

Designing Internal Marketing Campaigns

Assume you were the marketing manager for a bank, and you are planning a major new product launch, with a substantial advertising, social media, and direct marketing budget.

As you need to rely upon the bank's branch and call center staff to complete the sales, you will need to develop an internal marketing program (use the checklist below as a guide).

Potential Components of Your Internal Marketing Program

Here are some thought starters for your program. Note that there are in four major categories.

Training Staff	Motivating Staff
About the campaign's strategic purpose	Bonuses – standalone (new scheme)
Overview of campaign	Bonuses – add to existing scheme
Product application process	Sales targets for staff
Product features	Letter from the CEO about the campaign
Key selling points	Competition for the best sales results
Competitive advantages of the product	Up-to-date sales leaderboard
Likely FAQ's from customers	Prizes for staff results
General selling skills	Pre-campaign launch party
Relationship-building skills	Decision empowerment = allow staff more autonomy
Review of the promotional materials	Put senior managers in customer contact situations
Tips on streamlining the sales process	Personal recognition – managers says "well done"
Additional on-the-job training	Awards and trophies for sales results
How to identify the target market	Staff input to campaign design – before it runs
How to track sales campaign results	Overall team (not individual) bonuses
Addressing likely customer objections	Peer sales comparisons = ranking all sales results

Support Tools for Staff	Communicating to Staff
Sales scripts to follow	Staff newsletters
Prompt sheets of key features	Video launch information
Detailed sales information sheets	Emails direct to staff
In-branch merchandising (posters and signage)	Pre-campaign Seminars
TV ads in branches	Campaign updates via video
Specialist selling staff	Campaign newsletter
Extra staff/hours	CEO/Manager visits
Competitor product comparison sheets	Staff web pages
On-screen prompts (on staff screens – what to say)	Staff meetings
On-screen target market ID = yes/no a target for the product	Upward communication = get feedback from sales staff
Easy application process	Staff surveys = during campaign
Phone help-desk = to support sales staff with questions	Staff suggestions
Customer needs worksheet = is this a good product for them?	Notice boards/signs for staff

Student Discussion Questions

1. How would you structure your internal marketing program? (Use ideas from the above list, plus any of your own.)
2. How much impact would you expect this program have on the campaign's overall results?
3. Given your response in Q2, do you think that the effort in implementing your internal marketing program will be worthwhile? Why/why not?