

Simon Mainwaring Quotes

*Media, Technology, Community, Thinking, People, Mean, Government,
Meaningful, Needs, Powerful, World, Real, Challenges, Responsibility, Voice,
Want, Impact, Social Media, Two, Loyalty*

More and more companies are reaching out to their suppliers and contractors to work jointly on issues of sustainability, environmental responsibility, ethics, and compliance.

~Simon Mainwaring

Social media is not about the exploitation of technology but service to community.

~Simon Mainwaring

Technology is teaching us to be human again.

~Simon Mainwaring

Ensure your employees understand what your brand stands for so they can be your first line of word-of-mouth advertising.

~Simon Mainwaring

The keys to brand success are self-definition, transparency, authenticity and accountability.

~Simon Mainwaring

Companies, to date, have often used the excuse that they are only beholden to their shareholders, but we need shareholders to think of themselves as stakeholders in the well being of society as well.

~Simon Mainwaring

One of the greatest challenges companies face in adjusting to the impact of social media, is knowing where to start.

~Simon Mainwaring

A world in which government is burdened by historic debt, philanthropy has limited resources, and the private sector is only interested in its own personal gain is simply unsustainable.

~Simon Mainwaring

Define what your brand stands for, its core values and tone of voice, and then communicate consistently in those terms.

~Simon Mainwaring

Like all technology, social media is neutral but is best put to work in the service of building a better world.

~Simon Mainwaring

Effectively, change is almost impossible without industry-wide collaboration, cooperation and consensus.

~Simon Mainwaring

Social media demands a lot of us on top of our already demanding lives. So let's disconnect as we need to and renew our interest and ourselves.

~Simon Mainwaring

The simple act of saying 'thank you' is a demonstration of gratitude in response to an experience that was meaningful to a customer or citizen.

~Simon Mainwaring

Integrate purpose into your for-profit business model through a long term commitment to a cause that is aligned with your core values and those of your community.

~Simon Mainwaring

Brands must become architects of community.

~Simon Mainwaring

If capitalism is to remain a healthy, vibrant economic system, corporations must participate in taking care of the society and the environment in which they live.

~Simon Mainwaring

For a truly effective social campaign, a brand needs to embrace the first principles of marketing, which involves brand definition and consistent storytelling.

~Simon Mainwaring

Make the customer the hero of your brand's story.

~Simon Mainwaring

The new dynamics between brands and consumers, driven by social media, are proving to be a powerful impetus for change.

~Simon Mainwaring

The false separation between living and giving must end.

~Simon Mainwaring

Your computer needn't be the first thing you see in the morning and the last thing you see at night.

~Simon Mainwaring

The question remains: which brands will commit to creating a private sector pillar of social change, and which will become casualties of their own outdated thinking?

~Simon Mainwaring

Social technology gives leaders a vital new platform with which to connect their companies to the myriad stakeholders who have an interest in their well being.

~Simon Mainwaring

Some critics have challenged what the return on investment is for engagement in social media. Others have complained that the metrics don't exist to demonstrate value.

~Simon Mainwaring

The leverage and influence social media gives citizens are rapidly spreading into the business world.

~Simon Mainwaring

Business practices and how we treat the planet are also in desperate need of re-humanization.

~Simon Mainwaring

The companies that make meaningful contributions while also listening to the voices of others are the ones that will genuinely engage their community, who will then go to work for them.

~Simon Mainwaring

Consumers around the world are more aware of the multiple global crises we face than ever before, thanks to information found on the Internet.

~Simon Mainwaring

The way customers relate to brands and how profit is generated has changed so dramatically almost every professional is being challenged to reconsider what they do in order to stay relevant.

~Simon Mainwaring

As more people use social media to tell the story of the future, the wants and needs of more people will be reflected.

~Simon Mainwaring

Brands must be very specific in their choice of social media platforms through which to communicate their CSR or cause messaging.

~Simon Mainwaring

As we all know, lasting relationships can't be rushed.

~Simon Mainwaring

Since most corporate competitors have the same problems with sustainability and social reputation, it's worth trying to solve them together.

~Simon Mainwaring

A social contract is the way out of this dilemma for corporations that want to lead in the 21st century by showing consumers how seriously they take customer loyalty and goodwill.

~Simon Mainwaring

Work with your competitors when the interest of the community and planet are at stake.

~Simon Mainwaring

What today's business reality makes clear is that brands cannot survive in a society that is failing economically, socially, ethically, and morally.

~Simon Mainwaring

CEOs must embrace the role of serving as the public face of the company to their customer community and the marketplace at large.

~Simon Mainwaring

The currency of universal values make brands innately sharable.

~Simon Mainwaring

Social media companies must combine their mastery of the latest in real-time, location based or augmented reality technologies in the service of clear and consistent storytelling.

~Simon Mainwaring

It is a truly powerful phenomenon when a brand makes a stand for what it believes in.

~Simon Mainwaring

There is a fundamental shift that social media necessitates in business today - the need to transition from 'Me First' to 'We First' thinking.

~Simon Mainwaring

Accept that the moment you buy your latest iPad, iPhone, tablet, app or game it will be promptly followed by a vastly improved and sleeker looking version.

~Simon Mainwaring

How well you tell your story determines how well your customers tell your story.

~Simon Mainwaring

Executives can no longer hide behind the corporate veil. They need to be accountable for what their companies do, because entities are responsible for socially irresponsible behavior.

~Simon Mainwaring

What is sure is that technological change is accelerating in all directions and, like children playing in a fountain, consumers are reveling in the experience.

~Simon Mainwaring

We now see numerous examples of brands working together to address issues such as environmental degradations, climate control, pollution, poverty and disease.

~Simon Mainwaring

Without question, CEOs, executives and employees in companies in the United States and around the world have rallied to face the challenge of a social media marketplace.

~Simon Mainwaring

When something works for you or another brand, ask yourself, 'Why?'

Then don't copy it but think about what you can do that's unique to you and better.

~Simon Mainwaring

Non-profits must become deeply engaged in the ways that their donor communities are using social technology.

~Simon Mainwaring

More than ever before, consumers have the ability to unify their voices and coalesce their buying power to influence corporate behaviors.

~Simon Mainwaring

Millions of people are falling out of the middle class into the ranks of the poor.

~Simon Mainwaring

Find the human in the technology. The currency marketers trade in has not changed even if the methods have. Emotion is what we exchange.

~Simon Mainwaring

Consumers desiring a better world have already achieved some successes in this regard, helping to transform several industries from the ground up.

~Simon Mainwaring

By linking with friends and ultimately strangers and building those relationships, social media is reweaving the social fabric that can then be used to scale your non-profit efforts.

~Simon Mainwaring

Consumers want a better world, not just better widgets.

~Simon Mainwaring

The future of profit is purpose.

~Simon Mainwaring

Social media is not an end in itself. It's just another tool to reach people.

~Simon Mainwaring

Too many brands treat social media as a one way, broadcast channel, rather than a two-way dialogue through which emotional storytelling can be transferred.

~Simon Mainwaring

Related Links:

- [Media Quotes](#)
- [Technology Quotes](#)
- [Community Quotes](#)
- [Thinking Quotes](#)
- [People Quotes](#)
- [Mean Quotes](#)
- [Government Quotes](#)
- [Meaningful Quotes](#)
- [Needs Quotes](#)
- [Powerful Quotes](#)
- [World Quotes](#)
- [Real Quotes](#)
- [Challenges Quotes](#)
- [Responsibility Quotes](#)
- [Voice Quotes](#)
- [Want Quotes](#)
- [Impact Quotes](#)
- [Social Media Quotes](#)
- [Two Quotes](#)
- [Loyalty Quotes](#)