

# External vs. Internal Communications for Your Business

## EXTERNAL COMMUNICATIONS

**External communication** helps build your brand and sell your product or service by making customers aware of your business and what it has to offer.

**Methods of external communication** include logos, brochures, contact letters/direct mail, telephone calls, business cards, uniforms, websites, social media marketing, customer reviews, advertising, and anything else that makes the public aware of what you do.

**In external communications, branding** focuses on how a business presents itself to customers, stakeholders, and the public. Use the same words, messages, and colors to create a strong, recognizable identity that resonates with your audience, builds trust, and differentiates your business in the market.

**Strong external communication** not only supports sales efforts, it also establishes your business brand, helps foster relationships and engagement with your audiences, and lends credibility to your business as well.

## INTERNAL COMMUNICATIONS

**Internal communication** with team members is essential for attracting and retaining talented staff and monitoring business performance.

**Methods for communicating internally** include emails, internal resources and websites, newsletters, employee manuals, meetings, telephone calls, performance awards, and both formal and informal discussions. Key messages can also be printed on name badges.

**With internal communications, branding** involves shaping and communicating the business's culture and values. Consistent communication ensures your team understands and works toward goals together. It's also an opportunity to motivate your team by providing a shared sense of purpose that builds loyalty and engagement.

**Strong internal communication** provides a foundation of understanding and motivation that helps your team to own their part in the bigger picture and to communicate on behalf of your business with confidence and empowerment,

### WHY IT'S IMPORTANT



### METHODS



### BRANDING



### OPPORTUNITY

