

URL: <https://stvp.stanford.edu/clips/performance-trumps-social-media>

Sequoia Capital's Michael Moritz explains how well a business performs and shows decisiveness do more to make a good impression than savvy social-media marketing. Even though venture capitalists promote the social-media startups they invest in, Moritz says VC firms would do well to heed this basic truth, or risk humiliation.



Transcript

Social media as a marketing platform is fairly recent in the grand scheme of things, and obviously Sequoia was around a long time before the web came along and social media and mobile and everything else.. I think it's easy to get distracted by the sound of the trumpet.. And that what matters eventually is the quality, the investment decisions that are made and the acuity with which those are made.. And it's somewhat similar to the analogy that people used to make when newspapers were read more frequently than they are today, which is not to get sucked up into believing your own headlines.. And so I think, especially in this sort of today's era, humility also goes a long way, particularly in a business's humbling as the investment business or the venture business, which if you don't make the decisions correctly, can hand you out a right royal spanking, no matter how high your public profile...