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II. INTERNAL BRANDING

In part one I've shared my view on Personal Branding and related to this, I bring part II: Internal Branding. The essence of Internal Branding is to add value to and to create differentiation strength, from within the company. Ten years of international corporate working experience showed me that strong Personal Branding leads to strong Internal Branding. Only by energizing a positive Brand Experience internally, companies can grow successfully. If it's a local or an international Brand - Internal Branding makes the difference.

So what is the deal about successful Internal Branding?

To kick off boldly – (expensive) Marketing efforts won't mean much, unless the people interacting with the customers behave in a manner consistent with the Brand Promise. In other words; allow your team to celebrate your life-style Brand. Personal Branding is ego-driven and there's nothing wrong with that. Just as long as we remember that teamwork is the fuel that allows common people to produce uncommon results. "United we stand." Empower synergy and multiply personal brands; the power of teamwork.

Identify your employees as first valuable customers.... Take time, invest, be patient and activate your Multi Sensory Branding. Engage the team into delivering the Brand Promise, meaning the who and why behind your business proposition and connect through "logo-mania". Welcome Brand consistency on all internal communications to bond people. Welcome best-practice reward and peer programs, some time for Brand DNA trainings, role modeling by the CEO. Empower what you stand for and simply realize that the first marketing tribe is created internally. And once convinced, Brand Ambassadors can cover a part of your PR nicely as they truly believe in the Brand.



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Your employee, just like any customer wants to feel good about your Brand, more than anything else....Social-economic business models focus on the well being of customers and on meeting points with their personal ideals. Actively sharing how you add value to society and products are Boardroom topics these days and only the winners earn a place in the hearts of the customers. On Board level, see how emotions impact economic decisions and see how meeting points can be found with your customers on their ideals. Blend Marketing, PR and HR nicely to nurture the Brand's DNA. Make the bigger picture clear (transparency) and connect to the Brand from within the company. Connectivity is productivity.

It's being said that one Word of Mouth equals 200 TV commercials. So it might be good to make the efforts on successful Internal Branding. The better you engage employees, the better they service your customers.

To sample Internal Branding: unfortunately, Domino's had a job to do when a nasty employee video reached thousands of viewers on YouTube some time ago. The CEO took pride and sent out a correcting video message. To me this was an Internal Branding and Company PR crisis, as it showed not all employees experienced the Brand values in the same way. Dignity is key.

On the other hand, when I was working at Tommy Hilfiger, we were treated on amazing Christmas parties every year. We received the latest gadget as Christmas gift and a funny speech by the CEO. Allowing us to experience the seasonal All American Life-style Brand ourselves, thus making it easier to communicate the Brand Identity to customers – as the cool brand story is for real. For pizza, fashion and other Brands: product quality and strong Internal Branding create category leadership.



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To me, having Brand Ambassadors to share the Brand Story passionately, also during surprise visits from the press, is the best way to distinguish from the rest.

Is your team carrying your Company's Brand proudly? Is it fun?

Thank you and wishing you good business,