

The logo features a stylized bar chart icon at the top. Below it, the text "Cards Against" is written in a blue, sans-serif font. A dark blue banner with a white border contains the word "Marketing" in a white, cursive font. Below the banner, the word "MADNESS!" is written in a large, bold, blue, sans-serif font with a white outline. The background is a light blue circle with radiating lines and a dotted pattern.

Cards Against Marketing MADNESS!

How to Play Cards Against Marketing Madness!

Ready to do battle against marketing madness? Here's how to play!

First, choose a dealer for the opening round. The dealer gives each player **8 of the white cards**, and then takes **1 purple card** for him or herself.

On the **purple card**, the dealer will find a question, fill-in-the-blank, or definition. The dealer reads it out loud.

Now for the challenge! Every other player chooses the **white card** from their collection that *best answers the question, fills in the blank, or is described by the definition*. The players hand the dealer their cards, *face down*.

The dealer shuffles the white cards, reads them aloud to the group (funny voices are encouraged), and then picks his or her favorite. **Whoever played the winning card gets to keep the purple card—and earns a point!**

To play another round, everyone who played a card picks a new one from the pile. The person to the left of the dealer becomes the new dealer, selects a purple card, and starts the new round!

Play until you run out of cards, or until your boss notices you aren't working. And be sure to tweet your best/funniest/most surprising card combinations to **@marketo!**

Putting together
a lead
qualification
team shouldn't
involve



is an essential
part of our sales
development
process.



can not be
considered a
relevant pain.



Lead generation
only works
when you



When our sales
development
reps complain,
I feel like



My boss's
company-wide
shout-outs are as
valuable as



What I found in
my inbox after the
conference call.



What a Gantt
chart is really for
measuring.



Qualifying
a lead is
harder than



When we close a hot lead I get a sense of _____



What the Sales Development team actually spends their time doing.



Marketing is to _____ as sales is to _____



Training a new marketing automation team makes me want to _____



The secret to marketing automation and inbound marketing's combined success.



Fast Fact: _____ is the best way to show ROI.



Fast Fact: _____

is the real way to generate new sales leads.



Fast Fact: _____

is code for inbound marketing.



Fast Fact: _____

is always improved by marketing automation.



How I secretly stay on top of things when I'm on vacation.



How you really get on Forbes's Most Promising Companies list.



What's your secret to marketing automation?



My team's real secret to content marketing.



Building relationships with prospects and customers starts with _____



True optimization is _____



My secret to lightning-fast campaign execution.



_____, a promotion can't fix that.



Multi-channel program execution should include _____



_____,
analytics can't
measure that.



is not a way to get
traction on your
LinkedIn ads.



Marketing analytics
never take

into account.



While you were
putting together
your new content
marketing strategy,
your boss funneled
your entire Q1 & Q2
budget into



Archaeologists
recently discovered
your primitive yet
annoying competitor
was using

instead of marketing
automation.



How my ditzy
assistant decided
to generate
excitement
about an
upcoming event.



Rumor has it
Jay Baer's wife
is really the
brains behind
his insightful
ebook on



Marketing heaven
is full of



What's a
marketer's
best friend?



Without clearly defined roles, your upcoming event will be



_____ is to interruption marketing, as

_____ is to inbound marketing.



What I think of when my client suggests direct mail campaigns.



If you think _____ will help your Google rankings, you're dead wrong.



How to make your content sharable.



Why I couldn't complete my tactical deliverables.



For my next blog post, I will share



What Santa now gives to bad marketers.



When I'm generating leads, I like to think about



What is my manager hiding from me?



This never fails to liven up a content strategy brainstorm.



When event planning, it's best to _____



Event marketing people should beware of _____



The best follow-up after a successful event.



Instead of launching a pre-event marketing strategy, my client spent that budget on _____



**Posting really
adorable cat
videos**



Post-it Notes



**Jean-Claude
Van Damme-like
flexibility**



**Overly informative
content nobody
cares about**



**Giving away
puppies to event
attendees**



**Quilting
tradeshows**



**Email blasts that
are dry as toast**



**That time I dreamt
I was presenting in
front of my entire
sales team in my
underwear**



**“Old marketer
smell”**



Inner-office politics



Accidentally posting personal photos on the company Facebook page



Social media suicide



Overcompensating for lame content



That new infographic idea you came up with in the shower



The office stapler



The copier that always jams at the worst moment



An infographic that reads like a TPS report



Taking BuzzFeed quizzes in the middle of the work day



Pauly Shore at the Playboy Mansion



Charlie Sheen at The Marketo Marketing Nation Summit



Vampire Convention attendees



30-minute promotional videos



Collapsing from exhaustion



Overly puffed pastries



Muffin tops



The Jelly of the Month Club



That smell coming from the next cubical



When a coworker sneezes in your face



Rhyming emails



Urgent emails at 9pm on a Saturday



Two-martini lunches



Accidentally downloading a system-crashing computer virus



The glass ceiling



Email blasts about fantasy football



Star Wars Convention attendees



Submitting whitepapers to the local newspaper



**Keynote speaker
Chuck Norris**

**Crossing your arms
and stomping
your feet**

**Dumping the
water cooler on
your boss's desk**



**That guy who
microwaves eggs
in the break room**

**That girl who burns
popcorn in the
office break room**

**Tickling clients
until they say yes**



**Cranking out
PowerPoints at
the speed of light**

**Dreaming I'm
that guy climbing
the bar graph in
the infographic
I just posted**

**Doing jazz hands
in a meeting**



More cowbell

**When Will Smith
likes your post and
you shout out “I
got jiggy with it!”**

**Nothing a
Kardashian
marathon
can’t cure**



**Putting salt in
your eye**

**When you offer
your coworkers
a ride, forgetting
that you left
your Creed
Spotify station
at full volume**

**Getting busted
with Nickelback
on your iPod**



**When you unplug
your headphones
from your laptop
and everyone
in the office
hears your
Miley Cyrus song**

**That girl who
thinks everything
is uhh-maayzing**

**A client who asks
for something in
“Microsoft” format**



**Robin Williams
heckling you at
your event**

A hot mess

**Texting my
boyfriend instead
of paying attention
in status meetings**



Auto correct fails

**Sucker-punching
people who
say “Instas”**

**Accidentally
leaving video
chat on when
dialing into your
company meeting
in your pajamas**



**Those 10 minutes
I thought I won
the lottery**

**Whitepapers so
boring they send
people into comas**

**The viral video
“silver bullet”
theory**



**Ebooks written at
a 1st grade level**



**A content strategy
to save the whales**



**Delusional client
expectations**



**Comb-overs
for everyone**



#flashmobfails



**When your client
asks you to help
them get on the
“inter-web”**



A yes-man



**Taking all the
paper clips I can
find and gluing
them to my face**



**Spending more
time in the
scream room**



Desks with built-in fridges and cots so that we can literally eat, drink, and sleep marketing

Red Bull hangovers

The office suck-up

A tattoo that says “take it to the next level”

An agenda written on a napkin

Beers before big meetings

Sleeping in as a “best practice”

A real no-brainer

Losing a win-win situation



**Eating low-
hanging fruit
for breakfast**



**People who say,
“it’s on my radar”**



**Touching base
then eating cake**



**Shuffling papers
from one side of
your desk to
the other**



**Bacon flavored
coffee**



**The marketing
plan from hell**



**That guy who
sweats reading
a book**



**Sweating through
a t-shirt,
button-up,
and suit jacket**



It is what it is



Working from home in my pajamas



Cleverly disguised vodka flasks



Forgetting to hit mute on a conference call as you complain about your coworkers



Awkward work situations



Geek speak



What I really need are minions



Presenting to the board with a piece of spinach stuck in your teeth



Monkey see, monkey do



Meetings to nowhere



**Have you seen
my stapler?**



**World's
OK-ist boss**



**TYPING WITH
CAPS LOCK ON!**



**Teamwork is a lot
of people doing
what I say**



**Stressed spelled
backwards
is desserts**



**I'm a "glass is half
full" kinda guy**



**Put some awesome
sauce on it, and
call it a day!**



**A good ol'
fashioned game
of Twister**



**Trying to decide
if I'm indecisive**



**That time you
ate a vending
machine hotdog**



**Hand gestures
to mask your
incompetency**



**Pivoting your way
into a new job**



**Hitting the ground
running, only to
realize the ground
is a giant oil slick**



**My very own
silo called “Fun
Generation”**



**Event marketing’s
perfect storm**



Organic growth



**Losing your
thought in
a meeting,
mid-sentence**



**Bruce Lee’s
nunchuck skills**



The big idea!

**Clients who say
“jazz it up a little”**

**Using the phrase
“spray and pray
marketing tactics”**



Getting buy-in

**Drinking the
Kool-Aid**

Move the needle



**What happens
when they “open
the kimono”**

**Lots of
moving parts**

**Another
confusing,
pretentious
marketing
expression**



Jargon madness

Kanye West

**“The Total Gym”
by Chuck Norris**



Close talkers

**Tradeshow
booth selfies**

**Puppy pics
on Facebook**



**Making that sound
“the fox” makes**

**That Friday
Webinar Series
by Rebecca Black**

**Instagram pics
of my lunch
with no filter**



The most absolutely beautiful sunset ever posted on the Internet



Charlie bit my finger



Keyboard Cat



Making a splash at the conference with your rendition of “The Evolution of Dance”



Killing it at the office holiday party with “Ice Ice Baby”



Susan Boyle viral videos



Don’t tase me, bro



Using Auto-Tune to make your speaker series more engaging



Will it blend?



**Infographics
begging people
to “leave
Britney alone”**



**That poor news
lady who fell
while stomping
grapes**



**Introducing our
motivational
speaker,
Star Wars Kid**



**Spacing out
like David
after a dentist
appointment**



**#postingreally-
longhashtags-
thatshouldreally-
becomplete-
sentences**



**Kicking off
Monday morning
meetings with
a little House
of Pain’s
“Jump Around”**



**When an awkward
IM pops up while
you’re projecting
in a meeting**

