

# Working for the Brand

*Extracted from MasonBaronet's GoodThinking Newsletter*

Your brand is a promise. And the people who deliver on that promise are your employees. Yet all too often, the people who actually execute their company's branding initiatives are either poorly equipped to communicate the message — or left completely out of the loop.

Marketers build brands with their customers in mind. But the employees' relationship with the brand is as important as the one that's established with the audience. And that's especially true in the service industry — where people are the product.

Simply put, it's much easier to sell your brand when your people buy into it. So let's discuss the importance of internal marketing — and explore some ways to spread the word to the people who speak for your business.

## Use your inside voice

The most successful branding initiatives start with clear, consistent internal communication. Work to create awareness, knowledge, understanding and support around the company's marketing efforts.

## Act now

Depending on the scope of the project, it may be necessary to start communicating with employees weeks or months in advance of a product launch, a new identity or other significant change.

## Prepare for impact

Whether it's a seasonal sales promotion or a complete identity makeover, make sure your operation can handle the effects of a new branding campaign. How will sales, finance, customer service or even HR be affected by the new initiative? To ensure a seamless customer experience, you might need to make a few changes within.

## Teach marketing

It's not enough to send a memo announcing a new logo — or to hand out t-shirts for the latest sales promotion. Employees need to be educated about the message and its meaning. Use tools like employee manuals, graphic standards, training sessions, telephone scripts, mood boards and microsites to build consistency and to underscore the importance of communicating the brand to customers.

## One big, happy brand

When the entire organization is clear about your company's message and marketing efforts, your customers will notice. What's more, a sense of solidarity can help boost morale and improve customer service.

## Top priority

As important as it is to build grassroots support and a consistent customer-facing message, it's equally vital for executives to live and breathe the brand. When the top brass understands the brand strategy and message, their leadership can set the tone for the rest of the company.

## Frequently Answered Questions

So much of the responsibility for creating a consistent brand lies with the people who work directly with customers. Make sure they have what they need to field questions, address concerns and consistently convey the spirit of the campaign.

Your people embody your brand. That's why MasonBaronet believes it's important to outfit them with the tools to be informed, empowered and active ambassadors. From inception to education

to launch and beyond, we'll show you how good thinking can lead to a better branding effort inside and out.

*MasonBaronet is a leading marketing communications firm located in Dallas, Texas that provides integrated marketing communications, branding, account planning and research, advertising and interactive expertise. Visit [www.masonbaronet.com](http://www.masonbaronet.com) or find us on Facebook: <http://fb.me/MasonBaronet>*