

# Jay Baer Quotes

*Media, Marketing, Social Media, Social, People, Customers, Information, Giving,  
Thinking, Gasoline, Fire, Stories, Real, Helping, Two, Differences, Moving,  
Fans, Inspirational, World*

95% of millennials say their friends are the most credible source of product information.

~Jay Baer

If your stories are all about your products and services, that's not storytelling. It's a brochure. Give yourself permission to make the story bigger.

~Jay Baer

The goal is not to be good at social media, the goal is to be good at business because of social media.

~Jay Baer

Activate your fans, don't just collect them like baseball cards.

~Jay Baer

Social media is an ingredient, not an entree.

~Jay Baer

The more you know about your customers, the more you can provide to them information that is increasingly useful, relevant, and persuasive.

~Jay Baer

Social media doesn't create negativity, it uncovers it.

~Jay Baer

Focus On How To Be Social, Not On How To Do Social.

~Jay Baer

True advocacy is born from culture, not technology or marketing.

~Jay Baer

The difference between helping and selling is just two letters. But those two letters are critically important to the success of business today.

~Jay Baer

If your competitors start copying you then you are doing something right!

~Jay Baer

All companies would be better off if they stopped trying to be amazing and just focused on being useful.

~Jay Baer

Make your marketing so useful people would pay you for it.

~Jay Baer

Content is the emotional and informational bridge between commerce and consumer.

~Jay Baer

A lot of companies are still using social as the world's shortest press release.

~Jay Baer

The goal of social media is to turn customers into a volunteer marketing army

~Jay Baer

Social media changes the relationship between companies and customers from master and servant, to peer to peer.

~Jay Baer

The goals of content are consumption, then behavior. The goals of social are participation, then behavior.

~Jay Baer

Give away everything you know, one bite at a time.

~Jay Baer

You have to understand not just what your customers need, but how and where they prefer to access information.

~Jay Baer

You must fight social media fire with social media water.

~Jay Baer

There is a very fine line between listening and stalking.

~Jay Baer

Social media is the ultimate canary in the coal mine

~Jay Baer

Give yourself permission to make the story bigger.

~Jay Baer

Everyone says social media is a unicorn, but maybe it's just a horse?

~Jay Baer

Social media allows big companies to act small again.

~Jay Baer

Content that helps is superior to content that sells.

~Jay Baer

You must market your marketing.

~Jay Baer

Passion is the gasoline of social media.

~Jay Baer

Smart marketing is about help not hype.

~Jay Baer

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.

~Jay Baer

We are surrounded by data, but starved for insights.

~Jay Baer

Facebook Fan Pages are email newsletters with smaller pictures.

~Jay Baer

In social media marketing, average is no longer adequate.

~Jay Baer

Social media is about people, not logos.

~Jay Baer

Content is the fire. Social media is the gasoline.

~Jay Baer

Worry more about being social, and worry less about doing social media

~Jay Baer

Content pays an ongoing information annuity that other forms of marketing simply do not.

~Jay Baer

Build with advocacy, follow with influence. Your employees are your biggest brand advocates.

~Jay Baer

Content is fire and social media is gasoline.

~Jay Baer

The future of marketing isn't big data, it's big understanding.

~Jay Baer

Everything ultimately comes down to trust.

~Jay Baer

If you create Youtility, your customers will keep you close.

~Jay Baer

For decades, the key question has been 'how valuable is the brand?'  
The key question moving forward is 'how valuable are your apps?'

~Jay Baer

Stop creating reports, and start creating understanding.

~Jay Baer

No one comes to your website to be entertained. They have questions they think you can answer. Content answers questions.

~Jay Baer

Every page of content you've created could be the first interaction with your web site. Think of every page as a home page.

~Jay Baer

Customers are ninjas now. They are stealthily evaluating you right under your nose.

~Jay Baer

When brands talk about themselves in real time, it's just boring faster.

~Jay Baer

This is the bar your content has to clear on social: "Are you more interesting to me than my wife?"

~Jay Baer

Linkedin is for people you know. Facebook is for people you used to know. Twitter is for people you want to know.

~Jay Baer

The biggest benefit of doing an interview podcast is the relationships you build.

~Jay Baer

Stop trying to be amazing and start being useful.

~Jay Baer

Realize that the social media success equation isn't big moves on the chess board, it's little moves made every day that eventually add up to a major shift.

~Jay Baer

Every company is its own TV station, magazine, and newspaper.

~Jay Baer

If you help someone, you may create a customer for life.

~Jay Baer

True influence drives action, not just awareness.

~Jay Baer

Inspiration doesn't respond to meeting requests. You can't schedule greatness.

~Jay Baer

For many businesses, the fear behind their social media reluctance isn't

just fear of failure but of blame and accountability - both individual and collective.

~Jay Baer

Text is the gateway drug to real time marketing.

~Jay Baer

Never build your content ship on rented land.

~Jay Baer

In 2012, 40 of the top companies to work for were also among the top companies in social media.

~Jay Baer

The entirety of the world's knowledge is in your pants right now.

~Jay Baer

The difference between Selling and Helping is just two letters.

~Jay Baer

People check their phone an average of 110x a day.

~Jay Baer



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