



**HORROR STORIES**  
FROM THE  
**B2B MARKETING**  
WORLD



**DISASTER!**  
**BACKLASH!**

TeamWork Online, a job matching service for sports organizations, attempted to capitalize on the Malaysian Airlines tragedy in 2014 with an inappropriate tweet linking the disaster to job opportunities. This showed a complete lack of awareness and tact, creating significant backlash.

Just two days after the 9/11 attacks, Quantum Tech released a press release titled "WTC Collapse Highlights Need for Quantum Tech's Remote Backup." The company trivialized the tragedy to promote its storage solutions, leading to the release being quickly retracted and the responsible employee fired.

## QUANTUN RELEASE

# WTC collapse Highlights Need fo Quantum Tech's for Remote backup

CORPORATE EXECUTIVE

PUBLIC  
ALERT!

PUBLIC  
BACKAGK!

PUBLIC  
BACKP

ALERT



# XEROX

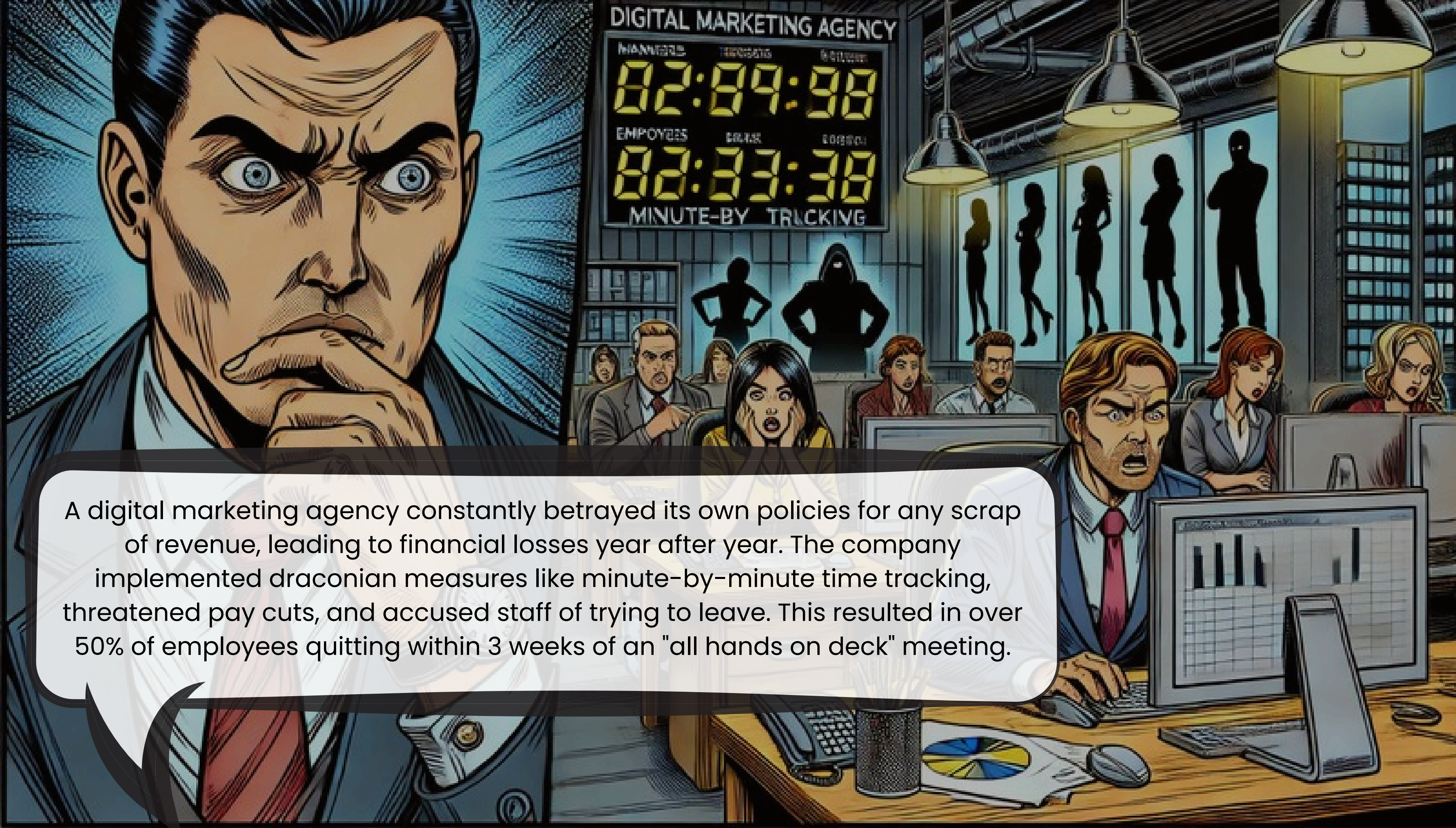
KOON!

ESCAPE 5  
ONE-TRICK  
ONE-COPPER?

XEROX:  
ONE-TRICK  
PHOTOCOPER?

Xerox became so synonymous with photocopying that investors thought it was a one-trick pony, nearly leading to the company going out of business. Xerox had to undertake significant rebranding efforts to showcase its diverse services beyond just copying and printing





A digital marketing agency constantly betrayed its own policies for any scrap of revenue, leading to financial losses year after year. The company implemented draconian measures like minute-by-minute time tracking, threatened pay cuts, and accused staff of trying to leave. This resulted in over 50% of employees quitting within 3 weeks of an "all hands on deck" meeting.