



Elevating Brands: Empowering Employees as Ambassadors

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Date: 28-Feb-2024

Abstract

Elevating Brands: Empowering Employees as Ambassadors

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.



Disclaimer

I confirm that, the opinions and thoughts discussed in this presentation/paper are subject to my own independent views and are not subject to the opinions of the organization that I represent.



Agenda

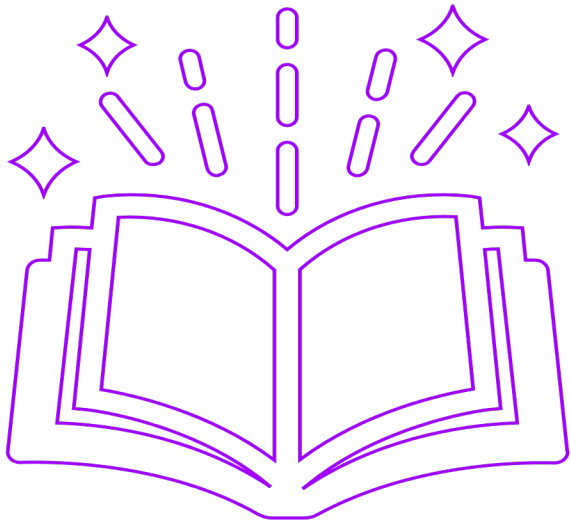
- What comes to your mind?
- My Story
- What is employee branding?
- Steps involved in Employee Branding
- How does it work?
- Why is it needed?
- Take away



What comes to your mind?



My Story



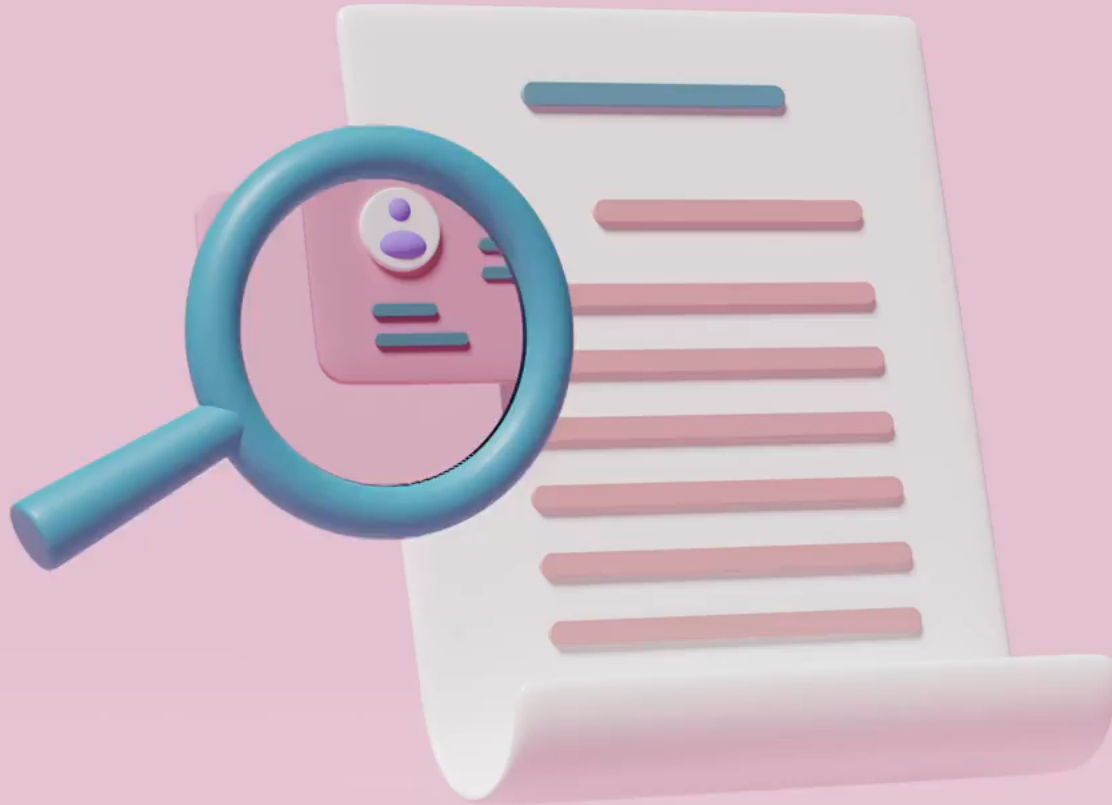
Challenge faced by
me



I found a magical hat

Add emoticon for “employee

What is employee branding?



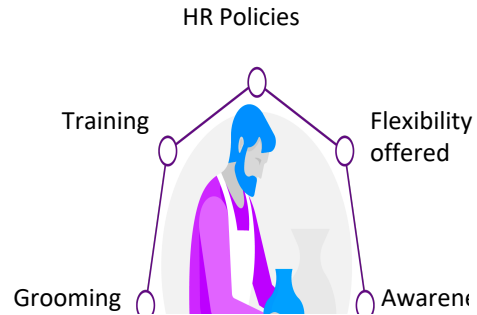
- It is a simple marketing strategy to elevate brand image with no cost.
- Establish a connect with employees. Increase awareness of the brand they are working for.
- Groom each employee to make a medium of promotional activities.

It is a process to create brand ambassadors...

Steps involved in Employee Branding



How does it work?



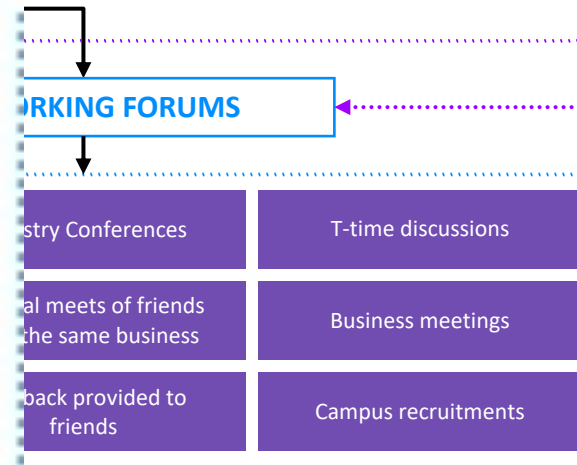
- Attract good talent
- Engagement activities
- Focused training on Brand
- Awareness sessions
- Ensure gratifying experience @work

Quick facts

- Cost of branding ≈ \$5000



If a good psychological bond is created by the employer



Avg. attrition in Pharma = 15% - 25%

Networking Forums



Word of mouth



Industry Conferences



T-time discussions



Talk shows



Internet Blogs



Campus recruitment



Business meeting



Social gathering

Why is it needed?

- Better Bonding with the employee
 - ⇒ Reduced attrition
 - ⇒ Knowledge retention
- Awareness about the brand
 - ⇒ Better alignment with the Brand
- Better Talent Pool for recruitment
 - ⇒ Reduced time and cost per hire
- Demonstrate Your Unique Culture and Diversity
- Appeal to Tech-Savvy Candidates
- Can help you attract more customers, investors, and business partner



Take away

- ✓ Employee branding is a very simple technique to make your organization's brand image stronger
- ✓ There are several initiatives which are taken for the employees but not called out
- ✓ Make each employee understand, how he/ she is important for the organization
- ✓ Retention can be achieved through branding
- ✓ Post attrition, employee branding works as a tool to attract the new talent towards the same brand
- ✓ It's easy to implement
- ✓ Let's initiate employee branding 😊

What do you think about below GIF?



Post implementation of “Employee Branding”, who are they?

- Employer
- Employee
- Both

Contact Information

- Your comments and questions are valued and encouraged.
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Questions



Thank You

