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Strategic Brand Engagement: Using HR and Marketing to Connect Your Brand, Customers, Channel Partners and Employees

John G Fisher

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The consumer brand of any organization is crucial to its long term business success. Just as important is the employer brand of the organization, vital to attracting talent and retaining an engaged workforce.

Despite the critical connection between internal and external brand engagement, these areas remain firmly entrenched in the traditional silos of HR, internal communication and marketing, wasting resources and even contradicting each other instead of pursuing a common goal. By breaking down traditional silos *Strategic Brand Engagement* offers a new approach for developing brand and employee engagement in any organization. It presents a strategic model showing how to develop organizational values in line with corporate branding, aligning key HR responsibilities such as recruitment and performance with the overall brand, developing a consistent communications strategy, and measuring the impact of these strategies.

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