



Marketing Communications  
Consulting

**Media Contact: Mistie D. Hague**  
[mistie@bebroad.com](mailto:mistie@bebroad.com) 602-930-0565

## **MARKETING COMMUNICATIONS FIRM LAUNCHES** *stresses the importance of integrated internal and external brand communication.*

**Scottsdale, Arizona (July 19, 2009)** – marketing communications firm **beBroad** launches in Scottsdale, AZ and stresses the importance of integrated internal and external brand communication to non-profits and small businesses. Many companies and non-profits share a common flaw; they underestimate the importance of internal branding. The importance of external branding is well known and is considered to be essential to an organization's growth. An ongoing rigorous effort to communicate with customers, media, and prospects is expected; but many do not realize that it is just as important to brand with employees, stakeholders, board members and volunteers in the same thoughtful manner. Internal branding is important for a business's success because employees are their most important customer. Internal branding takes the fundamentals of traditional branding inside an organization. Creating and implementing a message, service product and logo to employees fully engages them to live a brand experience. Lasting internal branding isn't simply rolled out in one day, it is strategically formalized. Training programs need to be launched properly with the beginning and end in mind. Companies should ensure there's an integrated marketing plan in place for the internal brand that includes the core message; discusses how it's introduced and how it's going to be maintained in front of employees after it's launched. Good branding requires constant reinforcement and skills training. Training programs need to be offered throughout the year with the year-end goals in mind. The most important thing for companies to remember is to be genuine. They should do what they say and say what they do. Internal messaging sets the tone for external messaging. Everyone in the company should be communicating the same message to customers. It is critical to create a review process to make continuous improvements in order for an internal brand to stay current and have a lasting organizational impact.

### **About beBroad, inc.**

Our consultants have well over 10 years of experience creating and executing marketing/communications strategies for non-profits, fortune 500 companies, and small businesses. Through project evaluation, planning and complete collateral supervision, **beBroad** can help "fill-the-gap" of organizations with limited staff and resources by developing strategic solutions, managing creative services/vendor relationships and deliverables, and by designing a highly effective integrated marketing communications plan. Additional information please visit [bebroad.com](http://bebroad.com) or call 602.930.0565.