



playful marketing workbook



establiss co.

what is playful marketing

playful- fun, imaginative, joyful

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 comes from embodying both your inner child and your loving adult. It caters to all of the parts of you and your audience.

Playful and imaginative business is...

- conscious/ethical
- sustainable
- authentic
- fun/joyful

What does playful business and marketing mean to you?

reflection on current practices

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

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

- **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 GUIDELINES

Use people first language. Refer to individuals as people with a disability, people who deal with trauma, people who have a mental illness, people who are in poverty. Instead of using adjectives first implying that these individuals ARE those traits/illnesses. I.e. A disabled person, a PTSD victim, a mentally ill individual. Furthermore do not use the word suffer or suffers from when describing people. Most people do not "suffer" from anything. Their typical/normal is just different from ours. Using the word suffering implies that they are different, undesirable, and a burden.

Use Proper and Gender Neutral Pronouns. Instead of referring to people as he or she when writing your copy, use they. It is more inclusive for people who may be having a struggle with their identity and it also allows you to speak to everyone on the gender binary who may need your magic. If you are unsure of someone's pronouns, it is polite and okay to ask. If you want to take things a step further, it is helpful to include your pronouns in bios, emails, etc.

Transition your language to stop using your own personal image as the reference group (as soul driven entrepreneurs we are supposed to be serving the soul).

INCLUSIVE COPY GUIDELINES

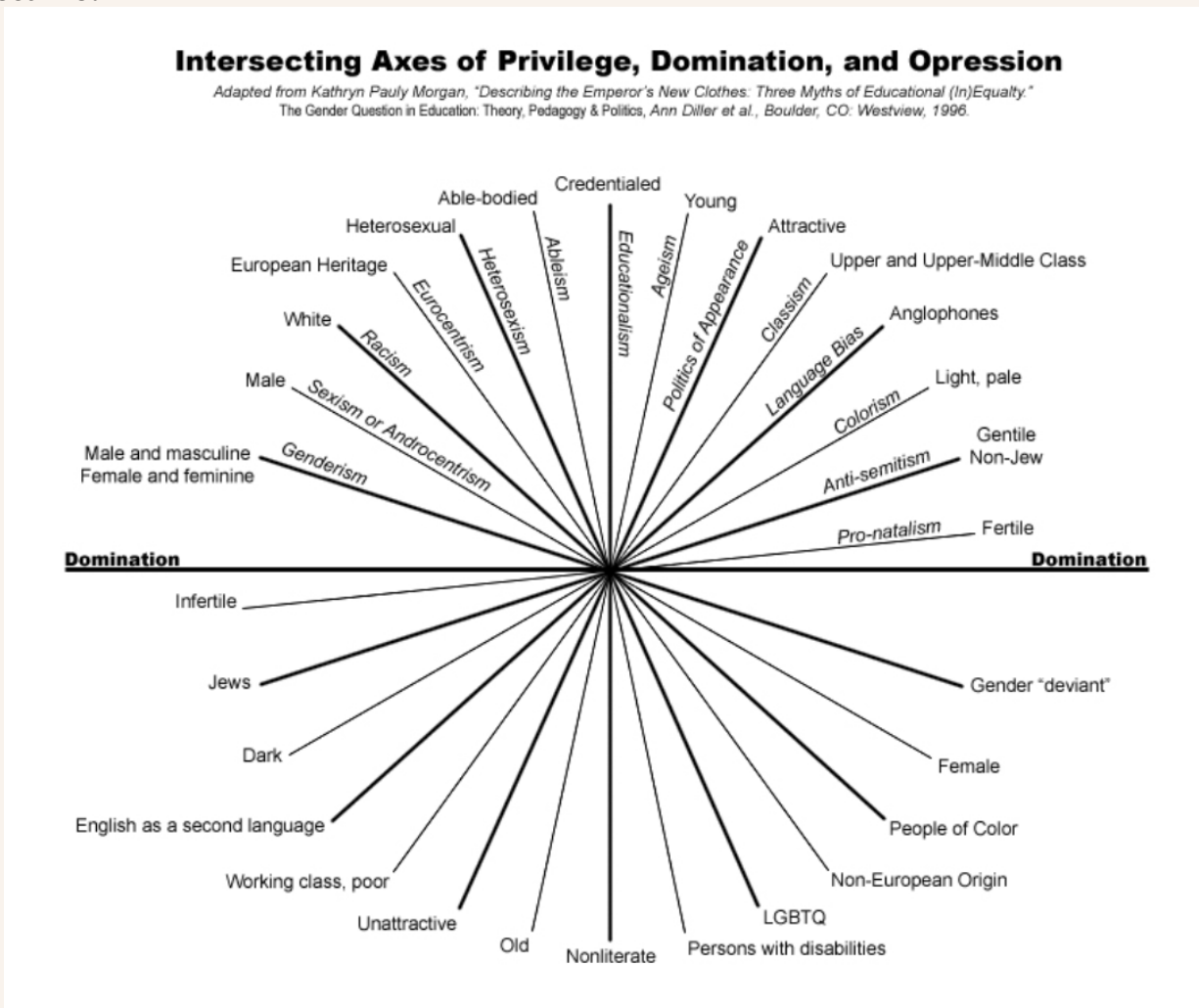
Amplify Community Voice! Do this from providing the experiences of your patrons and clients, with their consent. By sharing stories from the community that are different from your own, you strengthen the story of the collective and help others embody empathy for people who are different from them.

Creating accessibility on social media platforms is easy as content creators and is necessary for allowing your content to be seen and heard by everyone. Putting captions on all videos for the hearing impaired is important especially on platforms like Instagram where a majority of people are watching stories and may not be able to hear what you have to say. Image descriptions for visually impaired users is also important especially when an image has to be associated with the post like it does on Instagram.

Stop using the word normal and start getting specific-- instead of talking about people with a disability compared to people without a disability (or that particular disability) as normal, say non-disabled persons. When comparing, avoid referring to one group as normal, because nothing is really normal.

INCLUSIVE COPY GUIDELINES

Do you own work to understand why intersectionality is important.



Intersectionality is really important when discussing the systems and oppression that is at play in our societal structure. Intersectionality is the "interconnected nature of social categorizations such as race, class, and gender that can create overlapping and interdependent systems of discrimination or disadvantage."

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

INCLUSIVE COPY GUIDELINES

Start becoming aware of the biases and assumptions you are making when you are writing your content and how you can challenge those by using more inclusive copy.

"Be precise with meaning."

"Write more literally about what you're comparing or implying."

^y
Both from Crescendo Work's Inclusion Guideline.

Have a glossary/footnotes/resources when discussing terms and ideas that not all people have a lot of knowledge or education on. Don't be afraid to use language that people might not know or understand-- you are helping to educate the collective when you do so.

additional resources

12 Words you Need to Ban from your Vocabulary to be a Better Ally

<https://mashable.com/2015/06/04/ally-vocabulary-banned-words/#NsApIFp3g8qo>

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>

How to Write Inclusive Medical Copy

<https://theinkwell.org/how-to-write-inclusive-medical-copy/>

Inclusion Guideline: How to Write Inclusive Copy

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

additional resources

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/>