

## Content Marketing Mad, Mad Libs

Ready to play? Grab a friend, choose words to fill in the blanks, then read your hilarious story, and have fun!

Tip: The more outlandish the word, the more fun your story will be!

“\_\_\_\_\_,” said \_\_\_\_\_, while looking over the firm’s  
exclamation co-worker’s name  
\_\_\_\_\_ campaign showcasing a new and \_\_\_\_\_ content  
adjective adjective  
collection, called \_\_\_\_\_. To grab the readers’ undivided attention and to  
noun  
hold it tight as a \_\_\_\_\_, the interdisciplinary team told the story about  
singular noun  
\_\_\_\_\_ in \_\_\_\_\_ different ways, including animated gifs, videos  
noun number  
and \_\_\_\_\_. In one of them, \_\_\_\_\_, \_\_\_\_\_,  
artform plural noun verb ending in “ed”  
and \_\_\_\_\_ which helped convey a primary takeaway. In a series of  
verb ending in “ed”  
interactive videos, an irresistible \_\_\_\_\_ led readers to click to learn  
domestic animal  
more about retirement planning and \_\_\_\_\_. “That is so \_\_\_\_\_  
plural noun adverb  
smart,” said \_\_\_\_\_, who thought of SEO keywords to promote  
co-worker’s name, same as above  
the work. They included \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.  
noun noun noun  
“That was easy as \_\_\_\_\_,” \_\_\_\_\_ thought.  
food noun co-worker’s name, same as above  
“\_\_\_\_\_!” Readers will share this with their \_\_\_\_\_ like crazy.  
exclamation plural noun

Now share your hilarious Mad Libs with us! Email [imprint@imprintcontent.com](mailto:imprint@imprintcontent.com) or tweet an excerpt to [@imprintcontent](https://twitter.com/imprintcontent). We can’t wait to read your story!