porcupine.

~Erik Qualman

Privacy is dead. Reputations are dying.

~Erik Qualman

Social Media isn't a fad, it's a fundamental shift in the way we communicate.

~Erik Qualman

Best results are often achieved well before you need a job, by consistently networking so that when you find yourself job-hunting you have a large network to work with.

~Erik Qualman

Increasingly, consumers don't search for products and services. Rather, services come to their attention via social media.

~Erik Qualman

It's about listening first, then selling.

~Erik Qualman

The easier things are to buy, the more we consume.

~Erik Qualman

Social media has made the web all about me, me, me.

~Erik Qualman

Folks want to be listened to, they want to be heard.

~Erik Qualman

It had not yet been named Silicon Valley, but you had the defense industry, you had Hewlett-Packard. But you also had the counter-culture, the Bay Area. That entire brew came together in Steve Jobs.

~Erik Qualman

Everybody's got the mindset that everything should be measurable.

~Erik Qualman

To effectively leverage the social graph, every company needs to understand that they need to make their information easily transferable.

~Erik Qualman

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