Fa la la la la, blah blah, blah blah.

This year, Reputation Ink is replacing the ho, ho-hum in your holiday with the mother lode for naughty and nice marketers:

Crimes Against Content

THE **CONTENT MARKETING** & **PR** PARTY GAME

It's less Christmas miracle and more total mockery of this industry we're in together, full of marketing **ScenarEOs** (SEO — see what we did there?) and solutions you shouldn't take to heart — whether you choose to **Play Nice** or end up on **Santa's Sh*t List** with us.

How to make your own Crimes Against Content game:

Painstakingly cut out all of the ScenarEOs, Play Nice and Santa's Sh*t List cards below along with these game rules.

How To Play:

It's like Cards Against Humanity, but with a content marketing spin.

1. Each player draws five answer cards (Play Nice, Santa's Sh*t List or a combo).
2. The person who cursed last is the **CHIEF CONTENT OFFENDER (CCO)** for the first round and flips over a marketing ScenarEO card. The other players address that question or fill-in-the-blank ScenarEO with their most (in)appropriate answer card, playing it face down on the table.
3. The **CCO** reads the other players' answers aloud and chooses the winner for that round, who hangs on to that ScenarEO card as a "point."
4. The same drill goes around the table in a clockwise formation until one of the players has won a total of five ScenarEO cards, becoming the **SMOOTH CRIMINAL** and winner of Crimes Against Content.

SCENAREOS I thought I was on mute, but accidentally said _____. REPUTATIONINK	SCENAREOS Keyword(s) that describe the person sitting to your left: _____. REPUTATIONINK
SCENAREOS The perfect call to action is _____. REPUTATIONINK	SCENAREOS My brand strategy is _____. REPUTATIONINK
SCENAREOS The content marketing funnel reminds me of _____. REPUTATIONINK	SCENAREOS Your Google search history is full of _____. REPUTATIONINK
SCENAREOS Santa's elf wanted to _____ after the press conference. REPUTATIONINK	SCENAREOS Twitter is replacing its 140 characters with _____. REPUTATIONINK
SCENAREOS If someone leaves a negative comment on your company Facebook page, you should reply with _____. REPUTATIONINK	SCENAREOS A qualified sales lead is one with _____. REPUTATIONINK

SCENAREOS I didn't know the buyer's journey included a trip to _____. REPUTATIONINK	SCENAREOS Instead of ROI, you're getting _____ this year. REPUTATIONINK
SCENAREOS My account coordinator accidentally distributed the _____ press release. REPUTATIONINK	SCENAREOS _____: the key to aligning sales and marketing teams. REPUTATIONINK
SCENAREOS _____ is a surefire way to get a ton of blog views. REPUTATIONINK	SCENAREOS According to best practices, websites should be mobile responsive and include _____. REPUTATIONINK
SCENAREOS If I don't hit my sales goal this year I'll feel like _____. REPUTATIONINK	SCENAREOS To spice up your blog's editorial calendar, include a _____ series. REPUTATIONINK
SCENAREOS The intern accidentally posts porn to your company Twitter page. You discipline him with _____. REPUTATIONINK	SCENAREOS Your marketing campaign is guaranteed to go viral if it features _____. REPUTATIONINK

PLAY NICE

PLAY NICE Donald Trump's toupee REPUTATIONINK	PLAY NICE "Whine About It" Wednesdays REPUTATIONINK
PLAY NICE Netflix and chill REPUTATIONINK	PLAY NICE Man bun REPUTATIONINK
PLAY NICE REPUTATIONINK (*we ain't scared) REPUTATIONINK	PLAY NICE The Most Interesting Man in the World REPUTATIONINK
PLAY NICE Dogshaming REPUTATIONINK	PLAY NICE Finding a typo in your e-blast REPUTATIONINK
PLAY NICE Selfie sticks REPUTATIONINK	PLAY NICE Make the logo bigger REPUTATIONINK

PLAY NICE

PLAY NICE A never-ending website redesign REPUTATIONINK	PLAY NICE A brainstorming session that's actually a shitstorm REPUTATIONINK
PLAY NICE A pointless rebrand REPUTATIONINK	PLAY NICE Native ads that aren't fooling anyone REPUTATIONINK
PLAY NICE A 400-slide PowerPoint presentation REPUTATIONINK	PLAY NICE Being SOL on your KPIs REPUTATIONINK
PLAY NICE Substituting a puppy for an actual idea REPUTATIONINK	PLAY NICE Someone who uses "marketing rockstar" as her title on LinkedIn REPUTATIONINK
PLAY NICE Mistaking a QR code for a big idea REPUTATIONINK	PLAY NICE The creep who uses LinkedIn to troll for dates REPUTATIONINK

SANTA'S SH*T LIST

SANTA'S SH*T LIST

WARNING:
This deck isn't for everyone.
If you prefer Norman Rockwell to Amy Schumer, that's cool, too. Skip these cards and maintain your position on Santa's nice list.

REPUTATIONINK

SANTA'S SH*T LIST

Seeing a co-worker's nudes

REPUTATIONINK

SANTA'S SH*T LIST

The Ashley Madison database

REPUTATIONINK

SANTA'S SH*T LIST

Zombie threesome

REPUTATIONINK

SANTA'S SH*T LIST

Bill Cosby's dating tips

REPUTATIONINK

SANTA'S SH*T LIST

A basic bitch

REPUTATIONINK

SANTA'S SH*T LIST

North Pole dancers

REPUTATIONINK

SANTA'S SH*T LIST

Drunk dialing your mother

REPUTATIONINK

SANTA'S SH*T LIST

Truffle butter

REPUTATIONINK

SANTA'S SH*T LIST

Realizing the new guy's a DILF

REPUTATIONINK

SANTA'S SH*T LIST

SANTA'S SH*T LIST REPUTATIONINK	SANTA'S SH*T LIST Rudolph's red rocket REPUTATIONINK
SANTA'S SH*T LIST Santa's sack REPUTATIONINK	SANTA'S SH*T LIST Jeanjerking REPUTATIONINK
SANTA'S SH*T LIST End of my funnel REPUTATIONINK	SANTA'S SH*T LIST A long walk of shame REPUTATIONINK
SANTA'S SH*T LIST The CEO's browsing history REPUTATIONINK	SANTA'S SH*T LIST Premature e-blast REPUTATIONINK
SANTA'S SH*T LIST Yellow snow REPUTATIONINK	SANTA'S SH*T LIST T.H.O.T. leader REPUTATIONINK