

Building a Strong Internal Brand: 4 Secrets for Success

By

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Internal branding has become the hot button of many human resource and marketing managers. However, to move beyond the rhetoric, you must create a connection at every touch point between your brand and your employees. Below are a few secrets for success:

1. **Internal Branding Starts at the Top**- It is *not* the management tool of the moment, but rather a corporate-wide initiative embraced by senior management for the long haul. Looking for immediate gains will only set your organization up for short-term failure.
2. **Employees Must Participate** - The brand must reflect how the employees themselves see the brand; it cannot be a glorified image of what you want it to be, but what it is today coupled, if necessary, with a strong vision and action plan for change.
3. **The Image Must Be Genuine** - Thanks to the Internet, we can all verify whether an effort is genuine or faux. Wal-Mart's flogging efforts, Maria Digby's Hollywood Records contract, and Lonely Girl 15's acting abilities only fooled us for a short time. The truth will eventually be disclosed.
4. **Great Brands are Consistent**- Every customer and employee interaction must reflect a consistent image of the brand from serious to fun to whimsical. No flip-flopping allowed.

Liz Goodgold is a motivational speaker, branding guru, and author of *DUH! Marketing: 99 Monstrous Missteps You Can Use to Learn, Laugh, and Grow Your Company*. She has helped thousands of entrepreneurs and *Fortune* 500 companies learn the secrets to marketing success and the pitfalls to avoid. To receive the *free* monthly DUH! Marketing Awards, please sign up [here](#). Feel free to contact her at Liz@duhmarketing.com

