

10 RANDOM PEARLS OF WISDOM

@ B2B Marketing Exchange
Feb 25-27, 2019

Jane Scandurra
@janescandurra



“ The pendulum has swung too far in the direction of superficial online communications at a time when people are hungry for true human connection.

**David Meerman Scott
@dmscott**



02

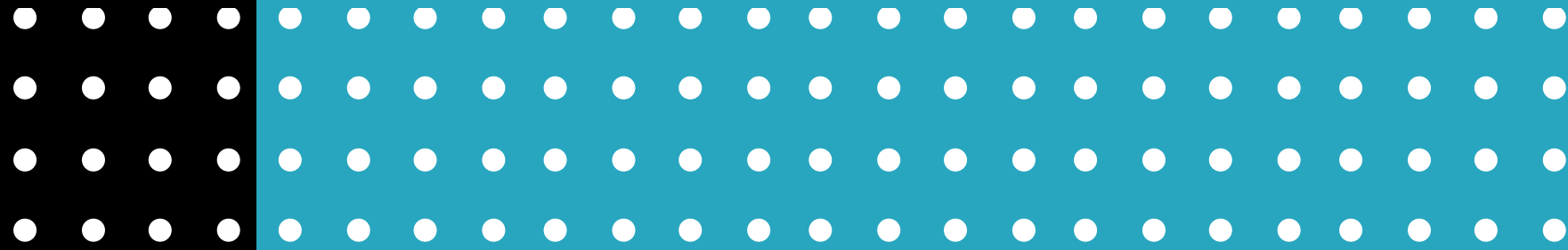
“ Knowledge of a topic is inversely proportional to the number of slides in a PowerPoint presentation.

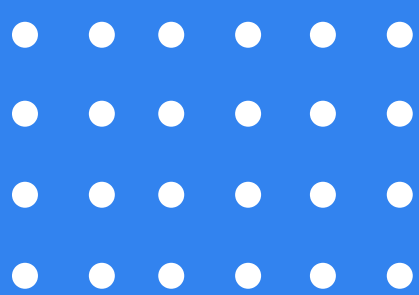
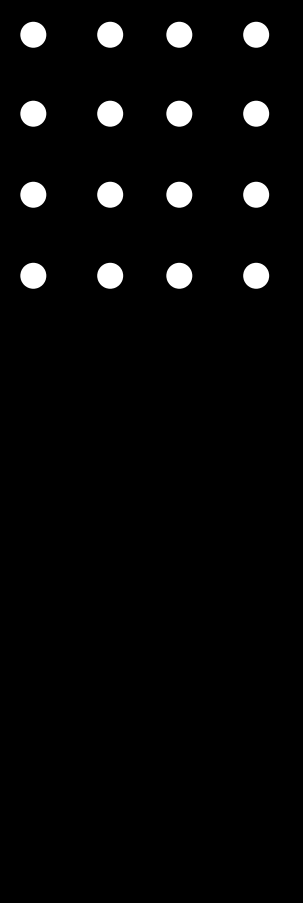
Tim Washer
@timwasher

03

“ Your greatest
influencers are
on payroll.
Your employees!

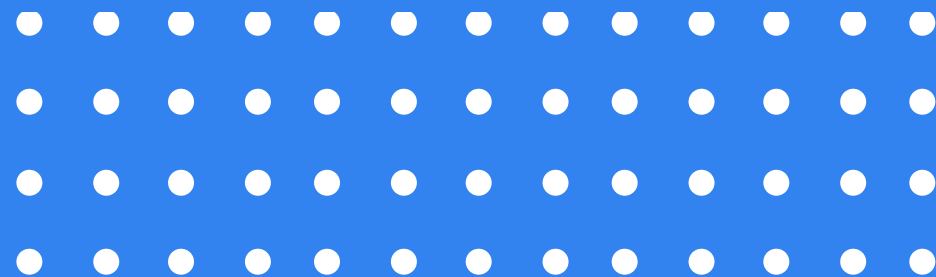
Brian Fanzo
@isocialfanz





“ Emotion is even more important in B2B than it is in B2C. Buyers are making decisions that can change their careers.

Thomas Ordahl, Landor
via Steven Casey
[@caseysteve](#)


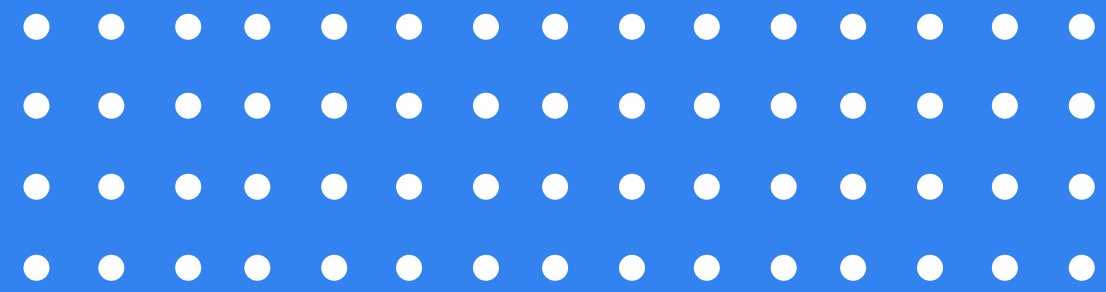




“Behind every bad marketing idea is an executive who asked for it.

Michael Brenner
@brennermichael

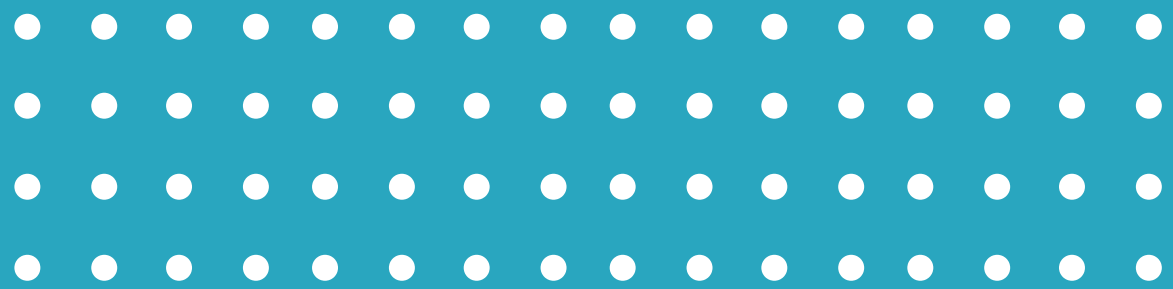




**“ The 'contact for
content' model is
broken. Give away
your best content.**

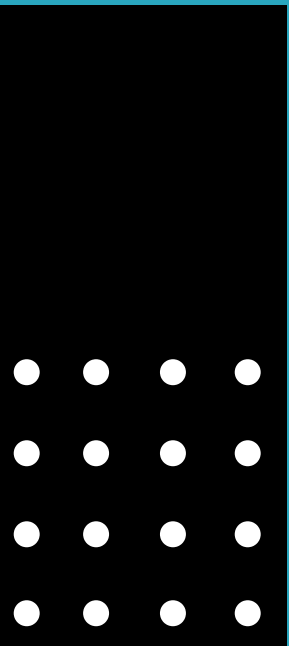
Steven Casey
@caseysteve





“ B2B (Business to Business Marketing) does not need to be 'boring to boring.'

Lee Odden
@leeodden

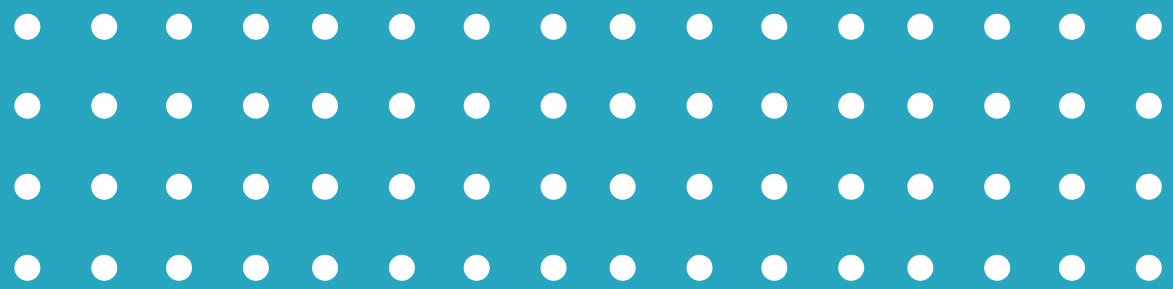




“ It's time for brands to be authentic and vulnerable by telling stories of the failures they made on the way to success. Use humor to connect with empathy.”

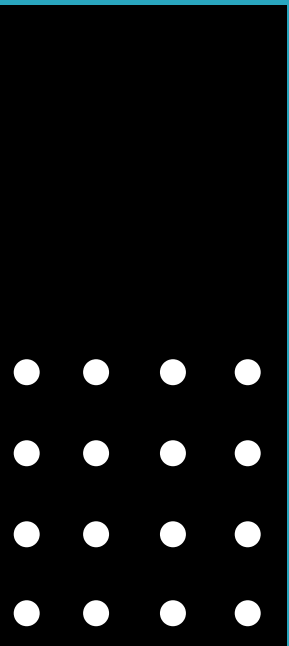
Tim Washer
@timwasher





**“ It’s essential to create
influencer relationships now,
long before you need to
activate them.**

Lee Odden
@leeodden





“ Social media will never replace a handshake. But when done authentically, it builds trust and enables opportunities for more handshakes and fruitful conversations.

**Brian Fanzo
@isocialfanz**

#FOODFORTHOUGHT

@janescandurra

