

15 “Keynote Inks” from BMA15 in Chicago

The hottest talks visualized by
Quarry and Kelly Kingman

QU
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BMA15
be more.

Proud to bring you “Keynote Inks”

It’s a match made in heaven. Graphic recorder Kelly Kingman is an artist with an uncanny ability to synthesize big concepts and engaging ideas into rich, accessible visuals. And Quarry is “a new breed of B2B marketer: one who is part artist, part scientist, and all about driving results,” according to Ann Handley of MarketingProfs. With so much in common, you can understand why we were enthusiastic about commissioning Kelly to create these Keynote Inks at BMA15. We think the results speak for themselves!

If you attended BMA15, we trust that these 15 Keynote Inks are evocative reminders worth sharing with your team. If you missed the event, we hope they spark you to learn more about the big ideas we heard in Chicago.

A handwritten signature in black ink that reads "Ken Whyte". The signature is fluid and cursive.

Ken Whyte
President, Quarry



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Jim Lecinski

Vice President,
U.S. Sales and Service,
Google



Presenting new research that highlights five defining digital shifts that affect every business, Jim Lecinski discussed ways to optimize content and marketing strategies, and position your business for today's future.

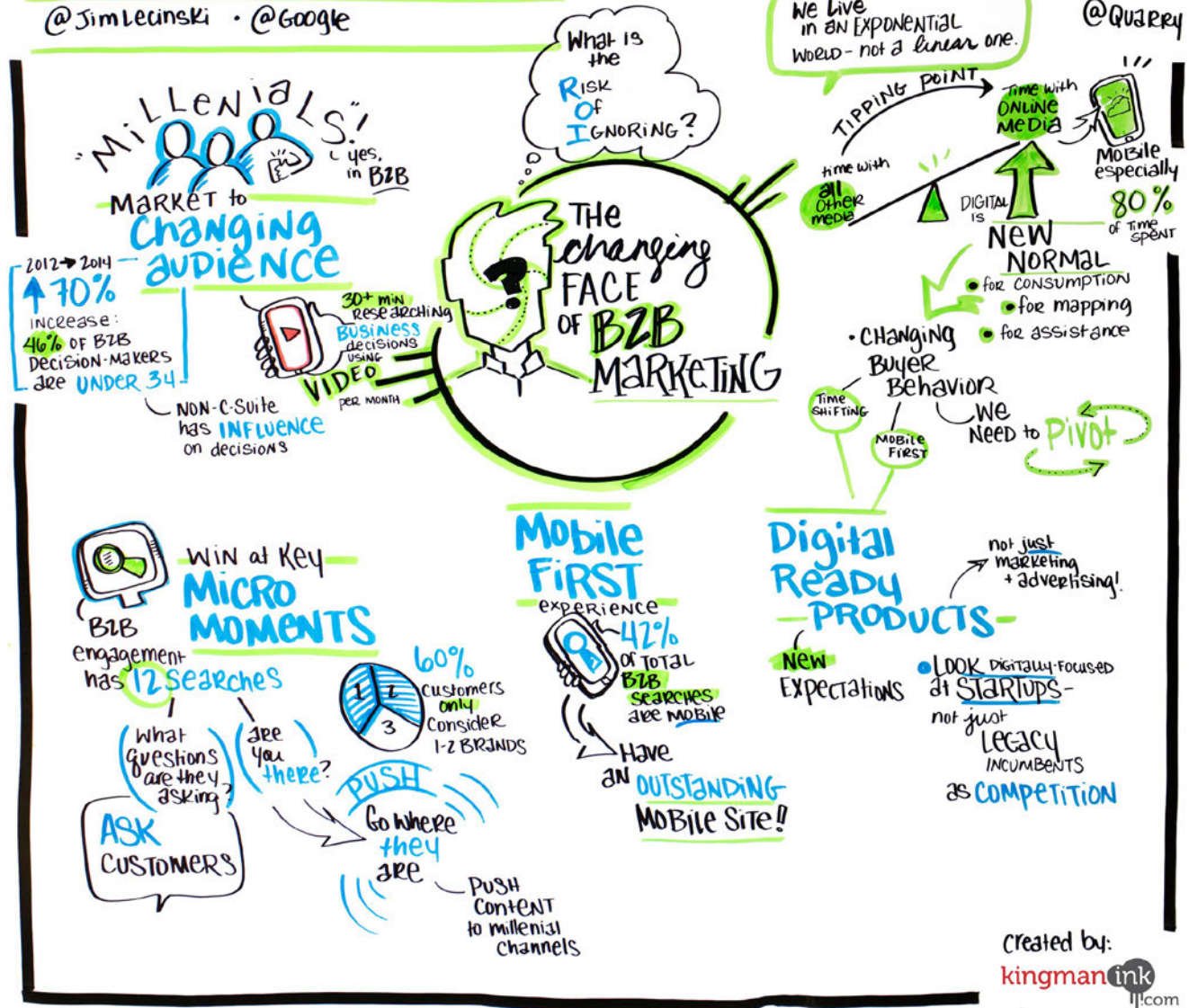
JIM LECINSKI

@JimLecinski · @Google

#keynoteinks
for #BMA15
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kingmanink.com



Russell Stokes

President & CEO,
GE Transportation



GE Transportation is moving away from selling specs and point solutions. Russell Stokes explained how the Industrial Internet is changing the way his company markets, sells and delivers outcomes to its customers.

RUSSELL STOKES

@GETransport

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- BE PATIENT
- BE WILLING TO LISTEN
- SPEND TIME WITH CUSTOMERS
- ESTABLISH COMMON LANGUAGE

WE TUNE OUT anything that is IRRELEVANT. So BE RELEVANT

USE Today's LANGUAGE

EVEN IF IT'S UNCOMFORTABLE AND Today's TOOLS

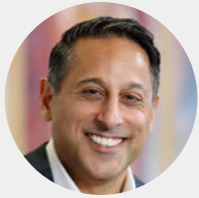
People BUY to Make Their Lives Better NOT JUST FIX PROBLEMS

the WATCH is a POINT SOLUTION. A SMART WATCH IMPROVES your LIFE

Organize AROUND PERSONAS

CUSTOMERS are the LITMUS TEST

walk in THEIR SHOES



Jesse Singh

SVP of Marketing and Sales, 3M



3M uses science to power innovation across every aspect of life. Jesse Singh shared how 3M has made a strategic investment to understand and amplify the story behind the company's DNA.

JESSE SINGH

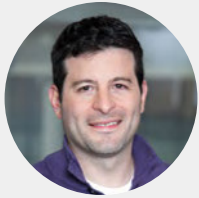
@JESSE SINGH • @3M

#keynoteinks
for HEMATS
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@quarry





Russell Glass

Head of Products,
LinkedIn Marketing
Solutions



As predictive analytics are becoming core to identifying meaningful prospects, Russell Glass discussed how B2B marketers are making strides in their lead-generation efforts.

RUSSELL GLASS

@GlassRuss • @LinkedInMktg

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(and more)

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Joe Pulizzi

Founder, Content Marketing Institute



There are key differences between not-so-good and great content marketers. Joe Pulizzi detailed each one and what you need to do now to turn your program around.

JOE PULIZZI

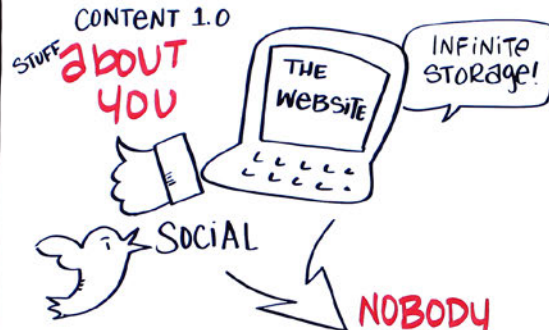
@JoEPulizzi • @CMICONTENT

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@QUARRY

Here's why you're **FAILING** at **CONTENT MARKETING**



38% EFFECTIVENESS RATING FOR CONTENT MARKETING

NOBODY CARES about your STUFF + PRODUCTS + SERVICES
it's the CONTENT NICHES around them that MATTER

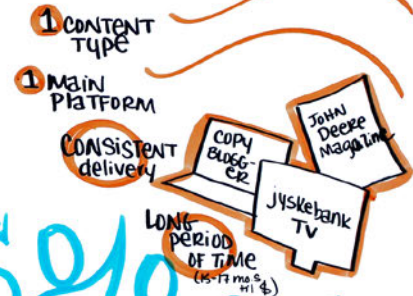
EFFECTIVE CONTENT MARKETERS



a CONTENT MKTG STRATEGY

+ SPEND 37% (not incl. staff)

less emphasis on TRAFFIC



BUILD AN AUDIENCE OF SUBSCRIBERS

AND BE LEADING-CONTENT PROVIDER TO THEM, THEN SELL WHAT YOU WANT

you are in THE MEDIA BUSINESS

red bull - Marriott

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Laura Ramos

VP and Principal Analyst,
Forrester Research



One of the world's leading research analysts discussed the fast-changing world of predictive marketing and showed why you need to prepare for this next chapter in modern B2B marketing practices.

LAURA RAMOS

@LAURARAMOS • @FORRESTER

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TURN DATA INTO INSIGHT

Huge pile!



PREDICTIVE: DATA TOOLS TO FIND MODELS to anticipate outcomes
LOOK AHEAD vs. REAR VIEW

PREDICTING the FUTURE

90% OF WORLD'S DATA CREATED IN LAST 2 YEARS!

⌚ TIME TO SET YOUR BIG-DATA AGENDA



MOST FROM DEVICES



UNLOCKING THE POWER OF BIG DATA IN B2B MARKETING

MOBILE MINDSET



TO BE PREDICTIVE CUSTOMER-CENTRIC DATA

MATCH EFFORTS TO BEHAVIORS

SHOULD BE FIRST FOCUS

APPLY across Life Cycle of a customer

- SET YOUR AGENDA
- ⇒ Reconcile DATA to UNDERSTAND customer
 - ⇒ Set a hypothesis + test
 - ⇒ Turn RESULTS INTO engagement
 - ⇒ Commit to CONTINUOUS Improvement

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Ryan Holiday

Founder/Partner,
Brass Check Marketing



Growth hacking has driven the success of Facebook, Airbnb and Dropbox, who've spent nary a traditional marketing dollar. Here's why growth hacking could be the new marketing normal.

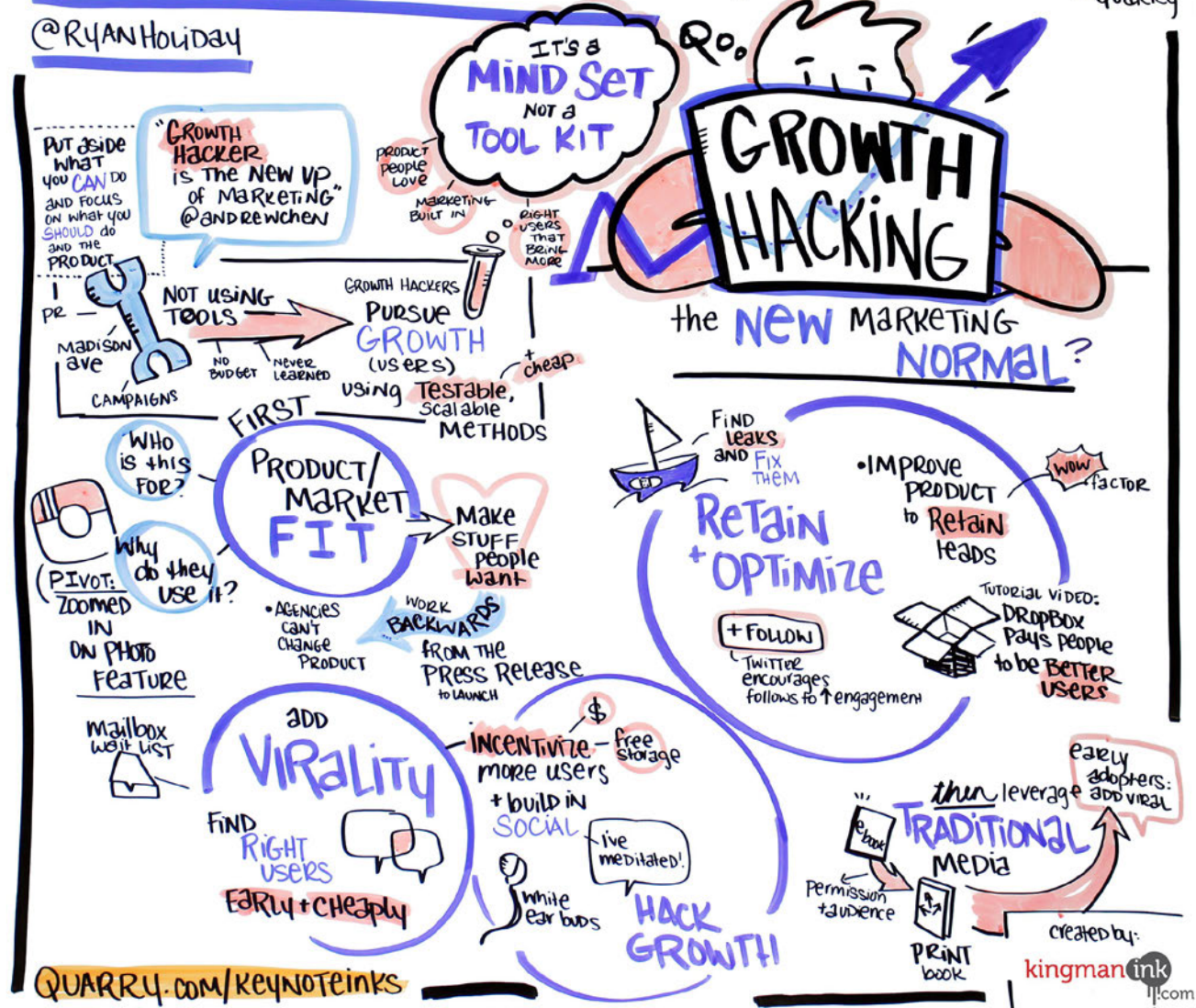
RYAN HOLIDAY

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@QUARRY

@RYANHoliday





Scott Brinker

Co-Founder and CTO,
ion interactive



The marketing technology landscape is daunting, but it doesn't have to be. Scott Brinker explained the different classes of marketing software and how they can be managed cohesively.

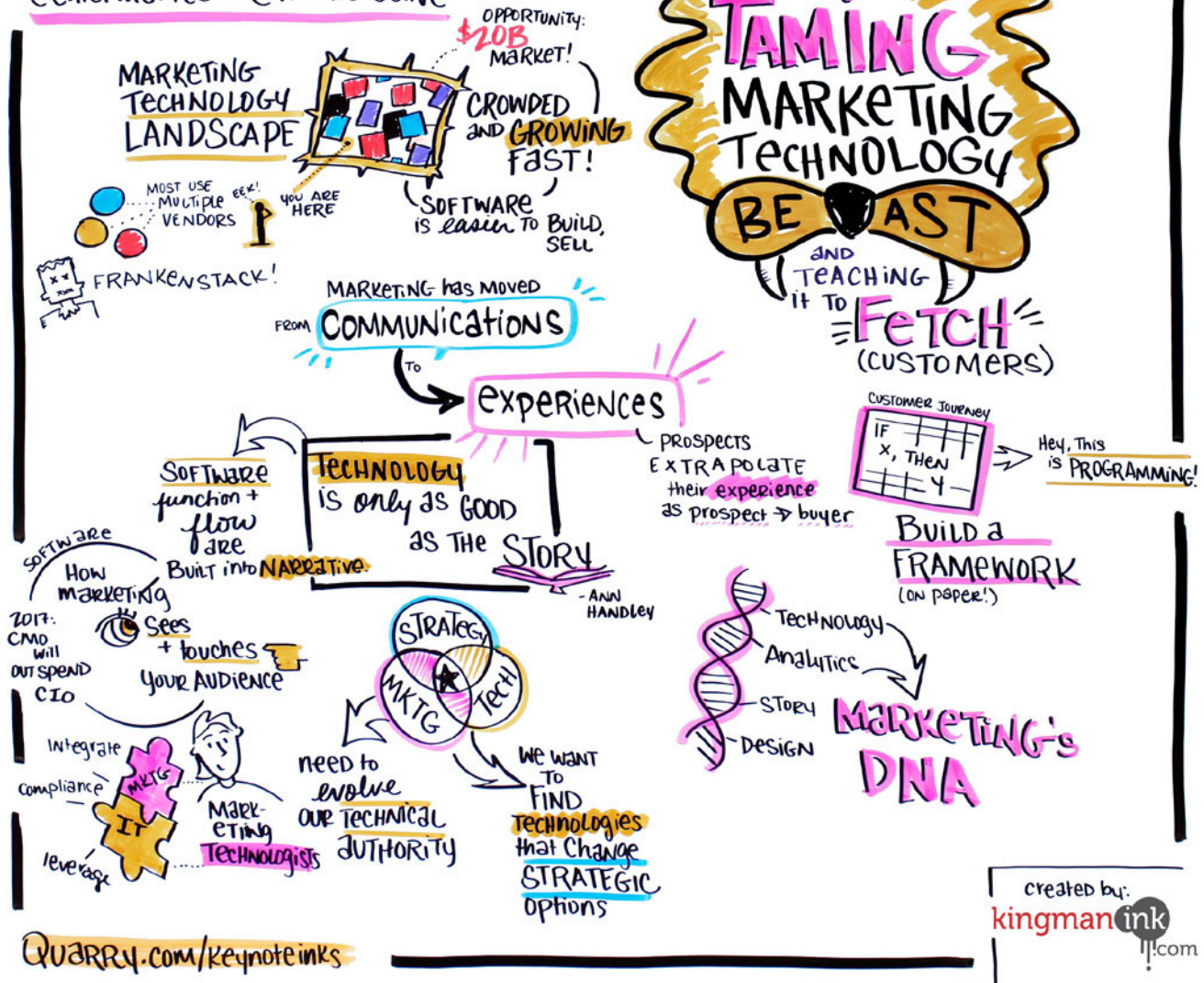
SCOTT BRINKER - #KEYNOTEINKS

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@chiefmartec • @ioninteractive

@QUARRY





Steve and Robin Boehler

Founding Partners,
Mercer Island Group

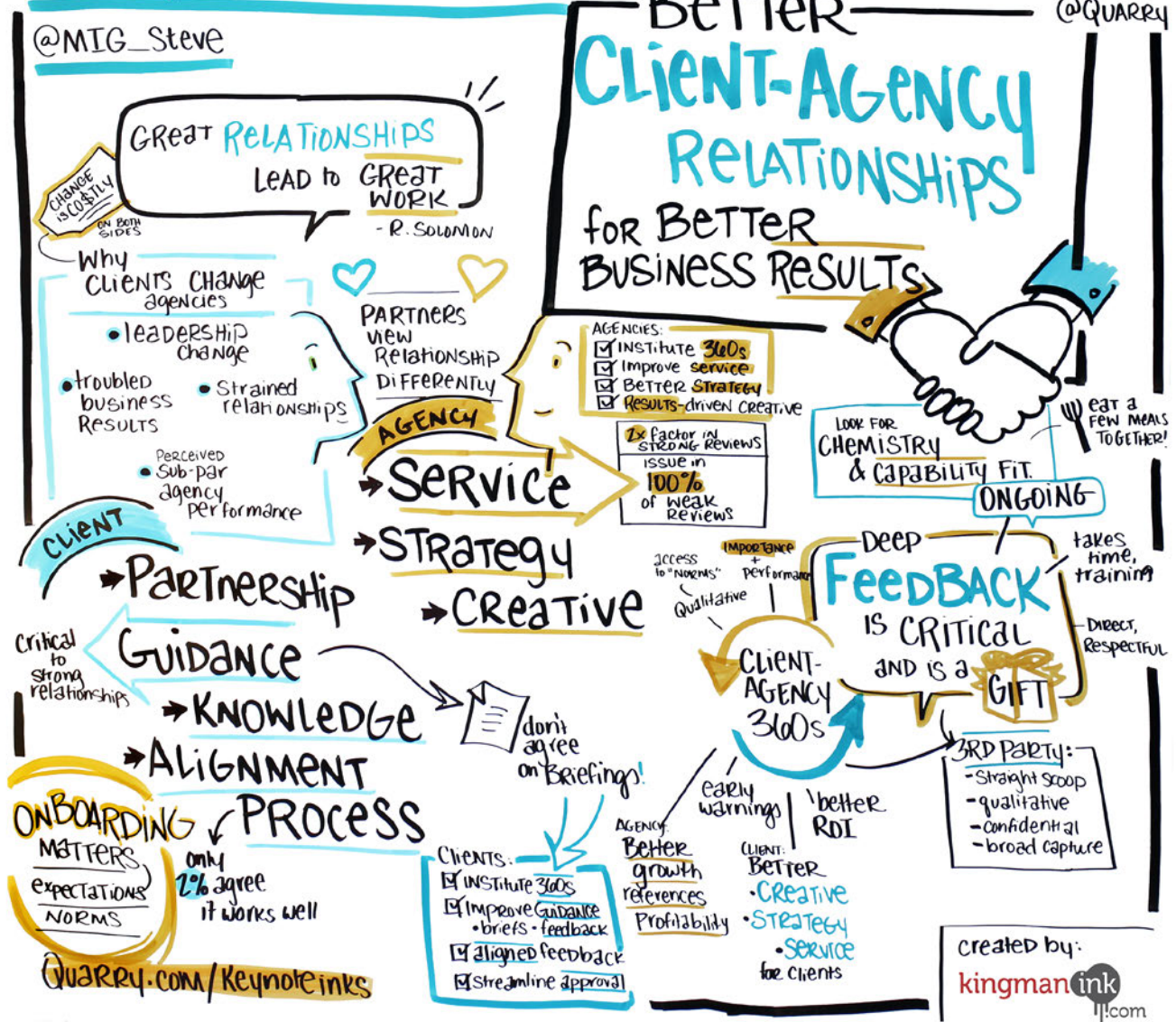


At a time when client-agency tenure continues to decline, Steve and Robin Boehler shared tricks learned from hundreds of client-agency 360s that yield better client-agency relationships.

STEVE ROBIN BOEHLER

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Jonah Berger

Author of *Contagious: Why Things Catch On*



Wharton professor Jonah Berger combined groundbreaking research with compelling B2B examples to illustrate six principles behind successful word-of-mouth and social-transmission marketing programs.

JONAH BERGER

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@QUARRY

@J1BERGER





Andrew Davis

Author of *Brandscaping*



Andrew Davis re-envisioned the marketing funnel, discussing how B2B brands are focusing on increasing market size, not market share. And he explained why you need to own the Moment of Inspiration.

ANDREW DAVIS

@TPLDREW • AUTHOR OF BRANDSCAPING

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James H. Gilmore

Principal,
Strategic Horizons LLP

The co-author of *The Experience Economy* outlined five areas in which experience thinking is being used in the marketplace, and shared principles and tools for creating experiential value.

JAMES GILMORE

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Mark Wilson

SVP, Marketing, BlackBerry



So much of a turnaround is getting back to basics. But how do you do this while transitioning a brand from B2C to B2B? Mark Wilson shared BlackBerry's blueprint for rebuilding its iconic brand.

MARK WILSON

@BlackBerry

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Mike Haen

VP of Marketing,
Industrial Markets,
Gates Corporation



Many B2B companies are on a journey from product-first selling to end-market-focused solution selling. Here's how one manufacturer made this journey, engaging its sales team, channel partners and customers.

MIKE HAEN

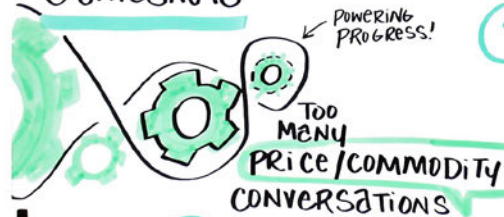
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@GATESAUTO



PROJECT ODYSSEY™

A MARKETING JOURNEY WITH A GAMEPLAN

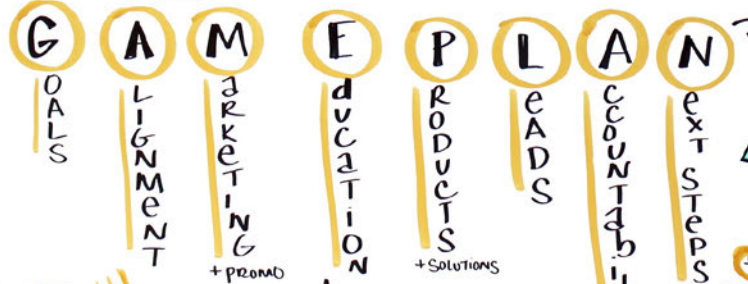
- DEFINE YOUR OWN "GAMEPLAN"
- NAME YOUR INITIATIVE
- BE AN AMBASSADOR
- FIND ADVOCATES
- CELEBRATE SUCCESS!

NEEDED TO LISTEN AND IDENTIFY HOW WE COULD DIFFERENTIATE OUR IMPACT

LEARN

What WORKS. What doesn't.
DROPI ADD BEER!

WHAT IS YOUR:



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Challenger INSIGHTS

+ SALES enablement

created by:
kingmanink.com



Tim Washer

Senior Marketing Manager, Social Media, Cisco Systems



The man who made humor safe for B2B video examined recent humor-laden B2B videos, and shared tips for producing them on a shoestring budget and for getting them through the approval process.



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About Kelly Kingman

Kelly Kingman is a New York-based graphic recorder. She creates real-time visual summaries of spoken content like talks, discussions and meetings. When she captures key ideas in words and images, she taps directly into the human mind's incredible ability to process visual information. This makes presentation content easier to recall and easier to use, providing an at-a-glance record of key takeaways.

Kelly's company, Kingman Ink, has created visual recordings for Fortune 500 companies including Pfizer, IBM and Pepsi, and has captured the talks of great speakers such as Guy Kawasaki, Dan Pink, Seth Godin and many others.

You can learn more at Kingmanink.com or follow Kelly at [@kellykingman](https://twitter.com/kellykingman).

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Meet Quarry

Quarry is the modern marketing agency for complex businesses seeking growth. A team of nearly 100, we offer a rare blend of strategic, creative and execution services to support the insight, innovation, brand reputation, demand creation, lead nurturing and sales enablement functions of marketing—all inspired by a deep understanding of your customers and their buying journeys.

Quarry is the inaugural MarketingProfs' B2B Agency of the Year award winner.

Intrigued? [Let's chat.](#)

Richard Hill | rhill@quarry.com | 1-877-723-2999
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“Quarry represents a new breed of B2B marketer: one who is part artist, part scientist, and all about driving results.”

ANN HANDLEY,
CHIEF CONTENT OFFICER,
MARKETINGPROFS



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Save the date

June 1-3

Chicago Hilton

BMA16

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