



playful marketing workbook



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playful marketing is...



conscious +
ethical

genuine

fun +
joyful

sustainable



Playful marketing is all about creating an engaging marketing strategy that is fun and imaginative for all involved.

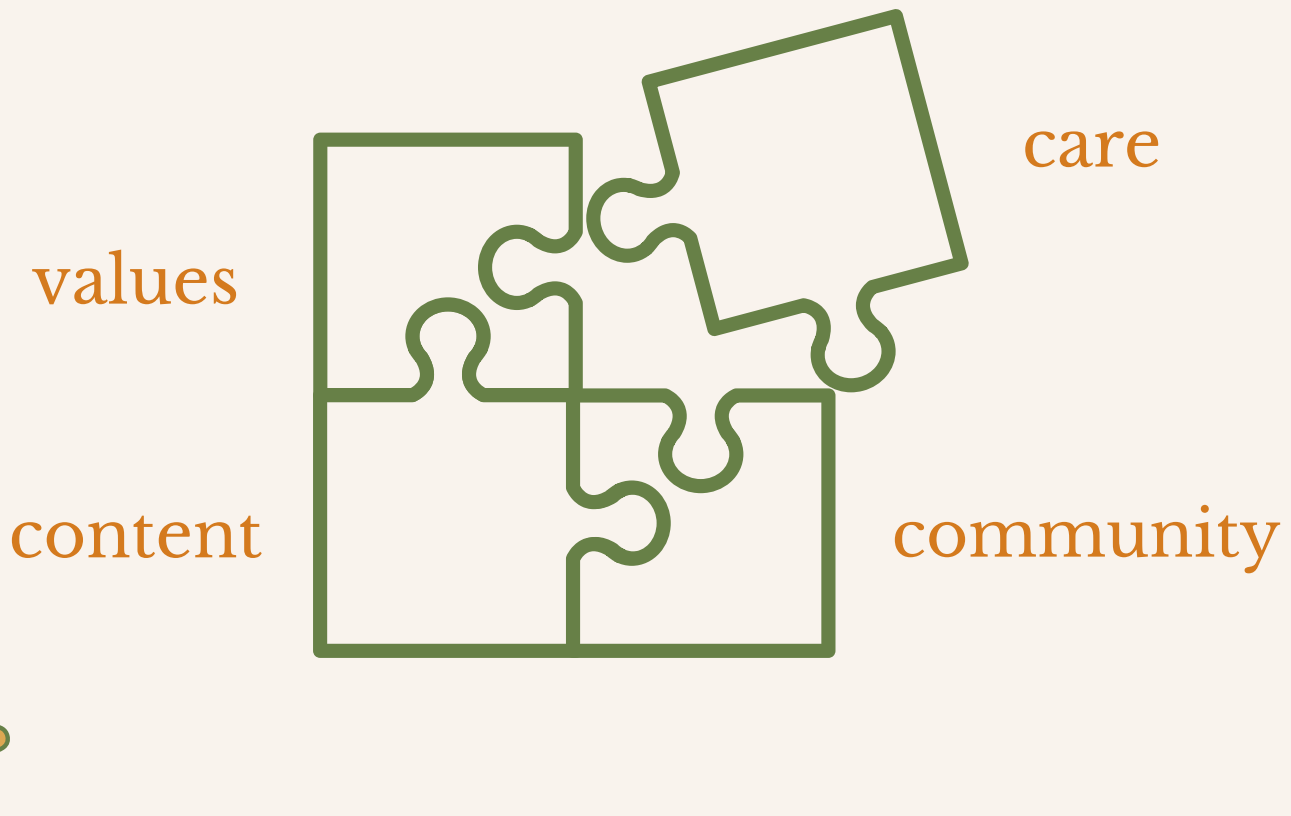
Playful marketing is about creating a strategy that FEELS good and allows you to indulge in more fun and play in your own life. Playful marketing is NOT about making everything fun but about finding joy + creating more space for fun. It caters to all of the parts of you and your audience.

Playful marketing is all about utilizing marketing as a method of creation, creativity, and imagination.

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pillars of playful marketing



The pillars of playful marketing are your values, your community, your care strategy, and your content.

Content is what holds our marketing together and allows us to infuse our values, care, and community together.

Below you will find my recommendations on how to utilize each pillar in your business with tons of content/marketing tips!

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finding your values

Create a list of 3-5 core values for your brand and use those as your content pillars! If you are feeling stuck, braindump all of the values that are important to you and then see if you can group any of them together! For example, creativity is a value of mine and that also embodies playfulness, fun, joy, and imagination as values for me.

leaning on community

Engage with your community. Lean on your friends and support system. Ask them what they need, and don't be afraid to ask for help or guidance. So often in our business we are afraid to ask our people what they want and need from us. Don't be afraid and ask questions!

observing your care strategy

Take a critical look at how you are caring for yourself. Creation of any kind feels draining when you aren't taking care of all the pieces of yourself. Where are you engaging in play outside of marketing/business?

pillars of playful marketing

work in flow + create content

- When you are feeling overwhelmed and you are unsure of where to start, return to your values. What content can you create surrounding your values? How can you infuse your values into your care? Take a moment for yourself.
- Evaluate where you are and adjust accordingly. Maybe you aren't in the mood to batch a bunch of posts but you are in the mood to brainstorm. You don't have to force productivity. meet yourself where you are.
- Create a content bank in Google Drive or in your task manager and repurpose your content-- what posts could be broken down? shared in a reel? used as an email? expanded into a blog? used for a topic of a training? etc. Repurposing is your best friend, especially since not everyone is seeing your content the first time around.
- Don't be afraid to do what is easiest for you and what you know works.
- Stop trying to utilize all platforms and start consolidating based on what type of content you enjoy creating. Maybe it is audio, or written content, or video content. But pick one and allow yourself to create using that method and then allow yourself to repurpose it. you have the content already-- it's okay to use it again and again.

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reflection on current practices

Now that we have covered the values and the pillars of playful marketing. I invite you to partake in some reflection about your current content and marketing practices.

What are your current marketing/content practices in your business? What do you like about them? What do you dislike about them?

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How do these practices make you feel? What would make you feel better? Use your imagination here!

What do you imagine your customer process and marketing could be?

playful marketing tips

Below are some additional playful marketing tips to help you in your journey!

- **Utilize video marketing in a way that feels good to you and allows you to repurpose content!** Your energy is much easier to feel and draw people in through video. Videos are also great for people in your audience who learn through watching/listening instead of reading.
- **Incorporate your energy and how you believe it visually would be displayed!** Don't be afraid to be bold or different. Beautiful branding is nice, but branding that is true to yourself and your energy speaks volumes.
- **Deepen into your own fun and play practice and share with your community what that looks like for you.** Fun and play look different for everyone and a lot of people stop themselves from having fun because it feels uncomfortable or weird or isn't fun for them. By sharing what we do for fun and play, we give our community an invitation to do what is fun for them.
- **Structure your business in a way that is fun for you.** Not everything in business is going to be fun, this is okay. We should not be doing things in our business that we absolutely dread when it comes to our services and structures. This includes offering services that burn you out, showing up on platforms you aren't 100% into, etc. Business should be a balance of fun and hard work. Ask yourself what is really, really fun for you in business and how you can implement more of that.
- **Utilize inclusive/conscious copy and marketing strategies.** Understanding how to create a safe environment for your community through your marketing is a wonderful way to invite more fun into the space. The safer we feel, the more fun we are able to have. Below you will find some inclusive copy guidelines and resources.

inclusive copy resources

Sum of Us Progressive Style Guide: (This is the best and most comprehensive guide I have been able to find)

<http://interactioninstitute.org/wp-content/uploads/2016/06/Sum-Of-Us-Progressive-Style-Guide.pdf>

Making Copy More Inclusive

<https://www.helpscout.com/blog/inclusive-language/>

Inclusive Writing

<https://www2.le.ac.uk/offices/ld/resources/writing/writing-resources/inclusive>

Inclusion Guideline: How to Write Inclusive Copy

<https://crescendowork.com/guide-start-diversity-inclusion-strategy/inclusion-guideline-write-inclusive-copy>

Conscious Style Guide

<https://consciousstyleguide.com/euphemism-is-dead/>

Language Matters in Non-Profit (and all) Marketing

<https://prosper-strategies.com/nonprofit-asset-framing-language/?fbclid=IwAR0KIyQrCtwG-kY1bG6MKEqjSvm5c3ecYTH9ZXX32SMGIBDWEjxq3hLQLv4>

Write With Care: The Free Webinar (HOSTED BY A BAD ASS WOC)

<https://www.mckensiemack.com/write-with-care>

An Incomplete Guide to Inclusive Language for Startups and Tech

<https://open.buffer.com/inclusive-language-tech/>

The Radical Copyeditors Guide for Writing About Transgender People

<https://radicalcopyeditor.com/2017/08/31/transgender-style-guide/>