

10 tips to improve external communication within your company

If you want to find out how to improve communication within your company, you can't forget about the external side of it. Achieving proper communication with the outside world is essential when it comes to sharpening the image of the company and dealing with customers.

Here are several tips to help you improve your external communication efforts:

Develop a communications strategy

If you want to achieve good internal communication, you need to be prepared. And to achieve this, you need to have a plan. If you have a large budget, consider hiring services from an external communication office, or even better, create a department within your company to tackle this issue.

But, if you have a very small budget, then hire a professional who will be able to advise you on this.

Improve internal communication within your company

If you want your internal communication to be good, then you have to improve this little by little, step-by-step, even though it won't happen overnight. Due to good internal communication, valuable information will be shared within your business, and that will make things easier and that will also mean high-quality information for the outside world.

Choose properly what kind of information you want to show

Nobody wants to hear about your trip to the Canary Islands, last summer, or that affair between Anna from Human Resources, and Carlos from the sales department. Bear in mind that we can know where information starts but we will never know where it will end up or who will receive this information, so choose carefully what kind of information you want to transmit.

Think properly about those issues you want to address; getting involved in sensitive topics such as politics or religion might get you into trouble. Don't mess around.

Improve your company's image

To improve your company's image, don't get yourself involved in dodgy issues; actually, you need to carry out actions that will convey a positive image of your business. You can organize charity events, offer promotions, collaborate with other companies, and specially treat your clients properly.

Don't forget to build strong professional relationships

Meeting new people is always something very positive. Networking and good contacts can help you at some point for example, they can provide you with free publicity but also they can provide you with great knowledge and useful information. There are many ways to make contacts, both online and face-to-face (for example at fairs or events).

Use press releases

While you should not overuse these, they can be very useful if they are used properly.

They should be written properly and they should be easy to read, straight to the point with an informative format. Remember the importance of the title and do not forget to provide contact information and a brief description of the company.

And of course, to spread it properly, get in touch with the media, as they are the ones who will be able to help you.

Don't forget about marketing and advertising

We know that the words “marketing” and “advertising” sound like spending a lot of money, but, when used properly, these are tools that will give you great benefits, and it will be worth it. But, obviously, you need to properly plan those actions you want to carry out; the scope, the cost, the benefits, and the target audience you want to reach.

If you have a small local business then it doesn't make sense to advertise it on national television (unless you have a massive budget).

Learn your way around social networks

If you are patient enough and if you don't want to spend a lot of money on advertising, you can try to make your business popular on social networks. Of course, remember that you must invest a lot of time and professionally do this (so maybe you should spend some money on hiring a community manager).

If you want to know more about the advantages and disadvantages of social networks for companies, take a look at this article.

Evaluate your actions

In general, when it comes to external communication, actions are made to receive some type of response, whether in sales, leads, or comments on social networks, etc..... This type of response can help you measure the effectiveness of your actions. Each time you carry out a relevant external communication action (for example, an advertising campaign), assess its effectiveness. Have you got loads of sales and contacts or did it turn out differently?

Analyzing the results of your actions will give you much-needed information about the effectiveness of these. It will indicate if you are on the right track or if you need to try something different.

Provide good customer service

Probably the most important part of external communication within a company. Nothing tells more about your business than customer service. If it is good, it will be easier for you to keep customers close for a long time.

In addition to this, a satisfied customer might speak well of your business to relatives, friends and family, which would involve positive (and free) advertising, which is very valuable. This way, you avoid the opposite, which will scare away that negative publicity.