

# Internal Marketing of Your Client Experience Efforts

If you are embarking on any significant initiative or behavior change within your firm, there may be value in creating a simple, cohesive, internal marketing program for the effort. This provides a recognizable appearance. Used consistently, your staff will see the connections and integration across your efforts and add a 'stickiness' to your programs.

Consider creating a simple logo – tying into your firm branding (examples at right)  
Doesn't need to require a designer – something consistent – unique fonts

If possible, tie the internal branding into your firm's mission / vision statements. At Abdo, our purpose statement is "Lighting the Path Forward". We incorporated this into the branding for our client experience training.

We created a stress ball cube – using the CX logo and incorporating key messaging. Our cube had six sides that reinforced the individuality of our clients and that what we do is about THEM – emphasized by the repetitive use of the word "Their". The six sides of our cube contain:

- Abdo CX internal branding logo including THEIR PATH, OUR PURPOSE
- Their goals
- Their feelings
- Their perspective
- Their values
- Abdo's purpose statement: Lighting the Path Forward

~~Transactions~~  
→ Experiences

