

Growth Hack Nobody Talks About: Marketing to Your Own Team

WHY MARKETING TO YOUR TEAM WILL GIVE YOU
COMPETITIVE EDGE AND COMPLEMENT YOUR
INTERNAL COMMUNICATION STRATEGY



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WHY?

You wouldn't dream of launching a product or service without a marketing strategy, right?

But what about marketing to the most important audience you have, your own team?

If your team aren't excited about your business or what you do, chances are your customers won't be either.

A strong internal marketing campaign can turn your team into passionate advocates, fuelling engagement, productivity and ultimately growth.

I have designed the SURF* Framework.

A blueprint to add internal marketing to your tool kit.

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**This is a summary of the SURF, which is a leadership framework designed to empower organisations through research, vision, momentum and agility while marketing to their team. I have designed as an experienced marketing professional who has created and implemented internal marketing campaigns in organisations.*

The Psychology And Why It Works

People want to feel like they belong.

They want to be included in something exciting, ahead of the curve and part of a movement.

By treating your team like an exclusive audience, just like you would customers, you tap into deep psychological triggers:

- FOMO (Fear of Missing Out): Make internal initiatives feel like the hottest thing in the community
- You team will trust each other more than leadership. Find your early adopters and get them onboard to create buzz - Social proof.
- When people feel valued and heard, they go the extra mile for your customers - Reciprocity.
- People want to grow. Give them a compelling reason to engage with your mission - Autonomy.

The result?

A high-energy, engaged team that amplifies your brand and vision, without you even asking.

The Leader's SURF Mindset

The SURF framework isn't just a process; it's designed to be mindset firstly. It's about leading with curiosity, uniting people with purpose and building unstoppable momentum.



Scope the Waves

Lead with Curiosity

Before making an impact, you must understand the currents beneath the surface. A leader listens deeply, seeks real insights and uncovers hidden challenges. Approach this phase with curiosity and courage because transformation starts with awareness.



Unite the Vision

Inspire with Purpose

A vision without connection is just an idea. The best leaders craft a message that excites and unites. They rally teams with energy, clarity and a compelling story that makes people want to be part of something bigger. Be the spark that ignites passion and purpose.



Ride the Momentum

Execute with Energy

Talk is easy. Execution is everything. Leaders don't just launch initiatives, they create movements. Keep the energy high, celebrate small wins and empower teams to take ownership. Success isn't a one-time event; it's a series of well-executed moments.



Flow & Flex

Adapt with Agility

Great leaders don't cling to rigid plans; they evolve. They track results, listen to feedback and pivot when needed. They celebrate progress and keep the fire burning. A culture of adaptability ensures long-term impact, making success not just an event, but a way of life.

Phase 1: Scope the Waves



Research Phase

Before you launch anything, you need to understand the current landscape.

How do employees feel?

What do they care about?

Where are the communication gaps?

Action:

- Conduct employee surveys and focus groups to get real insights.
- Audit current internal communication channels.
- Identify engagement bottlenecks.

Deliverable:

A research-backed game plan tailored to your organisations culture.

Phase 2: Unite the Vision



Design Phase

Now that you know what needs improvement, it's time to craft an irresistible internal campaign.

Action:

- Develop a core campaign message that excites and unites.
- Create a content calendar that keeps momentum going.
- Identify internal influencers (yes, you have them!) who can help spread the word.

Deliverable:

A strategic, engaging rollout plan designed for maximum impact.

Phase 3: Ride The Momentum



Implementation

This is where the magic happens. A well-executed internal marketing campaign transforms organisational culture from the inside out.

Action:

- Launch with a bang! Think internal events, contests or surprise announcements.
- Keep engagement high with ongoing content and people-driven initiatives.
- Monitor feedback and adjust in real time.

Deliverable:

A thriving internal movement where employees feel part of something bigger.

Phase 4: Flow And Flex



Optimisation

Great marketing never stops.

The best internal campaigns evolve based on data and feedback.

Action:

- Continuously track engagement metrics.
- Gather team feedback and adapt.
- Celebrate wins and keep the excitement alive!

Deliverable:

A sustainable, dynamic internal marketing engine that fuels long-term success.

What Can You Track?



Employee Engagement

- Survey participation rates
- Feedback quality and quantity
- Internal content engagement rates

Communication Effectiveness

- Message retention rates
- Channel effectiveness scores
- Information flow improvements

Business Impact

- Employee retention rates
- Productivity metrics
- Customer satisfaction correlation
- Revenue impact indicators

Tips for Success



- Always start with listening
- Involve employees in content creation
- Celebrate small wins
- Keep messaging consistent
- Make it fun and engaging
- Measure and adjust regularly
- Stay authentic to culture
- Use multiple communication channels
- Encourage two-way dialogue
- Document everything

The Business Case



Why This Matters Now.

- Higher Employee Engagement = Higher Revenue. *Companies with highly engaged employees see 21% higher profitability (Gallup).*
- Retention Saves You Money. *Replacing an employee costs 6-9 months of their salary. Keeping them happy is way cheaper.*
- Better Internal Communication = Happier Customers. *A well-informed, excited team delivers exceptional customer experiences.*

So, are you ready to ride the wave of internal marketing?

Your team is waiting to be inspired.

Let's Do This.

AJ

PS. Please contact me if you need help!

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Research from Gallup shows that engaged teams are 21% more profitable. This increased profitability is due to higher productivity, better customer service and lower turnover rates. If business leaders foster on a culture of engagement, organisations can achieve significant financial benefits.

The average cost of turnover per employee can be thousands of dollars. Some studies predict that every time a business replaces a salaried employee, it costs six to nine months of their average salary.