

## 25 Ways to Become a Fun Business

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Do you want to appeal to a younger demographic? Want to get people talking about you? Maybe you want to attract an ultra-cool influencer or celebrity customer? If you do, rebranding and becoming a “fun” company may be just the way to get more attention.

Why are we suggesting “fun”? With Gen Y being the largest generation in the U.S. in 2019, with an estimated population of 72.1 million, they have strong purchasing power. They also enjoy experiences and tend to tell others about products and businesses they like.

If you want more customers, becoming a “fun” business with an identifiable tone and brand, can help you build a loyal audience that enjoys talking about you.

### How to Become More “Fun” in Your Business

1. Clearly communicate business goals and desired content tone to your employees. Then give them a little leeway to post, share, like, and comment on social media. Point out examples of posts and comments you love so they know what voice you want for your business.
2. Host contests on social media.
3. Share posts and images that aren’t all business. In fact, your goal should be getting to know your audience not bragging about yourself.
4. Rewrite your web copy in your new company voice.
5. Invite people to post on your page.
6. Create a Facebook group around your product or service. Make it a fun escape not a group to brag about yourself.
7. Do more video. Help customers get to know people at your business.
8. Showcase fun things about your most loyal customers.
9. Encourage people to share creative uses for your product.
10. Host a challenge or other form of experiential marketing.
11. Create spotlights of your employees featuring “fun” facts very few people know about them.

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12. Invite people to decorate their desks in a manner that reflects their personalities or (while we're all at home) ask your employees to record a quick video walkthrough of their at-home workspace.
13. Start a club at work for people who like the same hobby or form of exercise.
14. Record some of your online staff meeting, like the beginning icebreaker and add the video to your website.
15. Share your favorite things on social media or on a blog post; create fun posts like "10 Things I Can't Live Without."
16. Record a song parody that fits your job or industry.
17. Make a JibJab video and share it in your company newsletter.
18. Create a bloopers reel of flubs on video.
19. Create a video about funny things that only people in your industry or state could understand.
20. Ask employees to record a video of a little known/weird skill they have. Show them doing it.
21. Celebrate all those zany "National" holidays like "Talk Like a Pirate" Day. Make videos of how your company is celebrating.
22. Bring a really old item into your business and record your employees guessing what it is.
23. Allow employees to bring their pets to work.
24. Celebrate small wins and big wins. Post your video celebrations so others can partake in your joy.
25. Rename your job titles to speak to the end goals like "engagement officer" for your social media person.

Culture can make a big difference in getting referrals, more engagement, new hires, more customers, and creating a loyal employee base. Some of these ideas may seem a little too much for your business. But know that whatever you decide is right for your business and industry, the point behind this exercise is to let your customers and potential customers get to know you better. After all, customers buy from those they know, like, and trust.

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