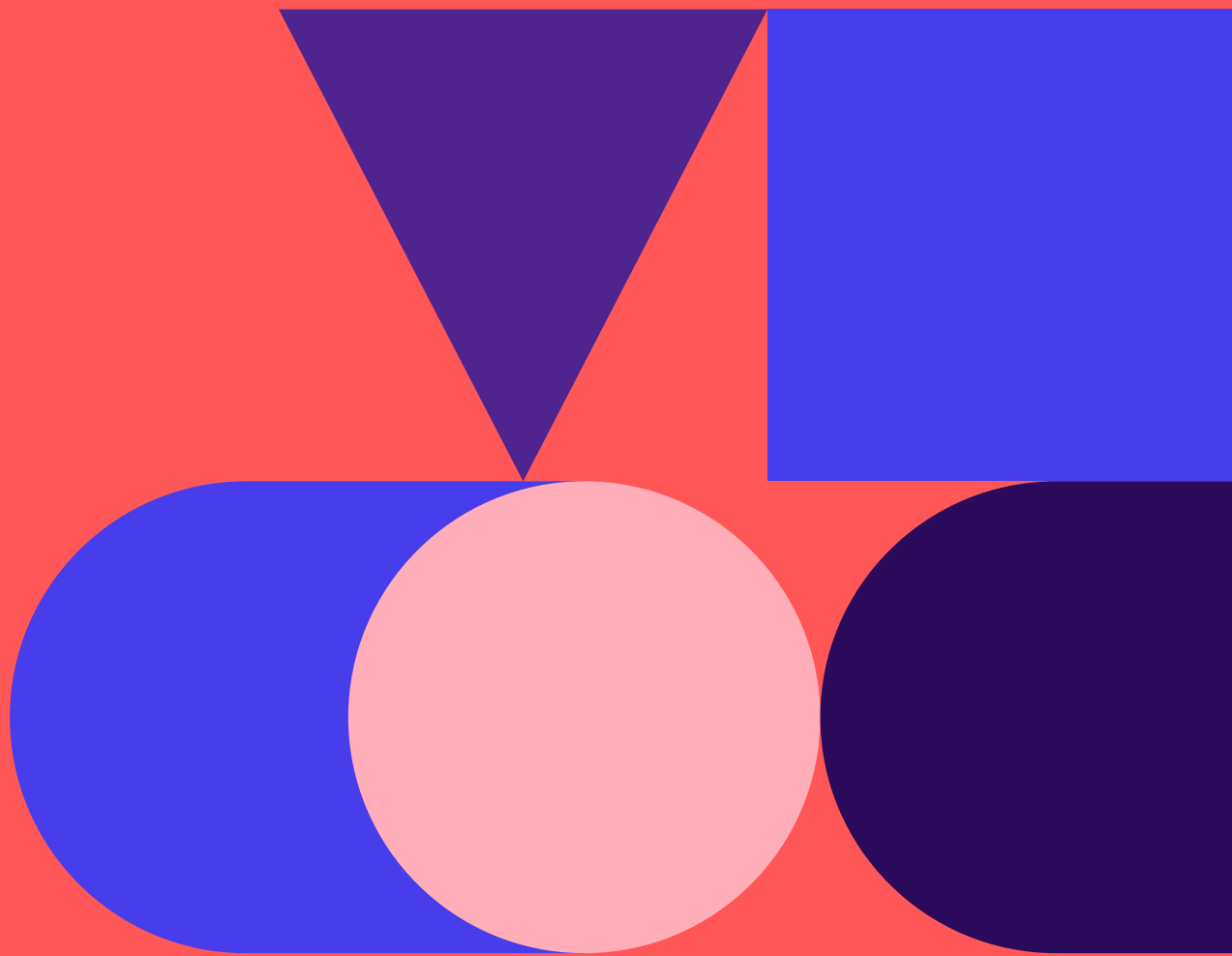


# 7 steps to turn your employees into true brand ambassadors





**Taking care of your brand is hard work. Securing brand consistency in all channels, platforms and markets is a tall order, and it only gets tougher the bigger your brand becomes and the more people are involved.**

It's a challenging prospect, but manageable with the help of proper marketing tools to secure sharing and distribution of all your brand assets and guidelines.

What about your employees? How do they communicate your brand? Do they even know your brand values and purpose? The importance of educating your employees on all the aspects of your brand should not be taken lightly.

Although the people in the marketing team are the ones doing the heavy lifting, branding is always a company effort. If only a few individuals truly understand your brand values, purpose, strategy and goals, while the rest of your company is left guessing, you will lose the upper hand to brands where everyone lives and breathes the brand identity.

Getting everyone on board is easier said than done. Over the last 20 years we at Papirfly have put our expertise to use helping companies across the globe elevate their employer brands and get their employees united under a cohesive brand strategy – excited to take an active role in conveying the brand identity. Now we're giving you a taste of that expertise in this whitepaper.

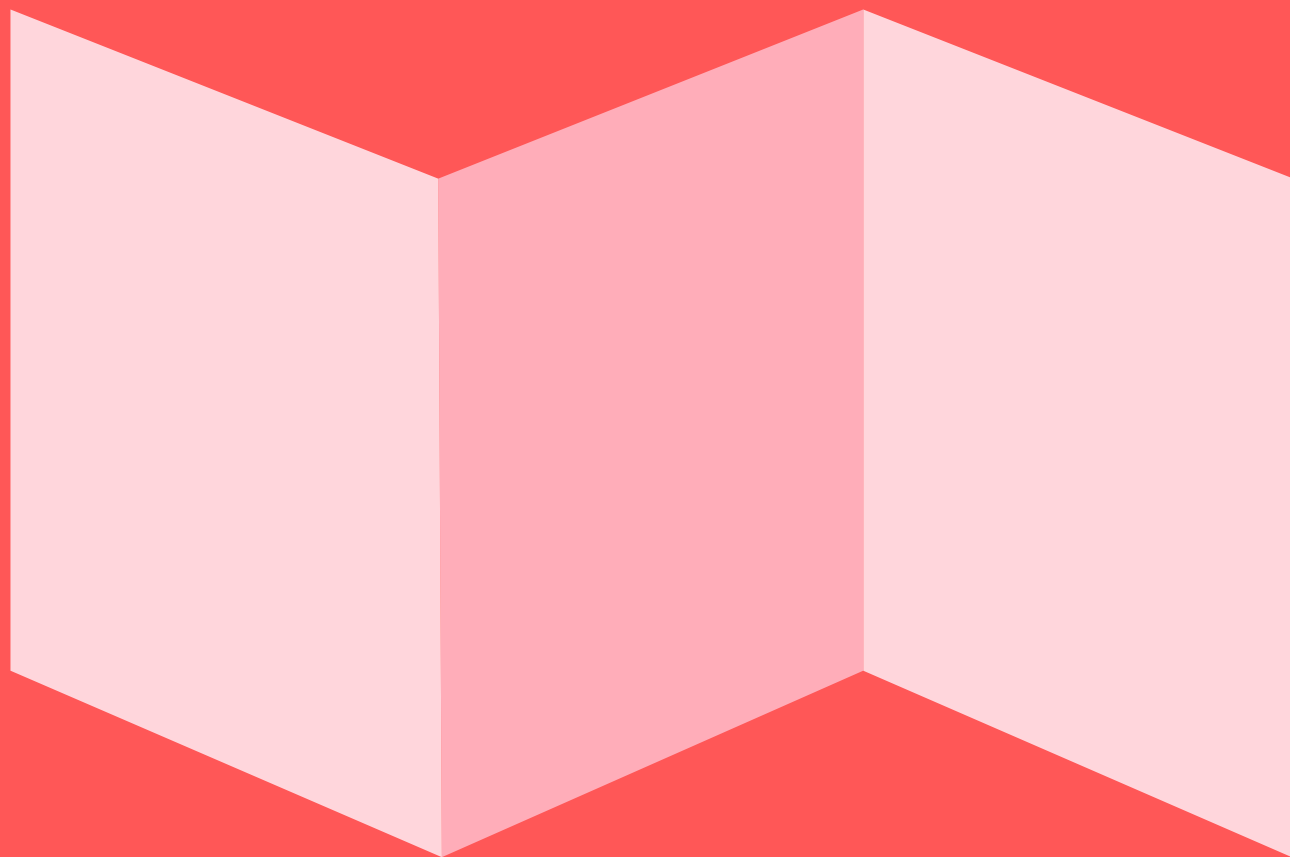
**Enjoy!**



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Branding is  
more than a  
one person job



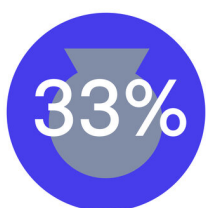


Every employee in a company is a potential spokesperson. Through their work in various customer-facing teams like the Sales team, Customer Success team, Support team or others, they interact with both customers and potential customers alike.

In a sense, your employees are valuable and non-replaceable brand assets if you manage to do it right. Building your brand from the inside out and securing brand consistency from the very beginning is therefore very important.

Even the people who don't have customer-facing positions have an effect on your employer brand through word of mouth – everyone interacts with someone outside of your company, and how they do it reflects your company and brand.

Your brand is your company's identity. It separates you from your competitors and facilitates awareness. If you don't have everyone onboard and pulling in the same direction, brand inconsistency will quickly follow and dilute your brand.

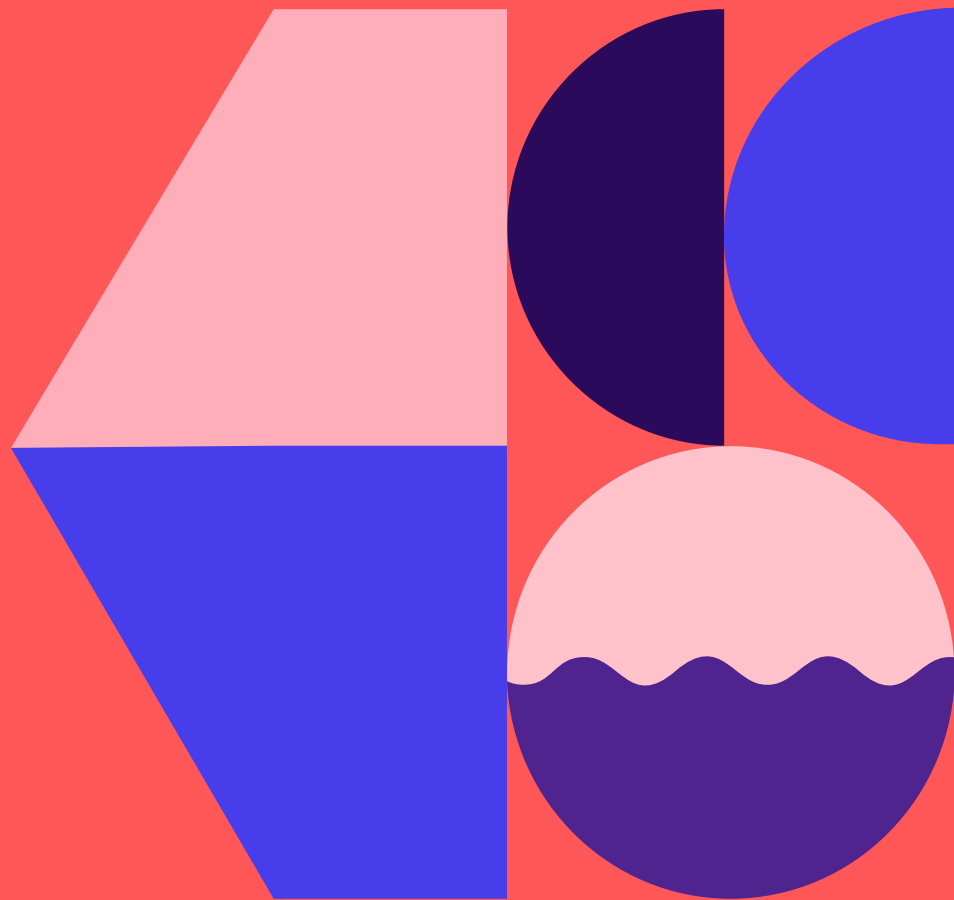


**Consistent presentation of a brand has been found to increase revenue by 33%**

\*Source: Lucidpress

When InnerView and FocusVision conducted research on the effects of brand dilution, they found correlation between brand dilution and severe misalignment between internal marketing teams and the frontline employees sharing their message.

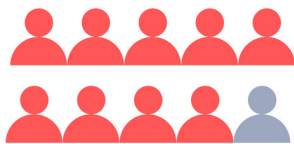
Encourage your  
employees to  
be brand  
ambassadors





Brand advocacy can be a highly resourceful brand strategy by itself. Employees represent their workplace at work, at home and in social media. People exchange information in many scenarios, and “where do you work?” is a common question in many circumstances.

Word of mouth is a powerful and trustworthy source, and if you consider it as a free marketing channel, then you want to make sure the majority of what’s said about your brand is positive.



According to Nielsen, **92% of people trust recommendations** from friends and family over any other type of advertising

\*Source: Nielsen

Knowing this and that customers often avoid brands after having a bad experience should be an eye-opener.

Effective brand management starts with your employees. If you haven’t included your employees in your brand strategy, you should consider doing it now.

Let’s take a look at some steps to get you started.



# Step 1

## Identify the different touchpoints between your company and the outside world

Consider all the roles in your company from top to bottom. Which stakeholders do they interact with? Customers, prospects, partners, suppliers, investors, visitors, even the friends and family of individuals – these are all people who will hear about your company, both the good and the bad, through direct contact with your employees.

How do your employees interact with stakeholders today – by email, phone, chat, face-to-face?







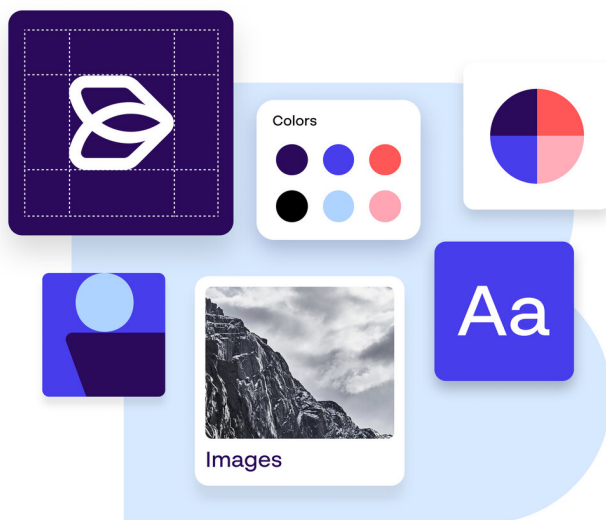
# Step 2

## Get an overview of how your brand and company is communicated today

Establishing a brand tone of voice before discovering whether your employees are happy, feel invested in their workplace and are proud of what you offer to customers, could be a waste of time.

Avoid getting any surprises – ask questions, listen to your workforce and get an understanding of how content your people are before you move forward. Your starting point needs to reflect the pride of your brand and willingness to represent its identity with a positive mindset.

As we continue, let's say you have a great brand who everyone is willing to vouch for – or discover our employer branding articles and other whitepapers on our website for support in this area.





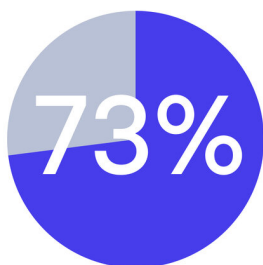
## Step 3

### Allow your employees' voices to align with the brand's

Revisiting your brand's tone of voice is critical. Yet if you want to get your employees on board, forcing new, overly rigid ways of doing things isn't the way to go.

Interaction with stakeholders will be different from role to role. If you establish voice guidelines for each role that suits the position and feels natural for them to use, you are more likely to see them actively being adhered to. The idea is to provide some guiding lights – not imposing an unnatural, happy tone on everyone.

For instance, if your brand voice states a playful, personal and clear voice it does not mean that your receptionist has to be goofy or use funny words every time they speak to someone. Your tone of voice guidelines have to leave room for what comes naturally to your employees, based on their role and overall personality. For some roles in your company, keeping it professional and educational might be more suitable.



**73% of consumers cite customer experience as an important factor in their purchasing decisions**

\*Source: PwC

Before you establish a brand voice, be aware it should not be purely marketing focused. Make sure you're working toward a voice that works for everyone in your company, and is aligned with your brand strategy.



# Step 4

## Establish brand tone of voice

Now it's time to apply what you've discovered above. How your brand sounds is as important as your brand looks. Along with the visuals for your brand identity, you need to establish a proper guide for tone of voice.

### Who are you?

Young, playful and informal or maybe mature, genuine and formal? Your brand's voice usually derives from your product or services, combined with your audience and of course who you want your brand to be.

Establishing a tone of voice for a brand is a huge topic in itself – big enough for there to be books written about it. For the purposes of this paper, know that tone of voice is an essential part of your brand that needs to be established and incorporated into your brand guidelines.





# Step 5

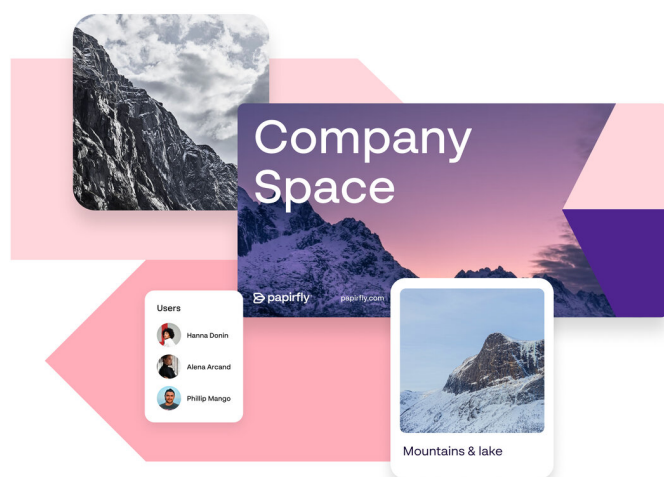
## Secure reliable internal communication

The way employees communicate internally across all levels is a key factor in conveying and reinforcing your brand voice. Employees come and go, however, and your communication culture could get lost quickly as key personalities in your company move on.

Make sure your brand is communicated from a single, reliable source of truth which is always up to date. This source is ideally an online portal accessible to all, where every aspect of your brand lives, including your tone of voice guidelines. Internal and external communication will always differ somewhat from each other, but it's important that internal communication maintains enough of the same DNA – both types of communication draw water from the same well.

There are many ways of establishing proper internal communication. For some companies it is simply driven by email or newsletter distribution, some have digital screens or even bulletin boards. Maybe you have established a proper web solution such as an intranet or a brand management solution?

There are several options to choose from. If you lack a proper communication tool, we recommend having a look at brand management software which will help to activate your brand and provide the tools you need for properly conveying your brand internally as well as externally.





# Step 6

## Involve and educate

Guidelines are established, you have a proper platform to communicate through and everyone has access. Now what?

Don't expect everyone to be as constantly excited as you are about your brand. Everyone is occupied with their jobs and activating the brand they work for is not their concern, or so they think.

Marketers would beg to differ. Branding concerns the entire company and has a huge impact on your bottom line. Successful branding leads to increased revenue which is why creating clear guidelines is so essential.

### **Educate everyone in order to:**

- Ensure every employee understands your brand and its purpose
- Help individuals understand the impact of brand consistency and their personal contribution
- Include your employees – make them feel part of a team where everyone works toward the same goals
- Eliminate brand deviations and keep messaging on track
- Encourage your employees to be proud of your brand



# Step 7

## Evaluate

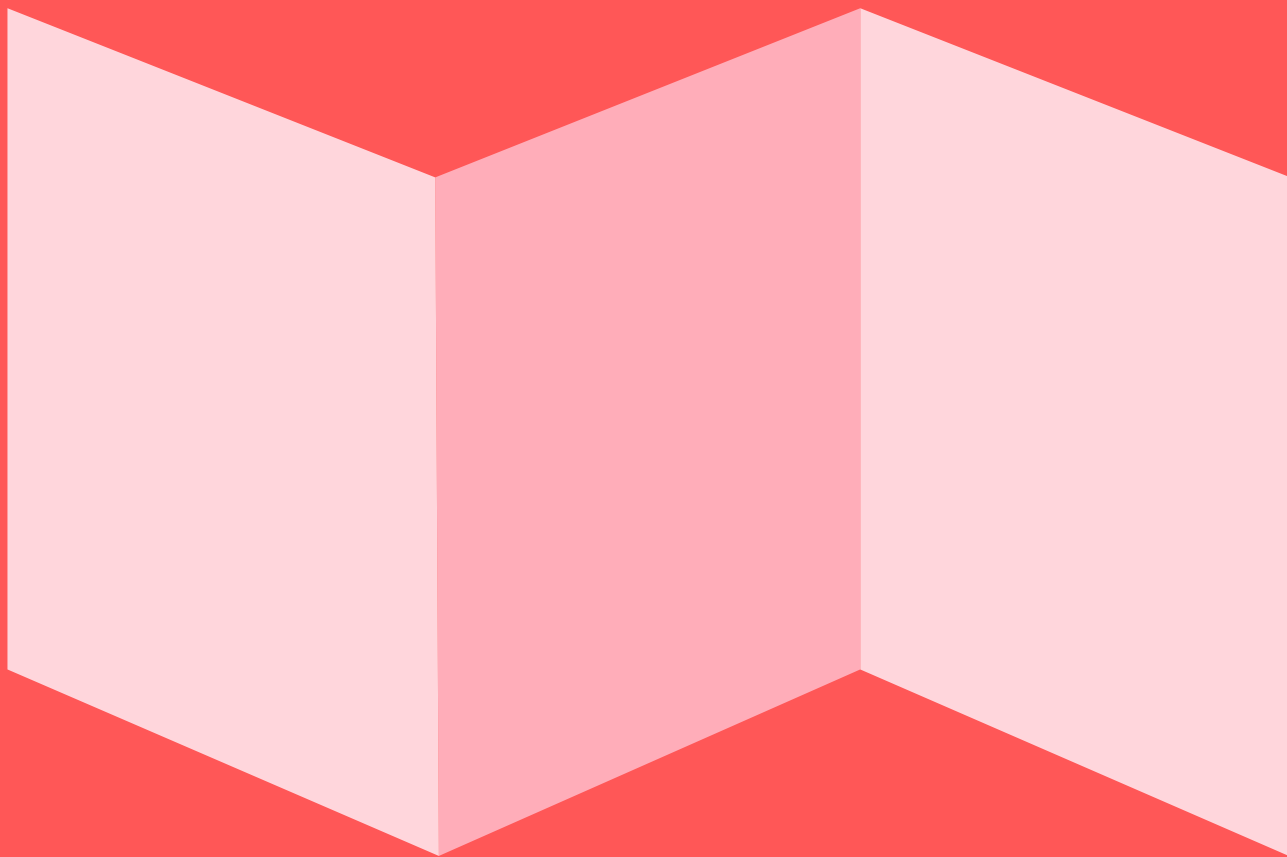
Your brand voice is an essential part of your entire brand management journey. You need to make sure everyone is onboard and actively use the tools you have given them.

### **Evaluate together with your employees:**

- Are they able to communicate the brand as intended?
- Are the guidelines useful?
- Do they still believe in your brand?
- Do they need more training or inspiration?

Evaluation should be something you do on a regular basis – about once or twice a year. Over time as the world and the market changes, your brand changes, people leave your company and new employees start. Keep an eye on the development to secure consistent brand management from your employees all the way to the market.

# Tips





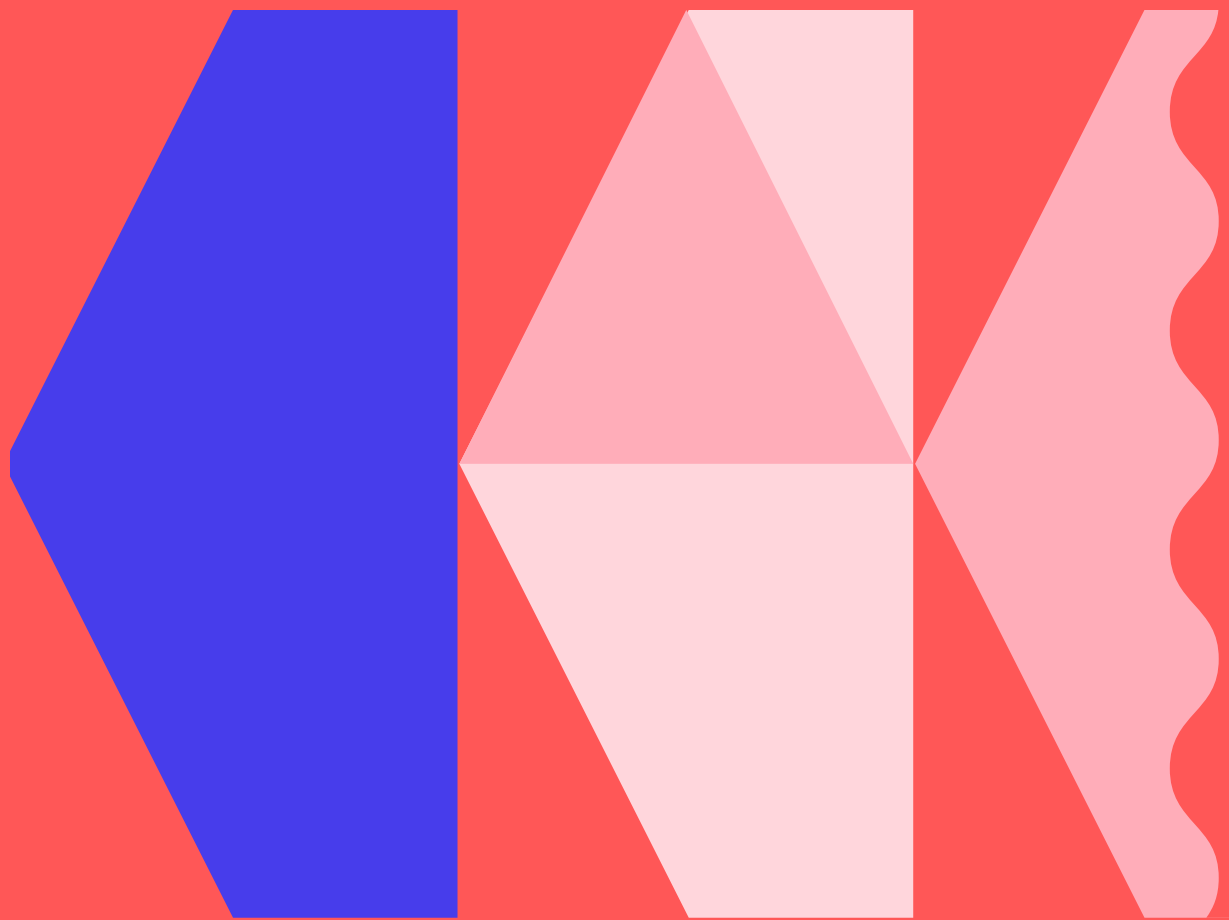
**Consider your brand a living organism that changes and adapts constantly. Keeping your brand valid and updated is important, yet time-consuming and difficult if you don't have the proper tools to manage.**

Brand management is much easier if you make it an online affair. Connecting all aspects of your brand in one place digitally will make it much easier to keep your brand guidelines up to date, and educate your employees continuously. Making it easy for your employees to find the brand guidelines and assets they need to better communicate your brand will make a considerable difference for your brand consistency.

With Papirfly's brand management platform you get a game-changing platform packed with time-saving tools, apps and features to boost your brand both internally and externally.



# Unleash your brand with Papirfly









# How does Papirfly empower your people?

We believe every enterprise should be able to provide tools to teams, so that the brand can be delivered to customers exactly as it was intended to be experienced.




At Papirfly, for over 20 years we've been driving innovation in brand management software to support brands in delivering consistent, multichannel experiences for their customers.

We empower people to unleash their brand.

## How teams work today:

-  Customers are experiencing inconsistent and diluted branding across touchpoints
-  Stressed teams aren't getting the marketing materials they need or quickly enough
-  Too much already-limited budget is being spent duplicating work and on multiple tech solutions
-  Assets are not centralised or trackable resulting in loss of data to analyse budget spend

## We know what brands need:

-  Global brand governance now and for the future with guaranteed consistency at every touchpoint
-  Faster go-to-market, creating assets in-house with the flexibility for on-brand, hyper-local messaging
-  Increased ROI, saving money on every asset produced, creating space for teams to focus on strategy

## We give you the tools to:

- Do more for less
- Produce all assets in house
- Create with no previous design skills
- Achieve 100% brand consistency
- Reach all markets, in any language
- See a complete bird's-eye view of your branding and marketing efforts

## Discover our all-in-one brand management platform



## Trusted by the world's most recognisable brands

 **1M+**  
regular Papirfly users

 **600+**  
brands using Papirfly worldwide



# Build your on-brand culture with Papirfly

Our brand management platform enables complete brand adoption, and the creation of unlimited on-brand assets with our suite of enterprise-grade products-building brand equity and long-term customer loyalty.

## Point

### Educate & Control

Support global teams to understand your brand, through clear guidelines, official assets, core values, and more from online access point. Go local with unique hubs with local languages and nuances.

## Place

### Manage & Share

Centralise all assets with a dedicated DAM solution, categorising content for global and local usage in onsecure place for all approved material. Ensure every location has assets that serve their unique audience nuances.

## Produce

### Create & Activate

Guarantee 100% brand consistency with design templates aligned to brand guidelines and produce infinite studio-quality digital, print and video assets. Empower everyone to personalise to their audience using localised images, video and text options.

## Plan

### Plan & Collaborate

Achieve your bird's-eye view of all campaigns and activities, displaying status, budgets, contacts, and official design templates for use. Ensure every location utilises workflows that drives campaign responsivity.

## Prove

### Measure & Optimise

Analyse marketing activity via your dashboard, delivering reports and data across your business. Ensure local sites get feedback on best-performing content across the business, and give them data to let them know when their efforts are driving brand strategy success.

## Plus

### Integrations

Papirfly works seamlessly with your agency tech stack – removing hacks and workarounds, improving productivity and organisational efficiency across the business.

FORRESTER®



212% ROI



80% reduced effort in asset creation



Enhanced content quality and improved business outcomes

"It's become super crucial for us with more than 50,000 users at the brand portal, both internal employees and external agencies. We are working with a huge number of downloads of all of the assets."

Interviewee from pharmaceutical

Source: A commissioned TEI study conducted by Forrester Consulting on behalf of Papirfly



# Global brands trust Papirfly



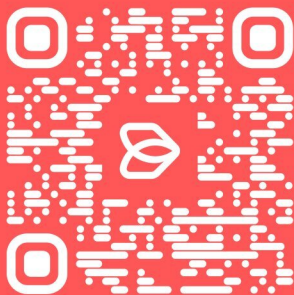
"Life without Papirfly would be stressful. It would be slow, time consuming, and costly. Papirfly has enabled us to have a system in place where we can create assets that we need very quickly. We can go to market much faster, we can react to our business and our clients a lot quicker, and it is also extremely cost effective."

Jo Bedford  
Global Recruitment Branding Manager, IBM



# Empower your people. Unleash your brand.

Discover our game-changing brand management platform.



At papirfly.com you can

- Book a demo
- Explore brand management resources
- Hear success stories from empowered customers

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