• Founded Marketing Advisory Network in 2012
• 20 years experience in complex buying environments
• First five years of career were in sales
• $500 million + revenue generated
Five Rules for Guerrilla Marketing That Works
Rule #1  Delight Don’t Offend
Rule # 2 Leave No Damage
Rule #3 Consider Context
Rule #4 Know Your Audience

Sony's 'Fony' street art campaign
Rule # 5 Ideation
Data Declares It’s Independence

Declaration of Data Independence

We hold these truths to be self-evident, that all data is created equal, that they are endowed by their Creator with metadata that hold important context and critical, unalienable rights, that among these are compliance, security and the right to drive business value. That to secure these rights, data warehouses, data marts and operational data stores are instituted among businesses, deriving their just powers from the consent of information consumers. That whenever any form of Data Governance becomes destructive of these ends, it is the Right of the Data to resort to abolish it, and to institute new Governance, laying its foundation on such principles and organizing its powers in such form, as to them shall seem most likely to effect their usefulness. Prudent wisdom will dictate that Governance policies long established should not be changed for light and transient causes; and accordingly all experience hath shown that data are more disposed to suffer, while evils are sufferable, than to right themselves by abolishing the forms to which they are accustomed. But when a long train of abuses and usurpations, pursuing invariably the same Object evinces a design to reduce it under absolute Despotism, it is their right, it is their duty, to throw off such Government, and to provide new Guards for their future effectiveness. Such has been the patient sufferance of these data warehouses, and such is now the necessity of Systems of Governance. The history of raging and usurpations, all having in common to reduce us to dusty archives, only to be resurrected up special requirements. We are under the bane of suffering the embarrassment of being deemed a source of risk instead of value. We have been relegated to the farthest reaches of the data center with no representative to stand up for our rights.

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Data Declaration of Independence

"All Data is Equal and Deserves the Right to Drive Business" The folks at Dataupia have come up with a witty web page that you should check out today complete with a Declaration of Data Independence.

Check out the data injustice videos while you're there. Magic 8 Ball is my favorite.

Data Injustice Videos

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A WORLD OF BYTES

OPINION

Data warehouse humor (intentional and timely)

Network World | Jul 3, 2008 5:57 AM PT

- Declaration of Data Independence (Dataupia)
- April Fool press release (Neterza)
- Cartoons, including another gerbil-based solution (DATAlegro)

YOU NEED TO SEE

- Green IT taken to an extreme
- Data warehouse 2.0
- Microsoft to buy data-warehouse appliance vendor
Program Scorecard

✓ Rule #1 Delight Don’t Scare
✓ Rule #2 Leave No Damage
✓ Rule #3 Consider Context
✓ Rule #4 Know Your Audience
✓ Rule #5 Ideate with an Open Mind
Stay in Touch

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