

## Four Crucial Tactics To Turn Your Employees Into Brand Advocates

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Your brand's success, or failure, is predicated on the people who represent and define it; the people who reflect and deliver that brand every day and at every moment. While the success or failure of a brand isn't something that can be predicted, there are several tactics that can be put in place that can assist in the success of your brand.

A strong brand conveys experience and quality. Your brand is your company's reputation and everyone associated with that brand must emulate it and live it while maintaining or exceeding expectations. Your employees are brand ambassadors and need to live the brand as such. For some people, whom they work for is as much a part of their personal identity as what they wear or with whom they associate and is a great source of pride. Encourage your employees to take the next step, from brand ambassador to brand advocate.

Whether your company is building a brand from the ground up or protecting hard-earned brand equity, you tend to think about reaching millions of people only through traditional media. You may be missing a massive opportunity; here are some things to consider:

If **2,000** company employees come into contact with **5** consumers each day – that adds up to **10,000** people connecting with your brand each day – a total of **3,650,000** consumers impacted by your brand representatives each year!

With results like this, every passing day becomes an opportunity to [build and promote your brand](#). The sooner you begin leveraging the power of your people, the closer you are to improved brand immersion.

By following these four simple, yet proven, tactics you can protect and build your brand while increasing employee satisfaction.

1. Create alignment between the emotional center of your brand and the emotions of your workforce. Engage all employees as brand advocates and instill a sense of pride and ownership in them as they take an active role in something bigger than their day-to-day tasks.
2. Appreciate your employees and offer reward and praise. An employee who feels appreciated will have pride in their company and will send a positive message about the company brand.
3. Craft your message and integrate it across your organization. What it stands for and how it's positioned determines whether it thrives or struggles for visibility.

4. Recognize that everything is wrapped in your brand. When something does not accurately reflect your brand, it should be acknowledged as such and not ignored. Embrace it and bring it into alignment for true brand identity, consistency, integrity, and long-term employee satisfaction.

The former CEO of General Electric said it best,  
*"Employee satisfaction gets you productivity, quality, pride, and creativity."*

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#### **About The Author:**

Ardent Learning's mission is to passionately deliver innovative learning and communication strategies and solutions.

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