



Visual notes of the best ideas from:  
#CEBSummit #MPB2B #CMWorld #BMA15

# The 30 Best B2B #KeynoteInks of 2015

For B2B marketing practitioners, 2015 was a year of inspiration.

It was the year the best and brightest minds in the industry hit the road to share their knowledge and insights at key B2B marketing conferences across North America. Graphic recorder Kelly Kingman and Quarry were there, transforming the top talks into rich, accessible visuals—what we call Keynote Inks™.

Created in real-time during each presentation, Keynote Inks condense a speaker's ideas and energy into a giant, fantastic visual note. Now we want to share 30 of the very best with you.

If you attended BMA15, Content Marketing World, the CEB Sales & Marketing Summit or MarketingProfs' B2B Forum, we trust this curated collection of Keynote Inks is an evocative reminder of the big ideas shared. And if you missed these events, here's a great way to catch-up!

Happy marketing.



A handwritten signature in black ink that reads "Richard Hill".

Richard Hill  
*Demand Generator, Quarry*

QUARRY.COM

The Quarry logo, consisting of the word "QUARRY" in white, bold, sans-serif capital letters stacked vertically inside a dark grey square.

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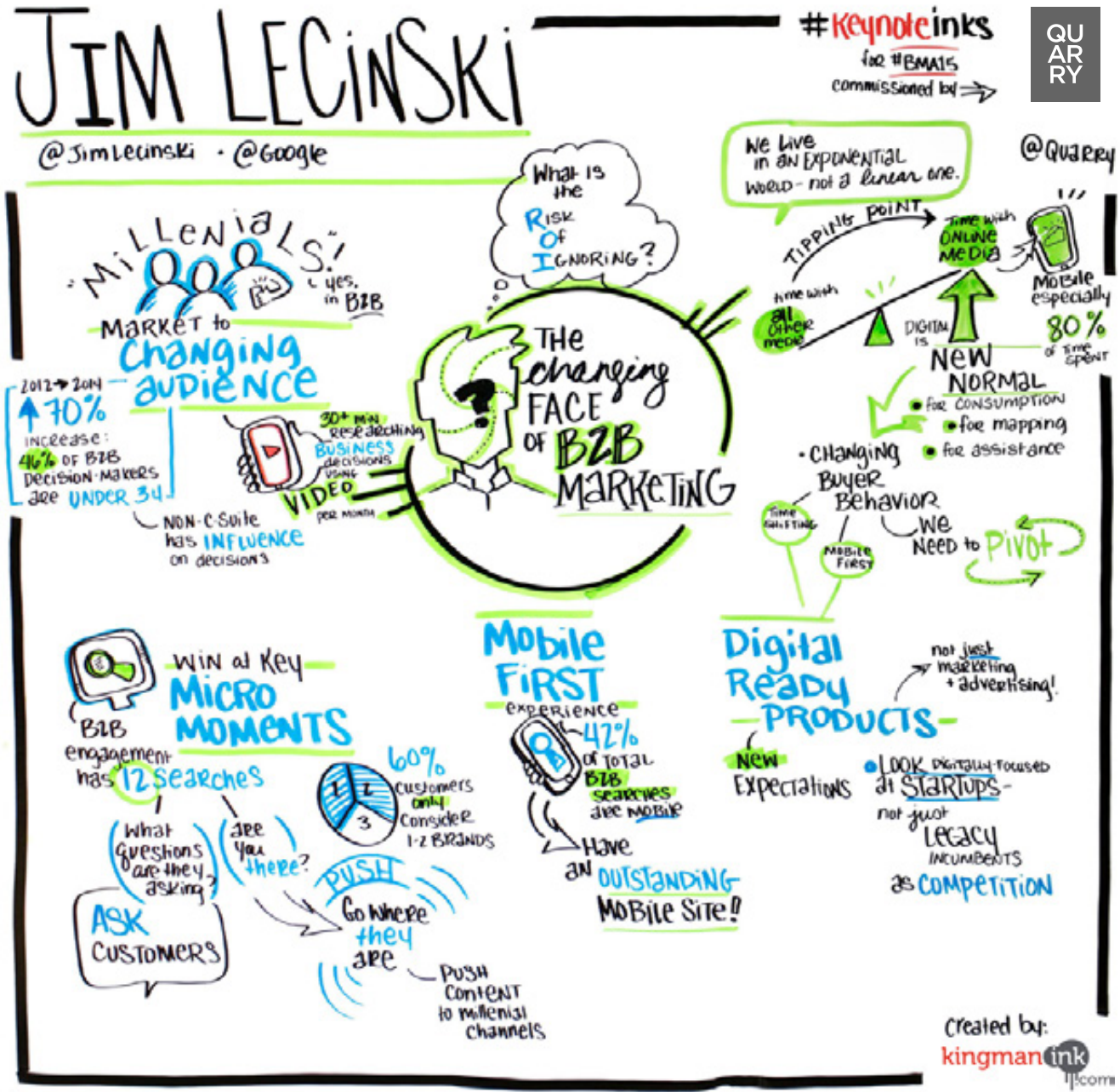
# Jim Lecinski

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.

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# Russell Stokes

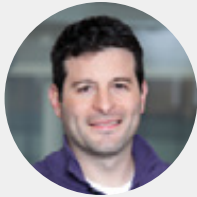
President and CEO, GE Transportation



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.

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# 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.

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# RUSSELL GLASS

@GlassRuss • @LinkedInMktg

#keynoteinks  
for #BMA16  
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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.

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# JOE PULIZZI

@JoePulizzi • @CMIContent

#keynoteinks  
for #BMA15  
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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

- 1 CONTENT TYPE
- 1 MAIN PLATFORM

CONSISTENT delivery



LONG PERIOD OF TIME (10-12 mos. min.)

BUILD AN AUDIENCE of subscribers

AND be leading-CONTENT PROVIDER to them, THEN SELL what you WANT

you are in THE MEDIA BUSINESS

POD BULL - M3.mkt

[QUARRY.COM/KEYNOTEINKS](http://quarry.com/keynoteinks)

created by: kingman ink .com



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.

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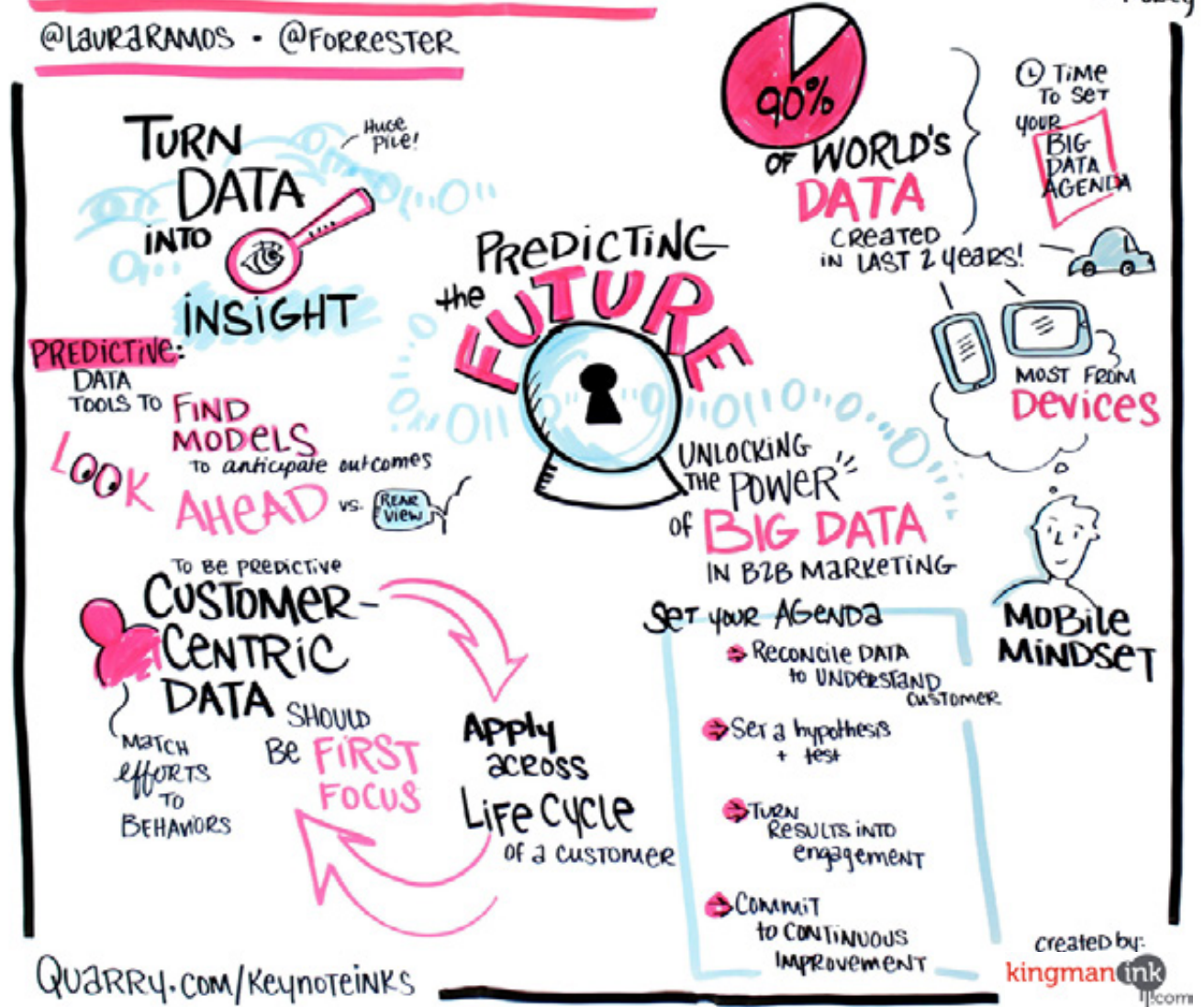
# LAURA RAMOS

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for #BMA15  
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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.

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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.

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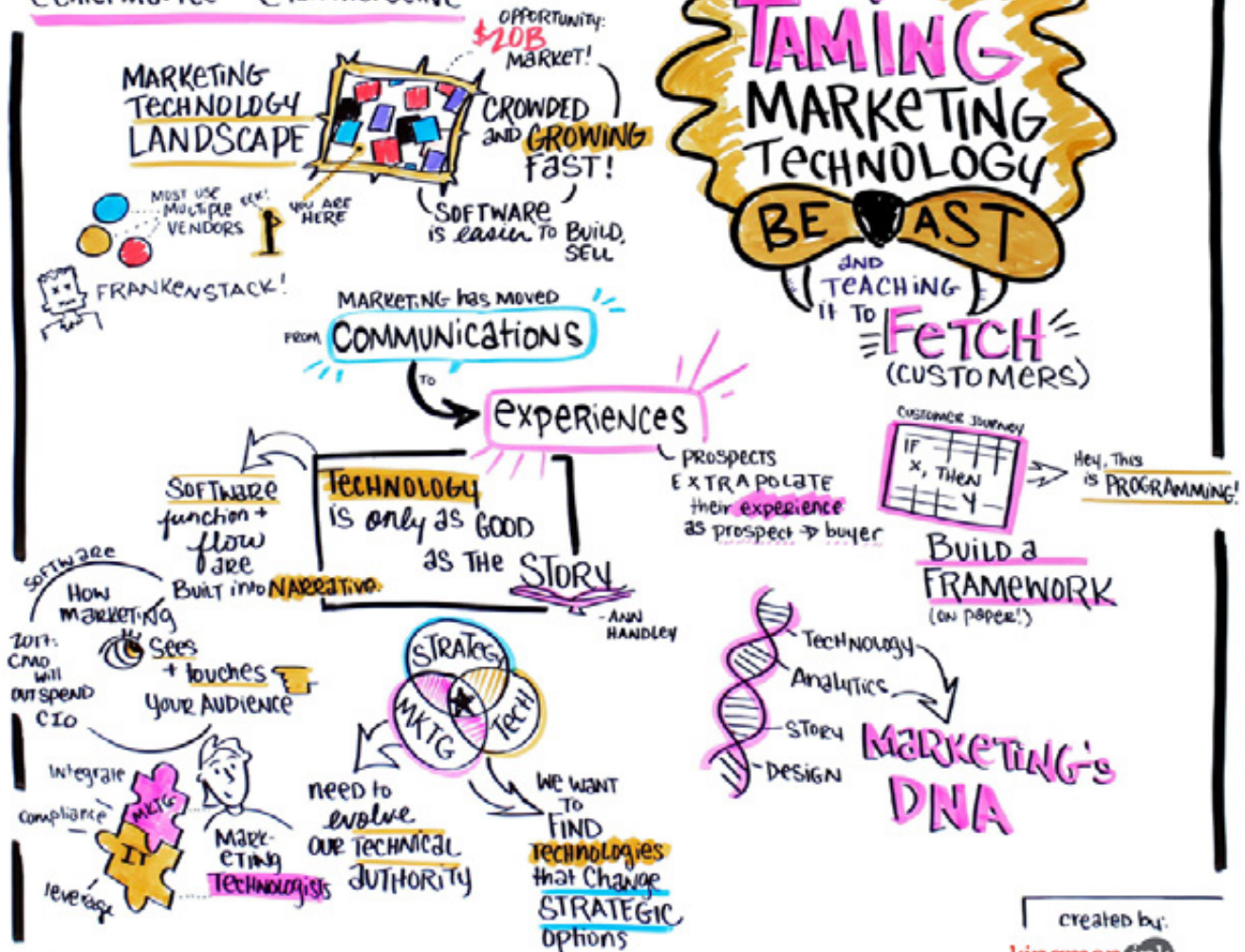
# SCOTT BRINKER - #KEYNOTEINKS

for #BMA15  
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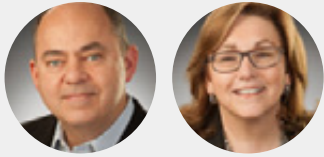
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@chiefmartec • @ioninteractive



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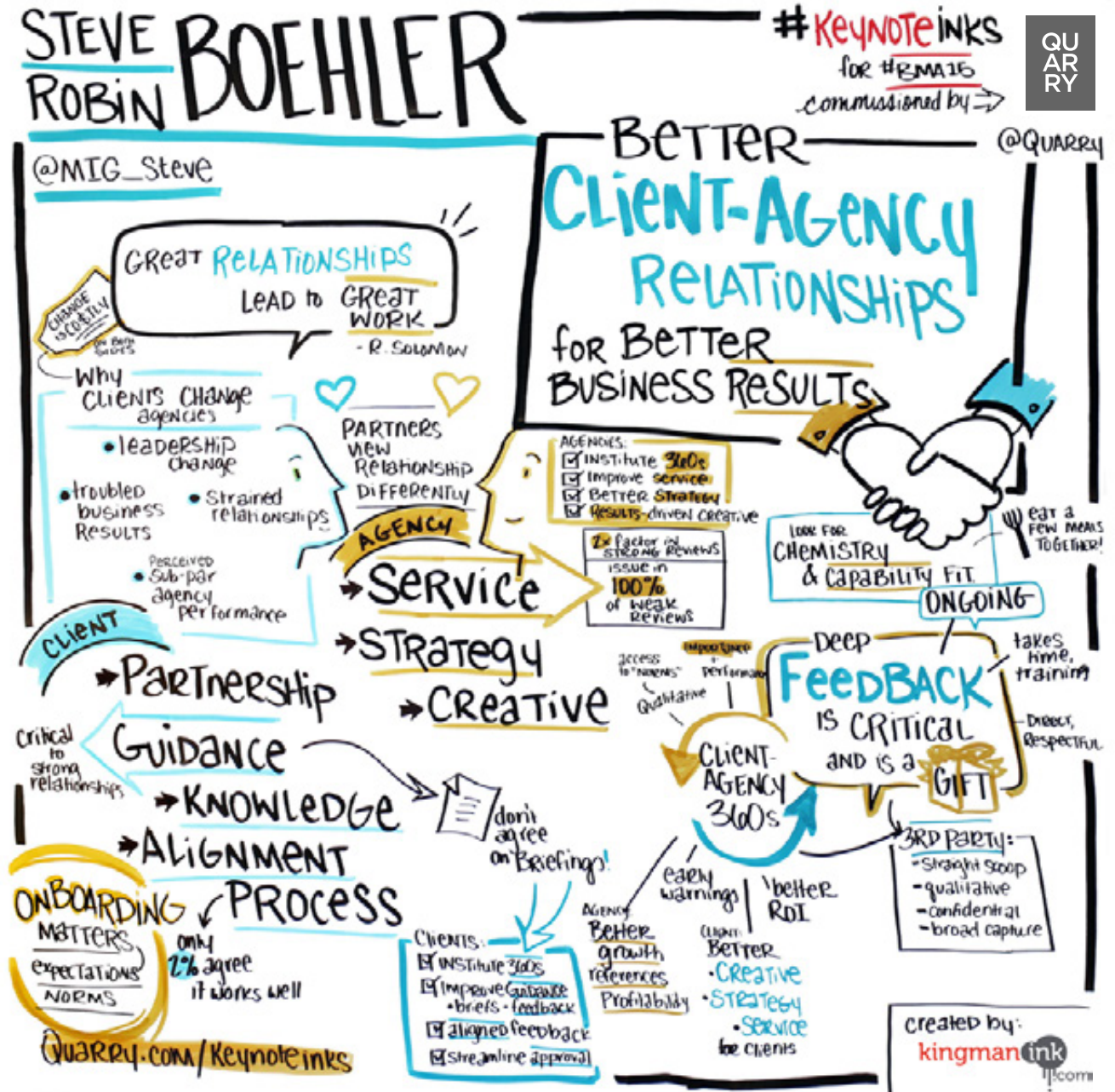
# Steve and Robin Boehler

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.

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Jonah Berger

Author of *Contagious: Why Things Catch On*



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

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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.

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# 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.

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# JAMES GILMORE

#Keynoteinks  
for #BMAT5  
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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.

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# MARK WILSON

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for #BMA15  
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@BlackBerry



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# 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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# TIM WASHER

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for #EMATS  
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@TimWasher • @CISCO

\* We all need to become \*  
\* creatives \*  
AND ARTISTS

MAKE PEOPLE LAUGH!

B2B VIDEO: The COMEDY "WRITES" itself!

START EXPERIMENTING WITH HUMOR IN your personal channels

Beware THE COMMITTEE! (Where is the logo?)

EVERYONE IS CREATIVE IN OPEN MODE - JOHN CLEESE

FEAR OF MISTAKES Puts us in "CLOSED MODE"

REMOVE FEAR when you

JUDGEMENTS

JUST TRY

SHOOT Horizontal VIDEO

lavaliere mic

GET OUT of the STUDIO!

GojiLapod

Write FUNNY CAPTIONS!

What are you EXCITED ABOUT?

What inspired you?

COMEDY IS ABOUT PAIN

What if pain point was OUT-OF-control?

JUSTAPOSE!

Let people Tell their Story first, then PLAY AROUND with interview.

THINK LIKE A CINEMATOGRAPHER

What do you WANT to WATCH?

cheeseburgers!

What's happening? write the opposite

What are your CUSTOMERS their customers everywhere!

HISTORY

SHOW details

Find STORIES

IMPROV

Find CHAMPIONS Who WANT TO TAKE RISKS

Hide a Film STUDENT

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CISCO ASK 900!





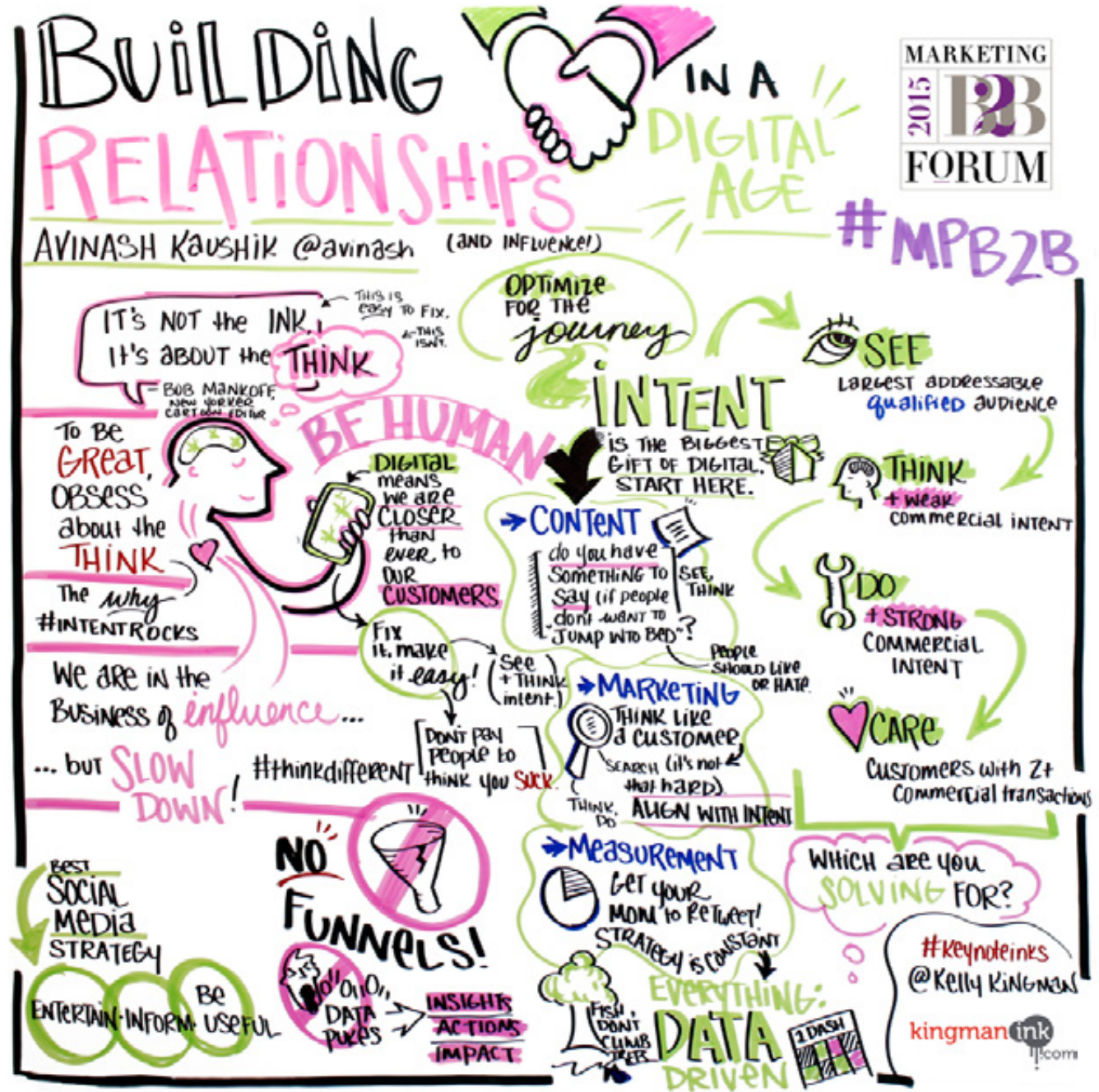
# Avinash Kaushik

Digital Marketing Evangelist, Google



The always brilliant and humorous Avinash shares his unique business framework that simplifies and smartifies the way you look at your digital strategy—so you can start utilizing digital to its fullest potential to build better relationships and see better results.

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Peter Sagal

Host, NPR



As the host of NPR's "Wait Wait...Don't Tell Me!" Peter has learned how to research, write and deliver takes on current events funny enough to keep millions of people listening each week. He explains how his radio show involves all his old training and skills, plus demands some new ones.

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# PETER SAGAL THE ART OF telling a JOKE



#MPB2B

@Petersagal



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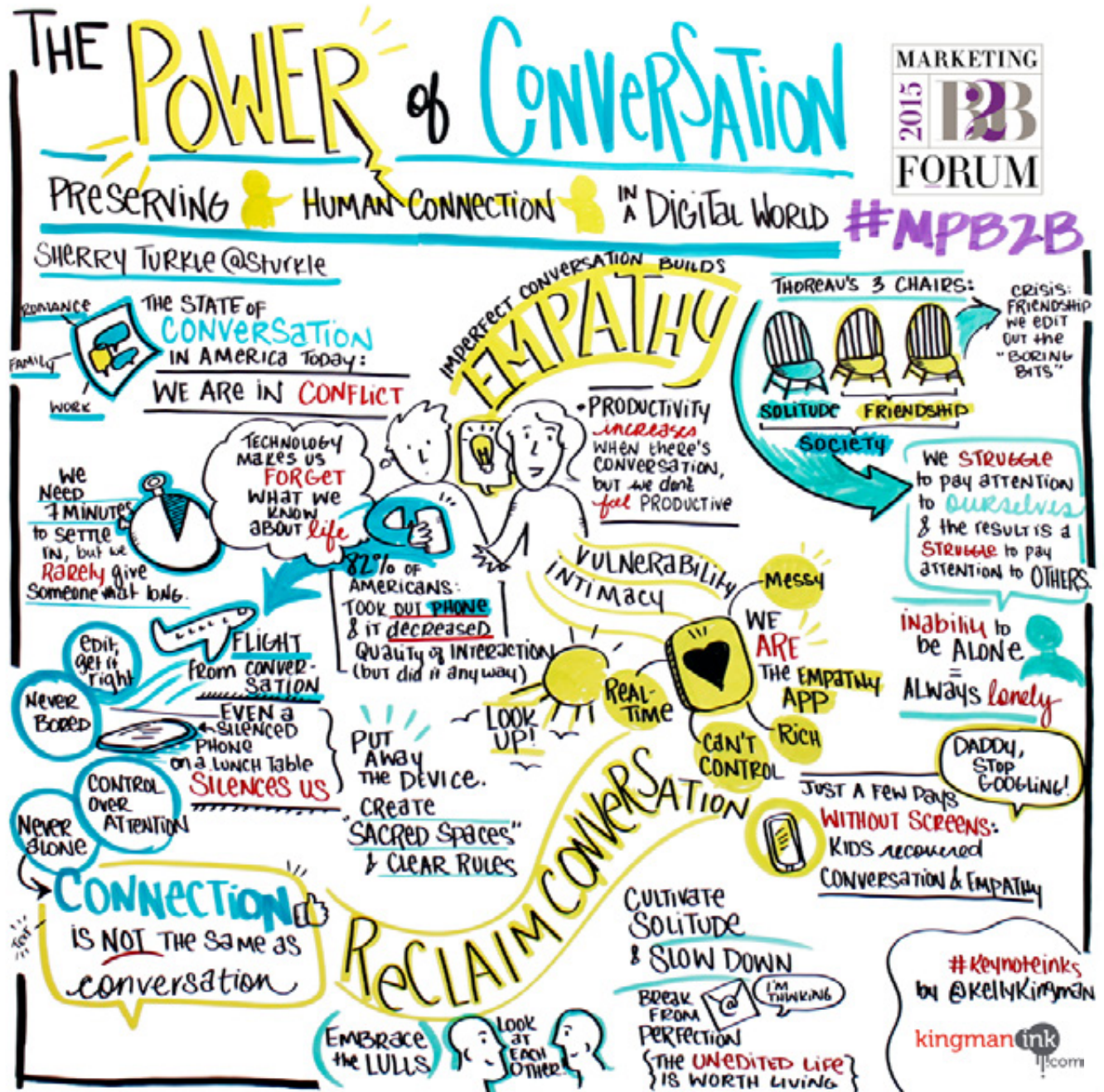
Sherry Turkle

Abby Rockefeller Mauzé Professor of the Social Studies of Science and Technology, MIT



Modern marketers face a paradox: a new regime of always-on communications isolates us in ways that compromise innovation, collaboration and leadership. Sherry shows you how to embrace the opportunities we have to design technology and social environments that nurture a reflective, creative, and profitable life.

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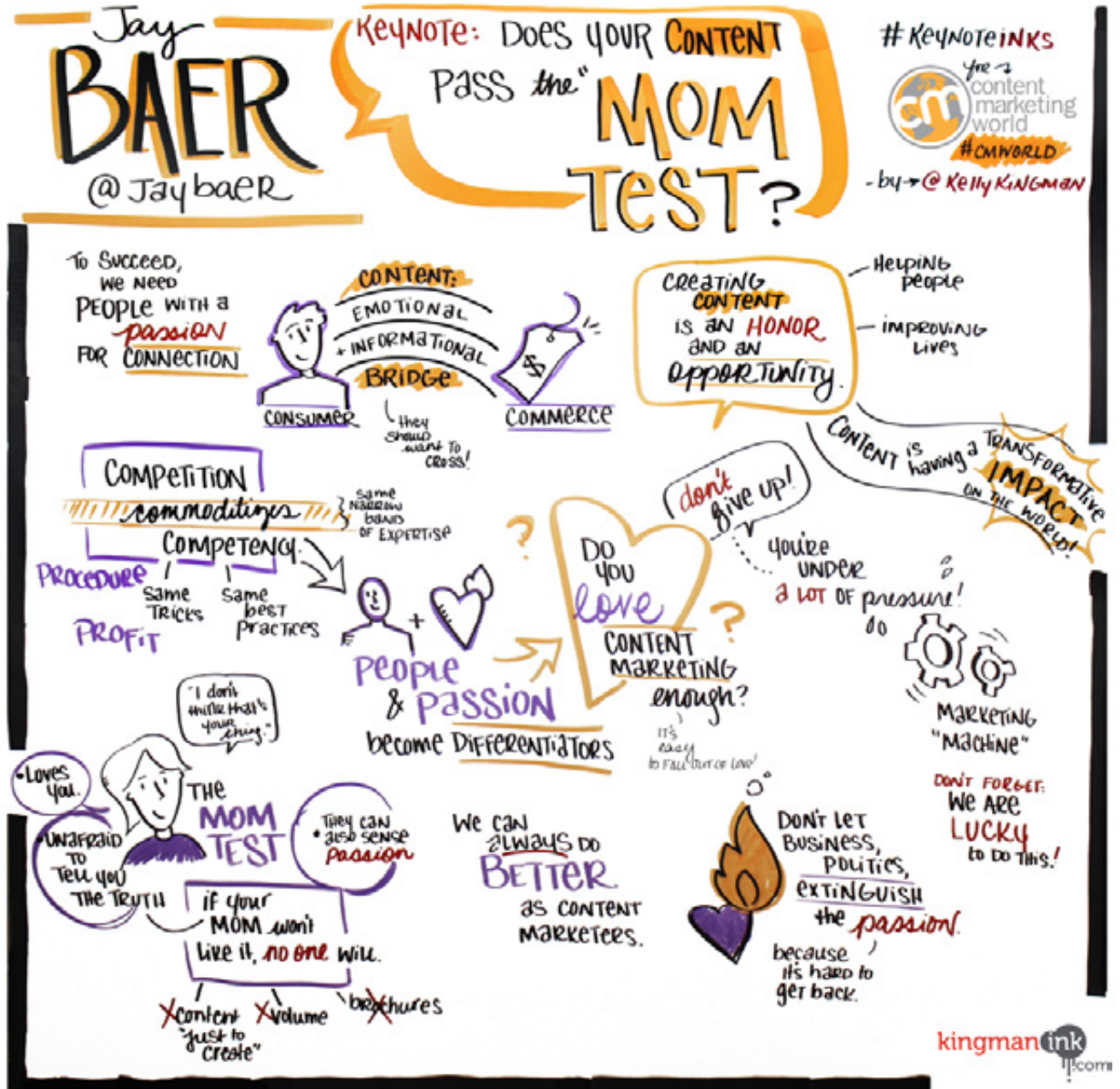
Jay Baer

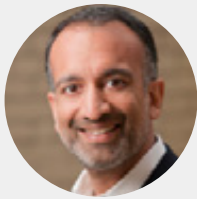
President, Social Media and Content Marketing Strategist, Convince and Convert



Your mom is unafraid to tell you the truth. And if your mom—who loves you unconditionally—still doesn't like something, nobody else will like it either. Jay offers advice on creating content that stands out and makes a difference to your audience—and that your mom will love.

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# Rajiv Chandrasekaran

Ex-Washington Post editor and war correspondent



As a former Washington Post senior correspondent and associate editor, Rajiv believes in the power of creative storytelling as a way to create positive social impact. In his talk, Rajiv shares his steps to creating authentic content that connects and builds genuine relationships, regardless of what you want to promote.

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# John Cleese

English actor, comedian, writer and film producer



In his witty and engaging talk, John—a versatile comedic actor and a leading business motivator—explores the notion of creativity and implores us to harness the power of our unconscious minds. Discover how your “tortoise mind” can help you tap into fresh insights and help you be more creative.

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**KEYNOTE:**

# JOHN CLEESE

@JohnCleese

#KEYNOTEINKS  
for content marketing world  
#CMWORLD  
by @KellyKingman

**CREATIVITY**

- Cleveland** - once in a lifetime experience! IT'S HOPELESS.
- GET OUT OF YOUR USUAL WIRING** - DIFFERENT PATH
- ARCHITECT STUDY:** play - knew how to
- UNDER-PRESSURE TO PRODUCE** - teams - NOT EVERYONE has same STRENGTHS - you need diversity - PUT SOMEONE OPEN MINDED IN CHARGE
- PANIC EARLY** - then use that ENERGY FOR SOMETHING ELSE. earlier you begin, the earlier the PROCESS starts.
- DEFERRED DECISIONS + let them COOK**
- ARTIST STUDY:** Look their time
- OVERNIGHT PHENOMENON:** My intelligent-unconscious got me unstuck OVERNIGHT
- Me + [writing] = laughter**
- INTERUPTIONS** (pressure, images, feelings, hunches)
- BETWEEN AWAKE ASLEEP** - TORTOISE ENCLOSURE: Boundaries of Time Space
- HIDE BRAIN TO USE MIND** - BEST for unformulated problems, CREATIVE thinking
- OSCILLATE BETWEEN open-ideas play AND close-critique-doing**
- DINNERS YOU HAVE NO IDEA that you have NO IDEA.**
- put you back in "HIDE BRAIN"**
- TORTOISE ENCLOSURE: Boundaries of Time Space**



# Andy Crestodina

Strategic Director,  
Orbit Media Studios, Inc.



Unlock the valuable insights hidden in your Analytics. Andy shows you how to find them and use them to determine the topics your audience crave, discover the phrases that can rank you higher more quickly, and maximize value from your current visitors by gently guiding them toward desired interactions.

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# Kristina Halvorson

Founder and CEO,  
Brain Traffic and  
Confab Events



With all the time and energy content strategy requires, it's sometimes easy to lose sight of our number one responsibility as marketers: to satisfy the customer. How can we ensure our content is helping—and not harming—our cause? Kristina shows you how.

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# Amy Higgins

Director of Content Marketing, Deem, Inc.



Don't reinvent the wheel. Let Amy show you how to come up with an action plan to give life to old, yet still-performing content. She'll also offer ways to jazz up under-performing content and reuse content for many different audiences.

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**BREAKOUT**

# AMY HIGGINS

@ZENDESK • @amywhiggins

## 101 WAYS To REPURPOSE CONTENT

#KEYNOTEINKS  
for content marketing world  
#CMWORLD  
by @KellyKingman  
DOWNLOAD AT KINGMANINK.COM/CMWIS

With planning you can have **QUALITY** **BOTH!** **QUANTITY** → **REPURPOSING!**

### CONTENT Galaxy

**SUN: CORE piece Guide**

**MOONS: Small supporting items**  
Infographics, Slideshares

**PLANETS: mid size pieces**  
Whitepapers, ebooks

**STARS: blogs, infographics, social**  
everlinking, inter-linked

**40% Guide (our story)**  
Pull out **STATS** for mid-size chunks (Re-write)  
Finished **FIRST** for unified voice + **BRANDING**  
all FUNNEL, but end-users

**9 MONTHS to create**

**18 month life cycle**

**500+ pieces FROM 1 "SUN"**

**1 START BIG**

1 DETAILS BASED ON AUDIENCE

3 OLD ≠ BROWN

4 Review + REDO

**SOCIAL GRAPHICS:** take a piece out for social  
double as headlines for reporters

### AUDIENCES

**DIFFERENT NURTURE PATHS**

PERSONALIZE CALL-OUTS TO AUDIENCE / INDUSTRY

### OLD CONTENT

OUT OF DATE

SAME SAME

HARD TO FIND

DESIGN RE-FRESH

DON'T TRASH!  
- RANKS  
- GOOD INFO  
30% REDIRECT

EVERGREEN? UPDATE WITH POP CULTURE + NEWS EVENTS

LINKS ARE LIKE ELECTRICITY - LEF OOPS

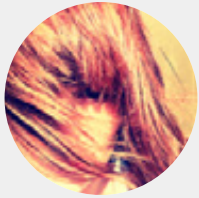
SHOWCASE IN NEW WAYS

UPDATE  
- NEW OFFER  
- BODY  
- LINKING

CTA

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# Erin Robbins O'Brien

Chief Operating Officer,  
Ginzamarkets, Inc.



Sharing marketing data between your teams can lead to a better bottom line for your organization. Erin describes what data to share—and how to share it. She also offers tips on how to get other departments to share their data, and track progress between groups and brands.

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**BREAKOUT**

# ERIN O'BRIEN

@TexasGirlErin

USING **DATA** TO BUILD  
**ORGANIZATIONAL BRIDGES**  
 &  
 INCREASE **ROT**

#KeyNoteInks  
 for content marketing world  
 #CMWorld  
 by @KellyKingman  
 DOWNLOAD THIS BT: KINGMANINK.COM/CMW15

**BETTER DATA + SHARING HAS BENEFITS FOR**

- Here was our hypothesis...
  - ... THIS IS WHAT WE SAW ...
  - ... THIS IS OUR NEXT STEP.
- ORG CONSISTENT EFFORTS
- Team EFFECTIVE measurement
- INDIVIDUAL faster decisions

**DELIVERABLES ATTACHED TO GOALS**

**+ CORRECT MEASUREMENT**

ANSWER: Why THAT THING?

**GOAL**

**KPIs**

**DELIVERABLES**

any metric is a good metric if it helps you meet your goal

**MESSAGE** (How used, Targeted about it.)

**METHOD** (How distributed, where)

**MEDIUM** (How consumed)

TEST TO FIND OPTIMAL COMBOS (THEN BY SEGMENT)

Does ALL (MEDIUM) WORK, OR JUST FOR (METHOD)?

IF 1 WORKS WELL, TEST WITH OTHER METHODS

Use Popular METHOD to fuel content for other channels

Tweets → Blog → Quora, etc

**CONTENT IS AN ECOSYSTEM**

Use 1 METHOD to drive traffic to others

Twitter Share, Vimeo

Removing 1 method can disrupt entire ecosystem!

Report structure is LESS important than **DATA INTEGRITY**

Have DATA WORTH SHARING







# Buddy Scalera

Senior Director  
Content Strategy,  
Global Health Science,  
The Medicines  
Company



Nearly all of your content is visual—even the way text is presented. In this ever-changing landscape of delivery channels, content marketers are constantly challenged to tell visual stories. Buddy offers tips for planning, organizing, delivering, and optimizing your visual content to help you tell stories more effectively.

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Brent Adamson

Principle Executive Advisor, CEB

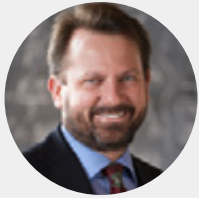


Facing customers both overwhelmed by more information, more choice and more people, what is the best way for commercial to respond? Brent Adamson presents a powerful solution to the problem of "more."

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Glen Drummond

Chief Innovation Officer, Quarry



In asking "How do personas work?" Glen Drummond calls out a misconception that can make personas not just ineffective, but harmful—and shows us how to distinguish great personas from bad ones.

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**#KEYNOTE INKS**  
commissioned by  
for the  
**#CEBSummit**  
**MODERN** for **COMPLEX**  
MARKETING for BUYING

**QUARRY**

**HOW TO FEED AN ELEPHANT:**  
ADVICE FOR GETTING PERSONAS RIGHT

WE WORK WITH COMPANIES TO DEVELOP PERSONAS USE THEM TO INNOVATE & DESIGN WHAT CONSUMERS WANT

THIS SESSION IS ABOUT PERSONAS SHOULD WE RENAME THEM?

**Fast Thinking**  
THE ELEPHANT IS THE INSTINCTIVE, NON-DEDUCTIVE PART OF OUR MIND.

YOUR BRAIN IS ADEPT AT PATTERN RECOGNITION THE WHOLE IS MORE REAL THAN THE PARTS

THINKING FAST & SLOW A BOOK ABOUT HOW WE MAKE MEANING & HOW WE UNDERSTAND

PRESENTED BY GLEN DRUMMOND, QUARRY - @GDRUMMOND

**ARE PERSONAS USEFUL?**  
THE ELEPHANT IS A METAPHOR

HOW DO YOU FEED AN ELEPHANT?

HOW DO YOU AVOID FEEDING PEANUTS (OR HOW TO MAKE BETTER PERSONAS TO HELP YOU)

THEY ARE PART OF THE ASSOCIATION OF THE MIND... THAT IS THE ELEPHANT

DID YOU KNOW ELEPHANTS DO NOT LIKE PEANUTS?

THINK "FIELD OF EXPERIENCE"

LOOK BEYOND THE PEOPLE YOU KNOW AND LIKE

BETTER NUTRITION FOR YOUR ELEPHANTS

GO ONSITE TO GET INSIGHTS

FRIENDS & FAMILY

WHAT'S THE CONFLICT? WHAT ARE THE MENTAL MODELS? HOW DO THE CHARACTERS INTERACT?

BEWARE THE ZOMBIE and the PHANTOM

PICK THE RIGHT TOOL FOR THE JOB

WHAT IS AWESOME? MOORE'S LAW IS AWESOME!

WHAT ARE THEY FOR & AGAINST?

THINKING SHOULD MATCH REALITY

MOST OF YOUR ASSUMPTIONS ARE WRONG AND YOUR PERSONAL PREJUDICES COLOUR YOUR VIEWS

USE THE BETTER NUTRITION POINTS TO CREATE BETTER PERSONAS

HOW TO CREATE A FRAMEWORK

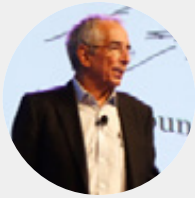
SUCCESS OF YOUR SALES AND MKTG TEAM DEPENDS ON PERSONAS DEVELOPED FOR THEM

SALES NEED DIFFERENT PERSONAS FROM MARKETING

SEE MORE AT [WWW.QUARRY.COM/CEBSUMMIT](http://WWW.QUARRY.COM/CEBSUMMIT) || @QUARRY

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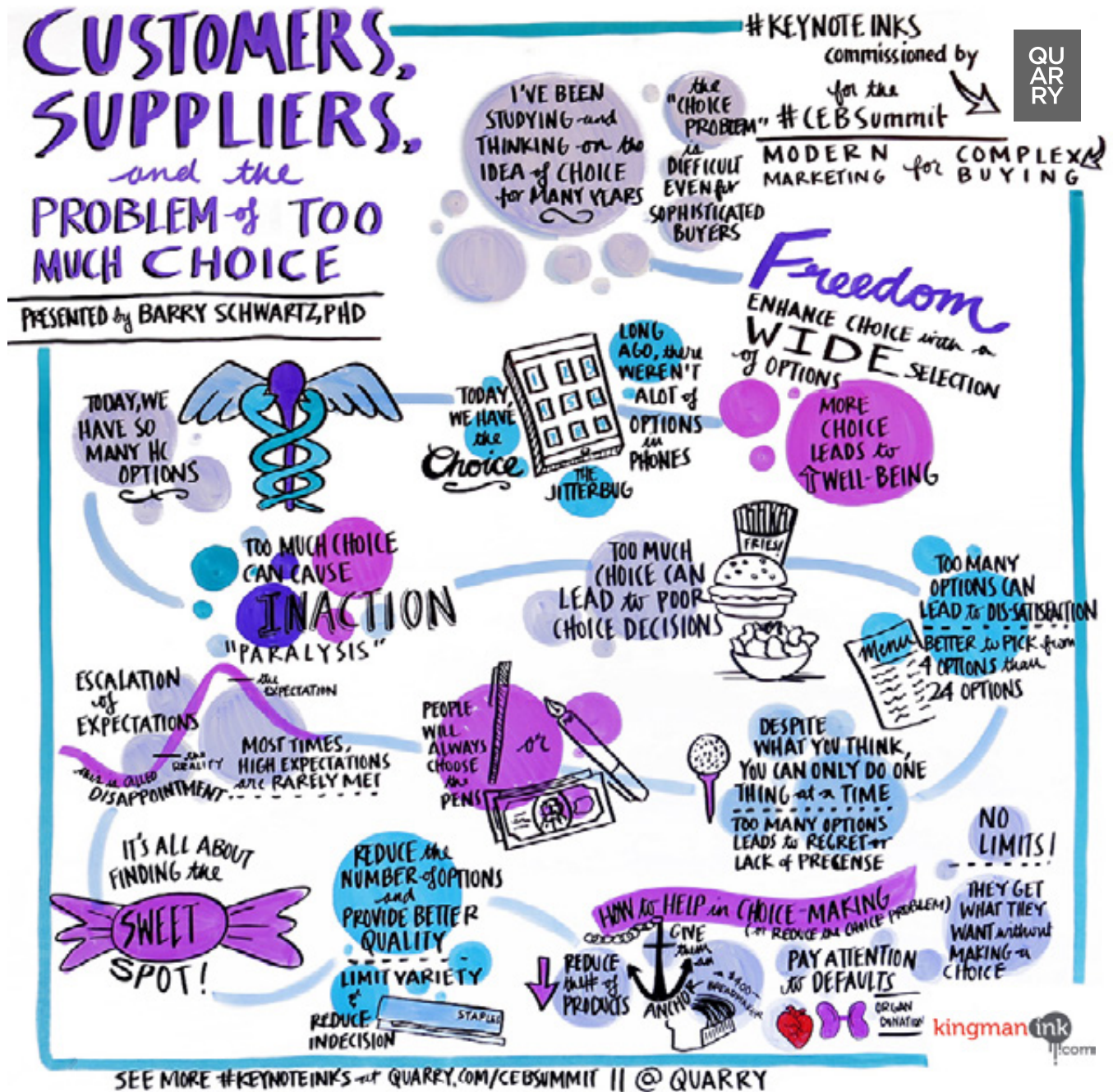
Barry Schwartz, Ph.D.

Business Author and Professor



Renowned psychologist and best-selling author Barry Schwartz unpacks years of research on choice and outcomes to discuss why customers are becoming even harder to satisfy.

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Evan de la Torre

Executive Advisor, CEB



Evan de la Torre outlines new frameworks and tools necessary for your sellers to identify and manage Mobilizers in order to drive consensus among diverse stakeholder types.

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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](http://Kingmanink.com) or follow Kelly at [@kellykingman](https://twitter.com/kellykingman).

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QU  
AR  
RY

# Meet Quarry

Quarry is the modern marketing firm for brands with complex buying journeys. 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 and an Onalytica Top 10 US brand influencer in #B2Bmarketing.

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

Richard Hill | [rhill@quarry.com](mailto:rhill@quarry.com) | 1-877-723-2999  
QUARRY.COM | @QUARRY

“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



QU  
AR  
RY