



PioneerTM

FEDERAL CREDIT UNION

BRANDING FOR YOUR INTERNAL CUSTOMERS

IMPORTANCE OF INTERNAL BRANDING

- Branding is key to the survival of a company and organization; we all know that from an external viewpoint. But what about making sure your brand is solid within a company, and not relying solely on your marketing team to be the only cheerleaders?
- Ensuring your employees are up to par with your brand is more important than it is for your community to know your brand first. After all, your employees are the face of your company, and you want them to represent it in the most positive light, right?!
- Follow these three C's to strengthen branding within your internal team and your brand will flourish from all angles!



CLARITY

- Clear communication
 - Ensure that your team understands the importance of a brand and the role each element in a brand plays.
 - What is a mission statement and why is it important?
 - Does an organization need core values?
- Clear understanding of brand elements and purpose
 - Brand Book
 - Reoccurring emails as reminders, brand tips, talking points
- Continuous education
 - Unless you are in the Marketing department working with the specifics of your brand day in and day out, most likely the rest of your team doesn't know the brand guidelines like the back of their hand.



CONSISTENCY

- It's important to establish a consistent brand so that your company has effective repetition in the marketplace and isn't mistaken for another competitor.
 - In the financial industry, the marketplace is saturated with credit unions and banks. Being consistent will help your business be seen, but it starts with you. **You have full control** over your brands consistency, both internally and externally.
- Just as its important to be consistent with your brand in the marketplace, its important to do so with your internal avenues, platforms and documents.
 - Don't slack just because something is internal, and you know a customer won't see it. Your employees are still customers!
 - Structuring your company in accordance with your brand can help ensure that the promises you promote are being upheld and filtered down to your customers.



COMMUNITY

- We are all in this together!
 - Community building is not only meant for relationship building outside of a company, but within a company's walls as well. A sense of belonging at work helps build stronger relationships with peers and produces a more productive work environment.
 - Host potlucks, gather as a group to volunteer in the community, host company holiday parties, incentivize for engagement, acknowledge jobs well done or for stepping outside of their comfort zones
- “Community allows us to support one another, interact, share experiences and our struggles. Having this open bond with others is what builds valuable relationships and gives us a deeper sense of belonging. Communities are also rich in resources. Your strengths may be someone else's weakness and vice versa. With the diversity of skills, common goals can be achieved that much faster!” ([Healthoholics](#))
 - Find ways for your company to be present in the community and offer education instead of products as a way of branding.
 - Try to be less aggressive in your approach and you will come off as genuine and someone a customer wants to do business with.

CHALLENGE

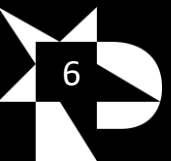
- Share with us ways in which you have made your company's brand top of mind for your employees.

Or

- Share with us creative ways a company can be involved in the community it resides in.

Email your answer(s) to kschock@thesolvgroup.com.

Anyone who participates will be entered to win a prize from Pioneer FCU! All answers will be emailed out to those who joined us in today's webinar so that you have more tools/ideas in your belt!



CONTACT

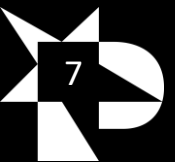


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