INTERNAL MARKETING TACTICS

1. Develop a “Touch-Point” exercise to identify all the places that your organization comes into contact with the marketplace.

2. Measure Employee Awareness and Satisfaction - see if this ties into customer satisfaction.

3. Create an internal advisory board that positions top performers as internal consultants on new marketing messages or HR issues.

4. Hit the road with a salesperson. See what you can learn from the experience.

5. Develop an in-house radio program to provide consistent information.

6. E-newsletters

7. Educational seminars


9. New employee orientation programs that include marketing information such as trends in the market, customer survey results and discussions about why customers choose this company over another.

10. Offer employees subscriptions to publications dealing with your field or marketplace at a reduced cost or for free.

11. Provide brochure racks to educate employees and visitors. Stock it with relevant information about services, employee publications, relevant market information and financial results.

12. Stuff employee paycheck envelopes to include information about services, programs or a marketing memo that emphasizes a new concept or important initiatives.

13. Learn from the IT Departments. Publicize HR efforts in a quarterly status report that recaps each initiative’s business case, strategic alignment and associated measurements and then summarize the status of every major project.

14. Designate someone to be in charge of organizational change or someone who knows how to connect with the people. This person should create messages and help keep the department on track.

15. Tell the story keeping your audience in mind. Executives want it short and sweet with results.

16. Tie initiatives to business values and the organization’s strategic direction.

17. Create an internal marketing program that focuses on a community service aspect of your organization. Law firms need to organize their pro bono work to both internal and external audiences.

18. Some companies have executive coaching programs in which HR and marketing can work together to align internal and external marketing initiatives.

19. Facilitate training sessions for managers to help them understand how their individual management styles might interfere with brand focused employee performance.

20. Tap into the power of storytelling. Start a tradition of encouraging employees to tell brand-related stories at staff meetings and company meetings. Post stories on the intranet and in newsletters.

21. Encourage dissemination of information by using hyperlinks in your writing. This allows the reader to access your sources or additional information quickly and easily.

22. Know how to use blogs, wikis and podcasts. Recently IBM encouraged its 320,000 workforce to set up their own blogs. Internal blogs can encourage questions and serves to keep employees up-to-date on contract wins, marketing projects, HR functions, etc.

23. Hold training sessions that focus on internal operations and emphasize the links to marketing.

24. Use logo branded items and clothing as rewards to superior employee performance and as mementos at large company gatherings.

25. Mention integrated and coordinated internal and external marketing successes in newsletters and web-site postings.
26. Consider adding internal and external brand related metrics to employee evaluation programs.

27. Non-cash rewards such as merchandise or travel, electronics, plaques, watches, clocks and apparel.

28. Gift certificates. Sales and Marketing Management reported that in a recent survey, 59 percent of respondents use gift certificates for sales incentives for non-sales employees.

29. Identify experienced staff members to dedicate a portion of their time to internal marketing communications.

30. Think about different messages geared at different audiences. For example, messages for salespeople might be different than IT.

31. Prefabricated presentations in a box. Develop presentations that managers can take and use with their staffs regarding your initiatives.

32. Make sure you get face time. Getting in front of internal constituents is vital.

33. Produce a catalogue of products or services, not a laundry list of offerings, but a tool that defines the services in terms of what internal customers want or need.

34. Publish annual reports, written with the audience's point of view in mind and itemizing the value created by the internal marketing projects. Make it a resource tool for internal customers.

35. Keep score, advertise service level measurements and use scorecards that are updated monthly.

36. Publicize victories and awards.

37. Word-of-mouth

38. Newsletter

39. Employee meetings

40. Company Intranet

41. Email

42. Recognition programs / employee of the month

43. Verbal acknowledgement

44. Send handwritten notes to employees.

45. Quarterly meetings

46. Benefit enrollment meetings.

47. Annual audits

48. Bulletin Boards

49. Leveraging training sessions

50. Voicemails

51. Graphics and banners posted around the organization or in your department (visual aids throughout the building).

52. Website

53. Closed circuit television

54. Monthly report to board of directors

55. Monthly report to department heads

56. Anniversary lunches

57. Corporate and Department metrics

58. One-on-one meetings

59. Monthly brown bag sessions

60. Electronic announcement board

61. Discover your organization's communication style and take advantage of that knowledge. For example, does the organization communicate important information via email or face-to-face?


63. Identify brand champions throughout the organization.

64. Develop Case studies on how you addressed specific issues and share with other colleagues to provide assistance.

65. Send a copy of an article of interest to someone inside the organization with a short note attached that reads, “Thought you would be interested in this.”

66. Obtain a marketing or public relations mentor.

67. Conduct a “best-practices” benchmark study regarding your function or important undertaking.

68. Conduct a customer needs analysis with various groups to see how you can help them and serve as a consultant to them.

69. Build relationships with key influence people in the organization.

70. Send short emails to let your leadership team know about an important item you are working on.

71. Publish, Publish, Publish - Write articles for trade publications, local papers, and customer publications. Then get reprints and distribute to customers both internally and externally.

72. Get your front line “engaged” to go out and be ambassadors for your department. In marketing, we call it “buzz marketing.”

73. Collaborate with another department or another division or even another company on an important or hot topic.

74. Brand your benefit plan. Turn your benefit summary into a marketing brochure. Communicate the hidden paycheck.
75. Brand your organizational development or training program.

76. Develop department signage.

77. Promote and internally market significant celebrations or achievements of others.

78. Video tape an award or speech of an employee and send a copy home for the family to view.

79. Posters, screen savers, messages next to desk.

80. Publicly recognize your staff and other employees for their efforts, contributions and incentives.

81. Videotape testimonials from employees to share with new employees during the orientation program. This will enhance the internal marketing messages.

82. Identify “change agents” and brand champions in every department.

83. Take someone to lunch and build some relationships.

84. Teach your staff how to “toot their own horn” without coming across as braggars.

85. Develop a “people profile” on your employees and key influence centers within your organization. Utilize this profile to ensure that you remember the important things about this person.

86. Keep a networking log with follow-up dates for your one-one-meetings.

87. Create a guest relations program, so everyone, including potential hires or customers, feel great coming to your office.

88. Make sure your lobby has a welcoming first impression.

89. Create employee exchange programs, where employees from different departments swap jobs for a day.

90. Create a volunteer outreach program that engages different departments within your organization in a like-minded task outside the company walls.

91. Plan “field trips” either for job or personal enrichment.

92. Develop department exchange programs to give insight into each department.

93. Take part in a ropes course. Make sure each team included people from several different departments.

94. Post a company fact of the day on organizational email messages. Tell employees little known or important information about the company.

95. Create a monthly contest to quiz employees on their knowledge of the organization. Winners get complimentary certificates or a paid vacation day.

96. Provide employees with voicemail “scripts” so that each employee is able to share organizational facts even when they are unable to take a call.

97. Get new employees engaged in the corporate culture immediately. Provide a training program, but also a program that gets them acclimated to the day-to-day culture of your organization. Perhaps during the orientation program.

98. Develop a positioning statement based on the benefits you provide, problems you solve or situations in which you are sought.

99. Establish internal marketing and HR communication vehicles to discuss what one another is doing.

100. Facilitate “Relationship Sessions” with other departments to discuss similarities, differences and how you can better serve one another.

101. Develop special “How to” reports for your managers. (i.e. “How to Interview,” “How to Review Benefits,” “How to terminate an Employee”…)

102. Send postcards to employees to remind them of upcoming training sessions, benefit changes, etc.

103. When in doubt, do not be afraid to seek the advice of an outside expert (such as Business Development Directives) to assist you in your internal marketing program.