

ARE YOUR EMPLOYEES PROPERLY REPRESENTING THE CORPORATE BRAND?

In the U.S., only 42% of employees on average know what their company stands for and what makes their brand(s) different from the competition.





10 ACTIONS to ensure your employees become more brand aware, and are effective brand ambassadors.





Action 1: Acknowledge every employee as vital to the brand.

Brand Ambassadors are not limited to marketing or sales teams. Members from every department, and at every level, all play a role in representing the brand.



Action 2: Audit internal communications.

Internal communications should be consistent with your company's brand style. Train your team to be aware of your brand's voice. If they communicate it right internally, they will communicate it right externally.



Action 3: Create internal expressions of key brand imagery and messaging.

Your brand should live inside your workplace in every location and channel. The elements that define your brand should not be limited to customer interactions. They should be integrated in big and small ways, into work spaces and corporate environments.



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Action 4: Consistent communication.

Every day is a chance to highlight the core elements of your company's brand. Much like with culture, periodic meetings, call and gatherings can be used to reaffirm the brand purpose and intent.





Action 5: Regularly assess employees' understanding of the brand promise.

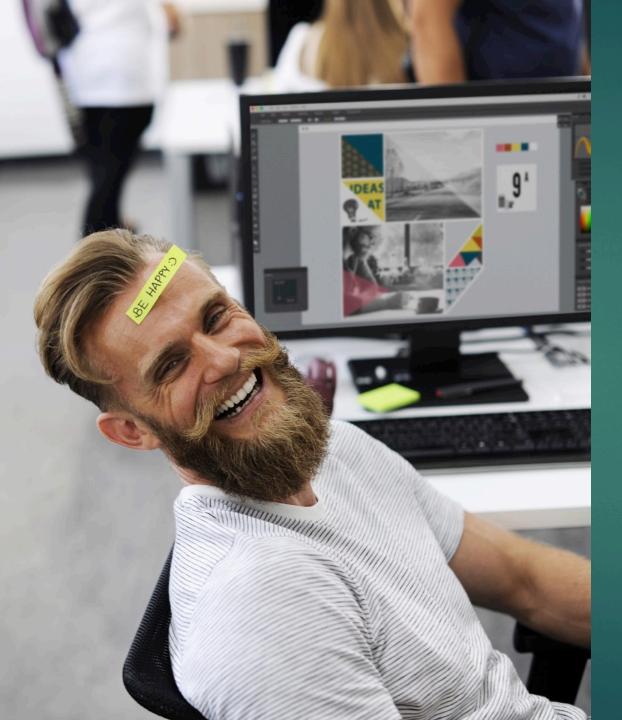
All employees should be able to articulate the brand promise, especially those interacting with customers and suppliers.





Action 6: Educate all new employees on the brand identity.

As part of onboarding, all new employees should be able to express what your company stands for and what differentiates it from the competition.





Action 7: Ensure each employee understands how their job affects the customer experience.

This is especially important for roles that are not directly customer facing.





Action 8: Recognize employees who go above and beyond to deliver the brand.

When employees know they will be recognized, they will have a stronger incentive to take action and be a model brand ambassador.





Action 9: Display the brand message consistently.

All internal documents and communications should consistently depict and use the brand identity. Make sure that this is monitored, as if the brand is properly used internally, it will be properly used externally.





Action 10: Survey your employees for internal brand insights.

Allow your employees to express their ideas and give feedback into the brand. The Brand becomes imbedded into the company culture when employees are engaged.



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