

Paper PD07

Elevating Brands Empowering Employees as Ambassadors

Supriya Moghe, Accenture, Mumbai, India

ABSTRACT

In the dynamic era of diverse branding costs and information overload, the challenge for brands is to remain memorable. This article advocates a shift in strategy—harnessing employees as brand ambassadors for effective digital promotion. Employee branding, transforming each team member into a promotional medium, emerges as a strategic solution.

Ensuring satisfaction through innovative initiatives and flexible policies becomes crucial for successful employee branding. The link between employee satisfaction and brand promotion is clear—unsatisfied employees won't champion a brand, and satisfied employees are more likely to stay.

Exploring avenues like word-of-mouth publicity, talk-shows, and social networking, the article highlights these platforms as enablers for brand advertising. The multiplier effect of advertising efforts is evident, especially in managing attrition. By fostering strong psychological bonds, employers can transform ex-employees into invaluable emissaries, ensuring a lasting impact on brand promotion. This article provides concise insights and strategies for cultivating corporate ambassadors in the digital age.

INTRODUCTION

There are different marketing strategies used to enhance a brand image. In order to stay ahead in the competition, it is imperative to advertise your brand. Thus, advertising has become an integral part of business. There are various mediums through which one can advertise their brand; however, it comes with a cost as also for a fixed period. Moreover, advertisement only helps to have better image of your brand in the market. One of the simplest methods of advertisement is creating brand ambassadors - not 1 or 2, but multiple. This paper discusses a method of advertising a brand through your own employees i.e. employee branding. Elevating Brands, empowering employees as Ambassadors to enhance the brand image and attract talent.

WHAT IS EMPLOYEE BRANDING?

It is a simple marketing strategy to elevate a brand image with no cost, as well as establish a connect with the employees and increase awareness of the brand they are working for. Grooming each employee to become a medium of promotional activities - is 'Employee Branding'. It is a process to create brand ambassadors.

WHY IS IT IMPORTANT?

Considering 25-30% attrition in the Pharma industry, having a good employee satisfaction score has become the prime focus of each organization. Attrition affects knowledge within the team, team bonding, project stability, moreover, replacing a person - comes with a cost, time and significant efforts.

Establishing a psychological connect helps to comprehend employee's career aspirations and areas where they are willing to contribute. Employee satisfaction is the first step of employee branding. Plans could be made considering employee's asks as constraints. While working on it, knowledge retention, stability in the team, and attrition gets tackled in disguise.

HOW DOES IT WORK?

Organization needs to have awareness sessions about the special initiatives. Also, a plan needs to be put together to groom the employees which should start from day 1.

Post awareness sessions and reaching to a reasonably good employee satisfaction score, would gradually kick start the employee branding.

Conduct frequent surveys to have a dip-stick check of employees' satisfaction.

Groomed employees become ambassadors of the brand.

In the current golden era of social media, various platforms are available when our ambassadors can publicize the brand. This leads to a chain reaction. Once it commences, it not only continues but also multiplies.

Mouth publicity is one more technique which is used in employee branding. A word gets spread by our emissary.

USE OF SOCIAL MEDIA

Social media could be used as a part of employee branding. However, it is a double-edged sword. Webpages/ blogs can be initiated where people (current as well as ex-employees) can share their views. Associates should be sent to various conferences, talk-shows which would provide them a forum to talk about their own brand. There are several applications available where people can discuss about different brands in the same field.

CONCLUSION

Employee branding is an indirect way of promotional activities and needs to be facilitated prudently. It also shows a strong sense of affiliation towards the organization. Social media has become an integral part of everyone's life, hence promotional activities through employees are easier than earlier. It has a very high acceptance rate as it comes from the experience of a person who promotes it. While working on employee branding, an organization works on employee delight. It helps to control attrition indirectly.

Stay connected with the employee, get your brand promoted free of cost, earn goodwill of the employees as well as the customers.

Get cherished through connect!!!

REFERENCES:

- **Forbes - "How to Use Employee Branding to Attract Talent"**
Link: [How to Use Employee Branding to Attract Talent](#)
- **Harvard Business Review - "Employee Branding: Enterprising selves in service of the brand"**
LinkedIn - ["The Power of Employee Branding: Attract, Engage, and Retain Talent"](#)
- **SHRM - "What Is Employer Branding?"**
Inc. - **"4 Ways to Amplify Your Company's Employee Branding"** Link: Inc. Article

CONTACT INFORMATION (HEADER 1)

(In case a reader wants to get in touch with you, please put your contact information at the end of the paper.)

Your comments and questions are valued and encouraged. Contact the author at:

Author Name: Supriya Moghe

Company: Accenture

Address:

Plant No 3, Godrej & Boyce Complex,

L B S Marg,

Vikhroli West, Mumbai, India

Work Phone: +91-022-40443661

City / Postcode: 400019

Work Phone: -

Email: Supriya.moghe@accenture.com

Web: