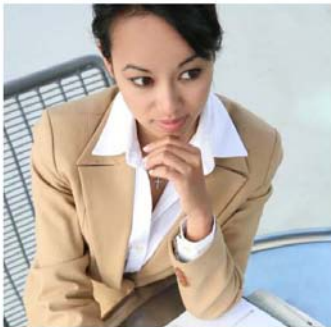




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### Internal Branding Reaps Many Benefits for Employers

*Recent studies show the corporate brand and “employer brand” are closely related. Don’t overlook the most important audience for building your brand – your employees!*

Your employees are central to your branding efforts. **Employee actions and behavior can make or break your brand** – either reinforcing company values or undermining the credibility of your branding messages. The key to developing a culture where employees understand and believe in your company’s brand is a successful internal branding program.

What do companies committed to internal branding do very well? They communicate with employees. **A commitment to internal communication at every level is an important part of a strong internal branding program.** What are the many benefits of a successful internal branding program?

#### Internal branding offers big rewards

In today’s uncertain economic climate, it’s more important than ever to build your brand internally. Successful companies recognize that internal brand awareness among employees directly impacts them by adding value to their bottom line. Specifically, an internal branding program can:

- **Increase productivity**

Employees who believe in your company’s brand promise have positive feelings about their roles. Research has shown they also work better as a team, delivering better “service” to internal customers. Productivity improves as employees work toward a shared goal they all believe in.

- **Improve recruitment and retention**

Consistent internal promotion of brand messages can contribute to the image of your company as an employer of choice and can increase the number and quality of applicants. A recent poll shows that nearly half of respondents felt the company’s brand played an important role in their decision to apply for a position. Internal branding significantly impacts employee loyalty, reducing turnover rate, particularly among top performers. Employees report greater job satisfaction when they are engaged and contributing to company goals.

## Internal Branding Rewards, *continued...*

- **Increase employee engagement**

Internal branding makes your brand understandable and relevant to your employees. When employees are engaged in your brand values, products and services, they become your best “salespeople,” able to reinforce your external branding messages on and off the job. Employees who understand and believe in your brand are also more likely to contribute ideas for improving business practices, increasing sales and solving problems.

- **Increase customer loyalty**

Satisfied and engaged employees deliver better customer service. Employees who truly believe in the brand's promises align their behavior and attitudes to match those promises when dealing with customers. Customers who have positive experiences, consistent with your brand messages, will become satisfied, loyal customers.

### **The best recipe for internal branding**

A successful internal branding communication program includes all the channels your company uses to communicate: print, email, intranet, video and face-to-face meetings. Take the time to rework your external branding messages so they will be suitable for internal use. Share these key messages throughout the organization, making sure visible and active influencers are included in the effort, helping to build a brand culture.

### **Make communication your own**

All internal communication should be reviewed with an eye toward key branding messages. For example, make sure benefit communication and employee announcements reflect and reinforce your company's brand. Be reluctant to use “canned” communication from outside vendors. It will not utilize your company's branding and you will miss an important opportunity to reinforce your brand with employees.

Employees who adopt your company's core values through an internal branding campaign will be focused, satisfied and able to consistently represent your organization inside and out.

BeneCom Associates can help your company ***develop a winning internal branding communication program*** and lend valuable expertise to your efforts.

To learn more about us call **860.674.2626** or visit us [online](#).

*This newsletter is brought to you by the employee communication specialists at BeneCom Associates, The Write Source and Red Jasper.*