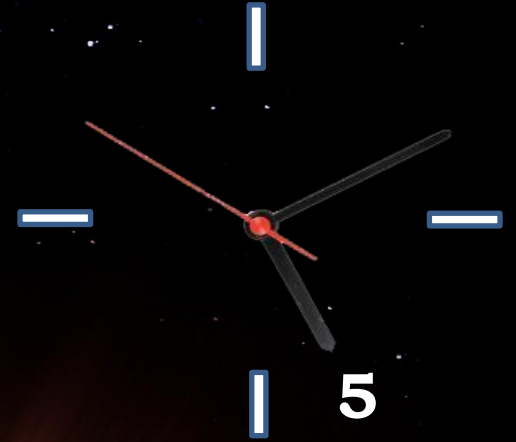


# After Five Marketing, LLC



After Five Marketing: Building Performance  
Cultures via Internal Marketing

# Business Goals & Enablers Link



# Two Types of Internal Marketing

1. An ongoing process of sharing information as well as training and encouraging employees while recognizing their contributions.
2. A short-term, specific initiative that helps achieve a particular goal

# How They Differ

- Ongoing internal marketing aims to create a healthy culture where employees operate by the “one for all and all for the customer” philosophy. It is the solid foundation on which to build a high-performance culture.
- Short-term internal marketing initiatives help you do things like implement a new program, adapt to change, overcome adversity, survive a merger or deploy enterprise software programs like SAP or Oracle.

# Why Is A Performance Culture Important?

Values-driven performance cultures correlate directly to business performance\* in many ways. They:

- Attract and retain star performers
- Guide and inspire employee decisions and job contribution with little management direction
- Provide fixed points of reference and stability during periods of great change or crisis

# Why Is A Performance Culture Important? (continued)

- Creates a personal connection between employees and an organization
- Aligns employees with diverse interests, around shared goals, to create a sense of community and encourage teamwork
- Exports that for which your company stands so customers can sense/describe what your organization is about and thereby engender an emotional bond to it that transcends mere satisfaction, i.e. loyalty to your brand or products

# What Companies have Strong Cultures & Practice Internal Marketing?

- Apple
- Southwest Airlines
- Honda
- Ritz-Carlton
- Disney
- Harley-Davidson
- Starbucks
- Federal Express
- Yahoo
- Nordstrom

## Some Relevant Quotes

*“Employees make or break the company’s brand and ultimately, the company’s results. Just one negative customer experience can undermine the investment in marketing to promote an external brand promise. Today, the stakes are too high for any organization to leave brand delivery to chance.”* (Sartain)

*“Fortune’s most admired companies spent three times more on internal communications than those least admired and the report showed that leading businesses spent over 50% of their communications budgets on internal processes.”* (Johnson, et al)



## Some Relevant Quotes (continued)

*“A positive communications climate is rewarding in itself for it contributes significantly to the long-term success of an organization.” (Smidts, et al)*

*“ If people from the top to the bottom of your organization don’t understand your strategy, then you don’t have one. You may have a mission, vision, or a business plan, but without alignment and understanding across levels, no one can implement a business strategy.” (Denison)*

# Let After Five Help You Build A Performance Culture

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