



Brandification

LIVE THE BRAND

*The 5-step guide to turning employees
into brand ambassadors*

In this guide you will learn

- **5 steps** to turn employees into brand ambassadors
- **3 success factors** for the **permanent activation** of employees
- Why **internal brand engagement** is essential for **corporate success**
- The **most common reasons** for the **failure of measures** and how to **avoid** them
- Which **technology** helps you build up **internal brand engagement**

Why do your employees not know your brand?

Internal brand communities, brand ambassadors, corporate brands - these terms have become an integral part of the vocabulary of future-oriented companies.

And it is clear why: **employees are essential for the success of companies**, not only in terms of their activities, but also in their role as brand ambassadors who represent their brand at all times - in customer contact, on business trips, in private life and not to forget: online.

However, the **activation of employees** is one of the **biggest challenges** in brand management. According to a study by Demand Metric Research Corporation in partnership with Lucidpress, 94% of companies issue guidelines on the brand-compliant behavior of employees, but only 25% of employees know how to apply them.

Discussions with marketing and brand managers provide further confirmation that internal brand engagement is an enormous challenge. In recent months and years, we at Brandification have spoken to marketing managers of companies ranging from 100 employees to 150.000. **Not a single one of them stated that they were satisfied with the internal brand engagement.**

However, **internal brand management** and the brand awareness of the company's own employees are often neglected as a **prerequisite for greater brand success**. The currently most frequently used methods for employee activation are expensive and almost all of them are few and far between. **As a result, neither brand knowledge nor brand loyalty is built up among the employees.**

The activation of employees is one of the biggest challenges in brand management.

External brand management is no longer sufficient

A **uniform and positive brand experience** for customers is not created by chance. It is formed from all individual **Brand Touchpoints**, whereby one is often neglected: the **employees**. They are the mouthpiece of a company and play a central role in building trust and conveying authenticity.

Brand engagement by the employee is so important because it is synonymous with **personal commitment through solidarity**. Employees who identify with their corporate brand, act in the spirit of the brand and live the brand have a positive **influence on brand perception** and brand experience.

The **immensely important brand value**, which on average determines **40% of the company value**, is thus increased by the company's own employees.

However, the commitment of employees requires successful **internal brand management** and the transfer of brand knowledge. Brand engagement is based on knowledge and understanding and leads to a feeling of belonging and solidarity. This kind of solidarity motivates employees to **stand up for the company as brand ambassadors**.

Brand managers therefore not only have the task of controlling the external brand image, but above all of **successfully winning over employees for the brand**. Only in this way can they contribute as brand ambassadors **to the uniform and positive brand image and brand experience of the customers**.



Brand managers also need to make employees successful for the brand win.

3 reasons why current methods fail

In everyday working life, employees are usually only marginally concerned with the brand. **Brand training** is the most common method of creating brand awareness. **However, the bridge between the training and everyday life is missing** in most cases and therefore these methods are not sustainable. Information on brand content is often only stored on the intranet, which does **not motivate** employees to live the brand and implement brand content in their everyday work.

The following 3 points are the main reasons why current methods fail:

1. *Selective measures are quickly forgotten*



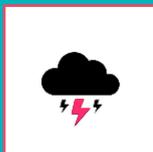
Selective measures such as training courses and workshops have **little** long-term learning success. According to the Ebbinghausian curve, over 70% of the learning content is forgotten after only one week. For targeted inclusion of information, so-called "**learning nuggets**" are much better suited to building up medium to long-term knowledge. Small learning units of between three and seven minutes per day are used here, which does not overload the capacity of the brain and allows the information to be stored more effectively.

2. *Brand construct is explained by abstract and theoretical contents*



Brand workshops or training courses are often **theoretical** in nature. The brand construct is explained on the basis of its abstract contents. However, the brand is usually not translated by means of implementation examples for the respective work areas of the employees. **Employees take theoretical information with them, but do not know how to apply it in practice.**

3. *Not motivating*



Many methods focus solely on the content to be conveyed, such as brand guidelines and rules. A follow-up with tasks or goals that encourage involvement is rarely carried out. **As a result, employees lack a guideline and motivation to implement the learned content.**

*In training courses, employees take theoretical information with them,
but do not know how to use it in practice.*

5 simple steps to internal brand engagement

01



Start with volunteers who have a passion for brands

In addition to a **clear definition of objectives**, the selection of **volunteers** who are interested in the brand is of central importance. Forced learning or participation demotivates and can even cause brand reactance.

02



Communicate brand ambition

Go through the brand content and guidelines step by step with your employees. Show your employees how the **brand is implemented in practice using your own brand touchpoints**. Break down the abstract construct "brand" into simple and understandable building blocks.

03



Carry out small, practical activities

Define **regular, small tasks** for brand implementation in the employees' own work area. "**Learning by doing**" is the best and most effective learning method. This way your employees get to know the brand best and get a feeling for when the implementation of the brand is brand compliant. One task could be, for example: collect and evaluate 3 brand touchpoints in 7 days.

04



Promote brand exchange among each other

Motivate your employees to **regularly exchange** information about the topic "brand". Ask for their opinions and ideas. Integrate your employees as full-fledged brand ambassadors and give them feedback and recognition after the completion of tasks; this will strengthen their sense of belonging.

05



Showing progress to create pride

Define target figures **to make progress visible**. To measure brand knowledge and employee engagement, short surveys can be conducted with little effort and recorded in a Brand Engagement Score. **Communicating milestones achieved** and other successes is a good way to further motivate your employees.

The 3 P's for the permanent transformation of employees into brand ambassadors

The development of internal brand commitment is a **continuous process**. However, the primary goal of a company should be to make employees **permanently, easily and efficiently** familiar with their own brand and to win them over to the brand. To achieve a permanent activation of the employees, **continuity, practical relevance and a continuous exchange** of ideas is therefore necessary.

The 3 main components for successfully winning permanent brand ambassadors:

People

Start with **employees who have a strong interest** in your corporate brand and are motivated to deal with brand content. The voluntary participation of your employees promotes their development of brand knowledge and brand loyalty. This close group of people will **inspire other employees** and integrate the brand as an essential part of the company.

Plan

Create a plan. A clear definition of objectives is the starting point for motivating your employees. **Clearly defined tasks are guidelines** for your employees. Record your employees' progress in dealing with the brand by reaching milestones. Find a **time rhythm for new tasks, feedback discussions and reviews**. **Habits can be established** through a uniform and continuous process and will lead to a permanent activation of your employees.

Platform

Use a platform **to specifically promote the exchange of ideas among your employees around the topic of brands**. Social media mechanisms in particular can be used for the involvement of your employees. **Likes, comments and updates** on relevant topics create new stimuli. Such mechanisms can also be used in a business context to playfully increase employee involvement.



The first and most effective digital tool for increasing internal brand engagement

Turn employees into brand ambassadors with Brandification

Brandification helps brand & marketing managers to **turn employees into brand ambassadors**. In a simple and playful way, employees are introduced to their brand in the Brandification App, in order to **permanently increase internal brand commitment**.

Why Brandification is so effective

Easy

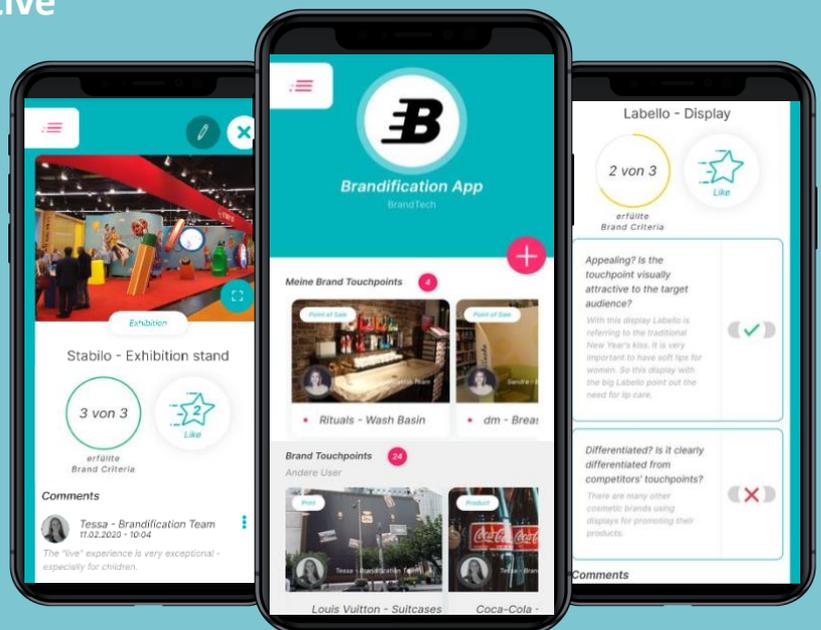
Efficient and easy-to-use

Practical

Effective learning-on-the-job

Permanent

Sustainable integration into everyday work life



Would you like to know more?

Then contact the founder and CEO of Brandification, Christoph Hack, at christoph.hack@brandification.io

Christoph Hack wants to help brands speed up the implementation in brand management many times over with software and digital tools. For more than 15 years Christoph has been helping people in brand management - from KMU Hidden Champion to DAX 30 Global Player - to increase their brand success (+300 brands).