

6 Tips for Effective Internal Brand Communication

- 1) Align the external brand and the internal brand
- 2) Involve employees in creating internal brand values
- 3) Use visual tools to make internal brand communications inspirational
- 4) Engage all areas of the business in internal brand communication
- 5) Recognize behavior that supports the internal brand
- 6) Track trends and continue to communicate the internal brand

An internal brand is a set of qualities and values that influences how a company's external brand is lived up to within the organization. Internal brand values may include such elements as integrity, service, teamwork, flexibility, an energizing environment, continued learning, collaboration, work-life balance, flexibility, and so on.

When employees embrace the internal brand, employee turnover is likely to be reduced, attendance is increased, and customers become happier. Effective communication of the internal brand is critical to the employees' understanding and their loyalty toward it.

Here are some tips for effective internal brand communication:

Tip 1 - Align the external brand and the internal brand



Employees need to understand and embrace external brand values to be consistent with customers. So you must combine the messages that communicate and reinforce both the external and internal brands.

Use screensavers to promote brand messages. You probably already have access to existing external brand graphics; it's a simple process to display these graphics onto targeted employee screensavers.

Showcase new TV ads or online videos prior to their external release. Use a video desktop alert system to notify employees and create a "hot-off-the-press/first-to-know" feeling.

Tools – Interactive Screensaver Messaging, Video Desktop Alert

Tip 2 - Involve employees in creating internal brand values

The internal brand and values need to inspire employees and be relevant. Where possible, involve employees in the process of creating the internal brand. When they are involved in creating something, they are more likely to embrace it.

Survey your employees to gather their opinions regarding the values they see as the most relevant. Allow them to vote and prioritize their preferences. Use online discussion forums to involve employees and gather more detailed feedback. Use desktop quizzes to encourage participation and make the process fun.

Tools – Desktop Survey tool, Desktop Quiz tool, Video Desktop Alert

Tip 3 – Use visual tools to make internal brand communications inspirational

Employees, particularly information workers, are already overloaded, making it difficult for internal brand messages to cut through the competing noise.



The objective of internal brand communication is not simply awareness. Employees should be inspired to form an emotional connection with the internal brand and the organization.

Interactive screensavers can be a good way to bring the internal brand to life especially if they include attention grabbing animation and interactive elements.

It is possible to create a story which builds over time with a series of screensavers. This can be a useful way to create momentum and reinforce internal brand values.

Interactive desktop quizzes and social media can also be used as supporting channels.

Tools – Interactive Screensaver Messaging, Desktop Quiz tool, Internal Social Media

Tip 4 – Engage all areas of the business in internal brand communication

All areas of the organization need to support the internal brand proposition and keep internal brand promises. Internal branding cannot simply be an empty marketing campaign.

Line managers and supervisors are an important channel for internal brand communications. They need to articulate how their teams can embrace and live the internal brand and values.

Resources – Improving Information Cascade, Improving Executive Communication

Tip 5 - Recognize behavior that supports the internal brand

Internal brand champions need to be recognized and rewarded. Rewards might be as simple as a 'wear your own clothes' day, movie vouchers or an extra day of annual leave.

Recognize employees on targeted screensavers and with features in the internal newsletter.

Tools – Interactive Screensaver Messaging, Internal Newsletter tool

Tip 6 – Track trends and continue to communicate the internal brand

Internal brand communication is not a one-time event. The internal brand needs constant reinforcement.

Communicators understand the need to benchmark and track external brand awareness and perceptions. The same principles apply to the internal brand. Measurement via attitude and awareness surveys can help determine how well an internal brand is embraced and where internal communication needs to be improved.

Tool – Desktop Survey tool

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