



Employees as Brand Ambassadors: HR & Marketing Collaboration

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Abstract: This research looks at how HR and marketing work together to develop corporate branding strategy and increase workers' roles as brand ambassadors. A structured questionnaire was used to gather primary data from 120 workers as part of a descriptive study design. Secondary materials, including research publications and organizational reports, were consulted for support. About 75% of workers are eager to serve as brand ambassadors, according to the data, which show that integrated HR-marketing initiatives greatly increase employee engagement, motivation, and advocacy. Structured staff training, campaign participation, incentive and recognition schemes, open internal communication, and leadership backing are important components of a successful partnership. According to the report, integrating marketing and HR initiatives improves employee happiness, organizational loyalty, and brand visibility in addition to strengthening employer branding. In today's cutthroat economic climate, these insights provide firms useful suggestions for using staff members as brand ambassadors.

Keywords: Brand Ambassadors, Social Media, Marketing, Digital Marketing Strategies, Human Resource, HR Collaboration

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INTRODUCTION

An organization's reputation and image are greatly influenced by its personnel in today's cutthroat economic climate. Organizational branding methods rely heavily on workers as brand ambassadors since they convey the company's identity, culture, and values to both internal and external audiences. Brand awareness, marketing budgets, and stakeholder trust may all be greatly enhanced by employee advocacy initiatives, according to recent research [1]. Employees are taking use of social media to talk about their experiences at work, which boosts employer branding and changes how others see their firm [2]. This is all thanks to the proliferation of digital platforms.

In order to establish a solid reputation as an employer, it is essential that HR and marketing work together. Marketing makes ensuring that the organization's values are communicated effectively and consistently, while HR focuses on employee engagement, growth, and satisfaction. Employees are more likely to provide a good impression of the brand when these two processes are coordinated. The results of employee engagement and employer branding are improved, as well as recruitment and retention rates, when HR and marketing are integrated, according to research [3][4]. In addition, trust, advocacy, and loyalty to the business are all enhanced via employer branding initiatives that are backed by cross-functional strategies [5].

In order to motivate workers to serve as brand ambassadors, internal branding activities are crucial. These initiatives include training, open communication, and recognition programs. Positive online and offline

word-of-mouth about a firm is more likely to come from employees who buy into its mission and values [6]. Furthermore, research shows that genuine employee opinions, particularly on social media, carry more weight than paid advertisements [7]. Consequently, in today's interconnected business environment, it is crucial for companies to prioritize HR-Marketing cooperation and provide their workers the tools they need to become powerful brand ambassadors [8].

OBJECTIVES

- To examine the impact of HR and Marketing collaboration on enhancing employees' role as brand ambassadors.
- To compare the effectiveness of different HR-Marketing initiatives in promoting employee engagement and organizational branding.
- To identify best practices and recommendations for organizations to effectively integrate HR and Marketing efforts to leverage employees as brand ambassadors.

RESEARCH METHODOLOGY

Research Design

In order to investigate how HR and marketing work together to promote workers as brand ambassadors, the study used a descriptive research approach. The goal of this design was to comprehend employee attitudes, beliefs, and actions without changing any of the variables. It made it possible to do a thorough study of the ways in which various HR-Marketing activities affected employee advocacy, engagement, and involvement within the company.

Data Collection

The study collected both primary and secondary data.

- **Primary data:** A standardized questionnaire was given to 120 employees as part of the research. Seven questions with Likert scales and categorical answers were included in the survey to gather quantitative data on employee engagement, brand advocacy, and HR-marketing cooperation. To get qualitative input on best practices and suggestions for increasing employee participation as brand ambassadors, open-ended questions were used.
- **Secondary data:** The study examined case studies, organizational reports, research publications, and current literature on internal branding, employee advocacy, and HR-marketing cooperation. This supported the examination of source data, helped put the results in perspective, and helped spot patterns.

Sample Size

A total of 120 workers from different departments and levels of the company participated in the research. Convenience sampling was used to choose the sample in order to guarantee a varied representation of viewpoints and experiences with relation to internal branding efforts and HR-marketing campaigns.

Data Analysis

Frequency distributions and percentages were among the descriptive statistics used in the study's analysis

of the data gathered. Employee impressions, engagement levels, readiness to serve as brand ambassadors, and recommended best practices were all highlighted in tables that were designed to clearly display the replies. The study made it possible to evaluate clearly how well HR-marketing cooperation increased employee advocacy.

RESULTS

Table 1: Employees' Perception of HR-Marketing Collaboration

Response	No. of Respondents	Percentage (%)
Very Effective	42	35.0%
Effective	48	40.0%
Neutral	18	15.0%
Ineffective	8	6.7%
Very Ineffective	4	3.3%
Total	120	100%

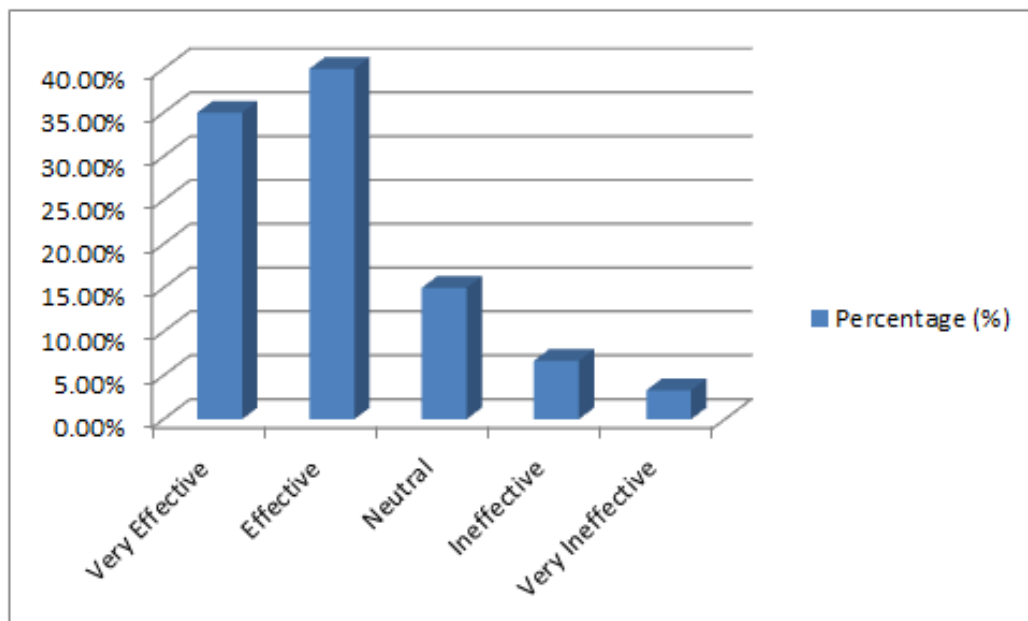


Figure 1: Employees' Perception of HR-Marketing Collaboration

According to the above table and figure, most workers (75%) said that the cooperation between HR and

marketing helped them be better brand ambassadors. This proves that workers appreciate and acknowledge HR and marketing's collaborative efforts, which implies that these partnerships greatly enhance employee engagement, involvement, and advocacy inside the company. Organizations can further enhance communication and integration between HR and marketing initiatives, as only a minority of employees are unsure or feel that the collaboration is less impactful, as indicated by the smaller percentages of neutral (15%) and negative (10%) responses.

Table 2: Frequency of Employee Engagement with HR-Marketing Initiatives

Frequency	No. of Respondents	Percentage (%)
Always	30	25.0%
Often	50	41.7%
Sometimes	25	20.8%
Rarely	10	8.3%
Never	5	4.2%
Total	120	100%

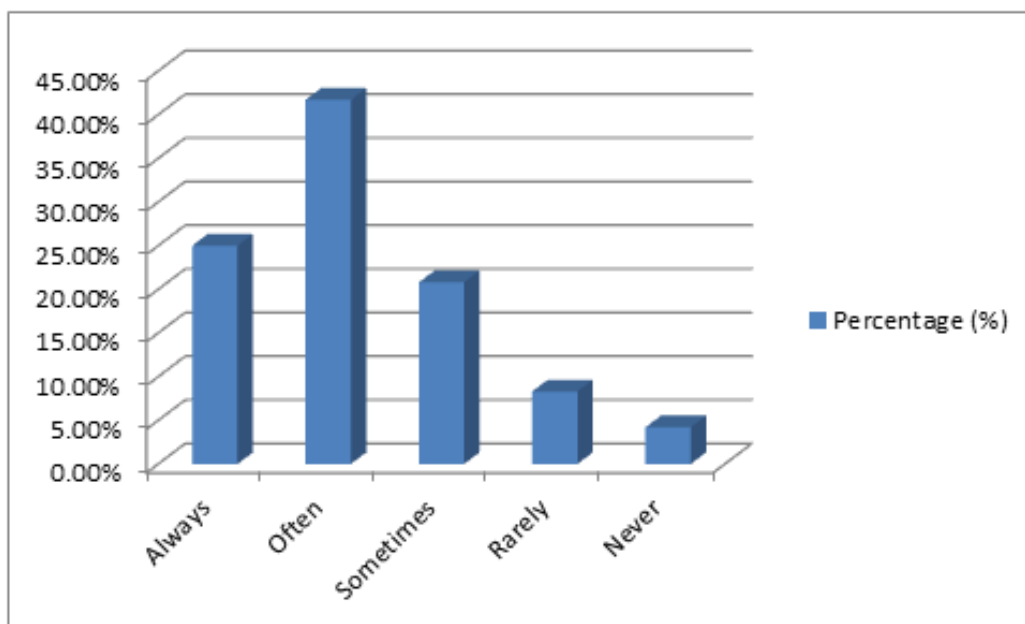


Figure 2: Frequency of Employee Engagement with HR-Marketing Initiatives

The majority of workers participate in programs that aim to increase engagement and advocacy, as seen in the table and figure above, as around 66.7% of employees reported participating with HR-marketing

activities either often or frequently. Communication was successful, and the efforts were relevant to workers' jobs and incentives, which led to a high degree of involvement. Not all workers are being reached or inspired by existing programs, according to the remaining 33.3% of respondents who interact occasionally, seldom, or never. This discovery suggests that organizations should look at other ways to increase involvement, such creating programs that are more inclusive, communicating with specific audiences, and implementing frequent feedback systems. When HR and Marketing work together, they can do wonders for internal branding and employee advocacy but only if everyone in the company is consistently engaged.

Table 3: Participation in HR-Marketing Programs or Campaigns

Response	No. of Respondents	Percentage (%)
Yes	82	68.3%
No	38	31.7%
Total	120	100%

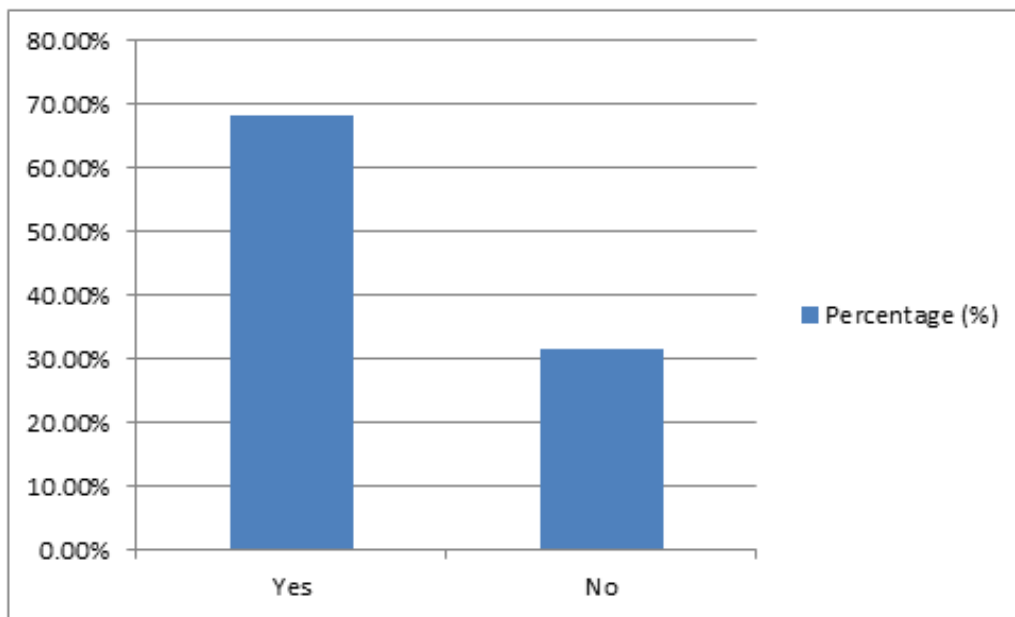


Figure 3: Participation in HR-Marketing Programs or Campaigns

Table and figure show that 68.3% of workers engaged in HR-Marketing collaborative initiatives or campaigns. This shows that collaborative activities motivate workers to participate in organizational branding, emphasizing their role in promoting the company's image and values. These campaigns show that well-structured HR-Marketing teamwork motivates workers to go beyond their job duties. The 31.7% of workers who have not engaged may need more incentive, communication, or access. These findings show

that although most workers are participating, ongoing efforts are needed to engage all employees and ensure full representation in corporate branding activities.

Table 4: Perception of Integrated HR-Marketing Efforts vs Separate Activities

Response	No. of Respondents	Percentage (%)
Strongly Agree	40	33.3%
Agree	50	41.7%
Neutral	18	15.0%
Disagree	8	6.7%
Strongly Disagree	4	3.3%
Total	120	100%

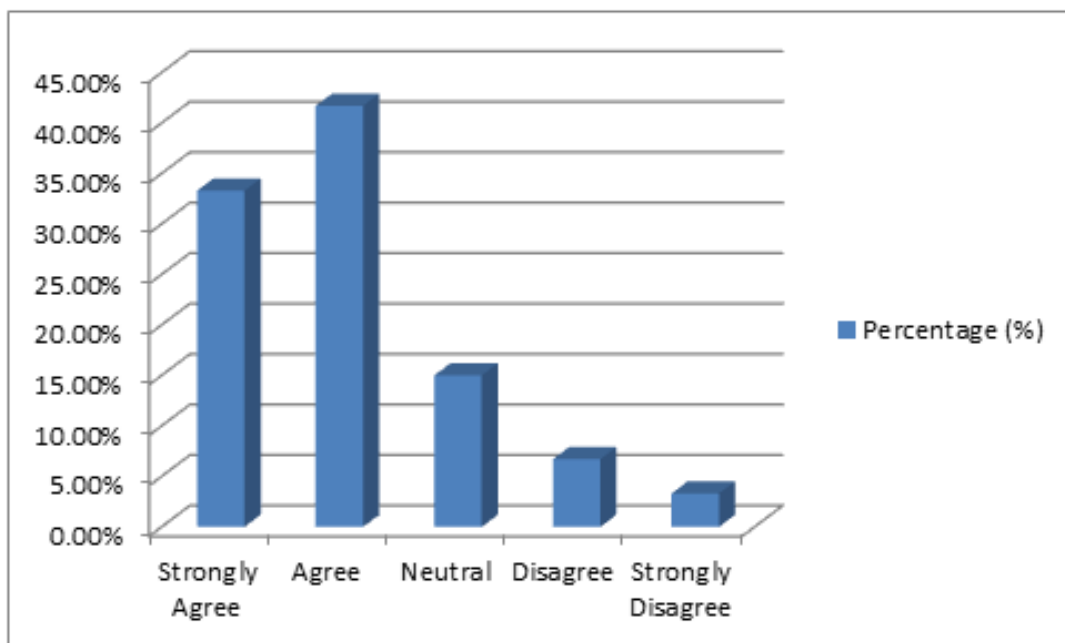


Figure 4: Perception of Integrated HR-Marketing Efforts vs Separate Activities

According to the table and figure, 75% of workers agreed or strongly agreed that combined HR-Marketing initiatives are more inspiring and instructive than standalone HR or Marketing operations. This shows that integrating HR and marketing activities improves employee engagement and understanding of business goals and internal branding strategy. Since coordinated activities give consistent message, clarity, and opportunity to actively promote the organization's values, employees find them more meaningful. The 15%

of indifferent workers and 10% who disagreed or strongly disagreed show that certain employees may need more communication, exposure, or training to properly understand integrated programs. These findings suggest that HR and Marketing departments should work together to coordinate, communicate, and include all workers to boost employee engagement and brand support.

Table 5: Employees' Willingness To Act As Brand Ambassadors

Response	No. of Respondents	Percentage (%)
Very Likely	38	31.7%
Likely	52	43.3%
Neutral	16	13.3%
Unlikely	10	8.3%
Very Unlikely	4	3.3%
Total	120	100%

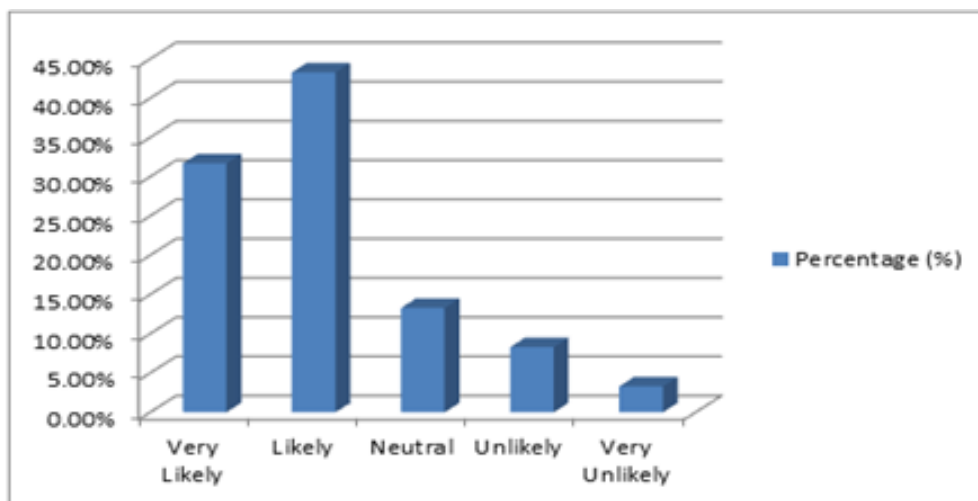


Figure 5: Employees' Willingness to Act as Brand Ambassadors

The data in the table and figure demonstrate that 75% of the workers are willing to go above and beyond as brand ambassadors for their company. The efficacy of the HR-Marketing partnership in encouraging employee advocacy is shown in the fact that the majority of workers are enthusiastic about representing the firm in a favorable light. With such a high level of enthusiasm, it's clear that workers see branding projects as a chance to make a difference and reap the benefits of their labor. Nevertheless, it seems that certain workers could need more prodding, involvement, or assistance to transform into enthusiastic supporters,

given that 21.6% of them were unsure, doubtful, or very unlikely to do so. Based on these results, HR-Marketing strategies should be designed in a way that not only informs workers of the organization's objectives, but also encourages and equips them to promote the brand both internally and outside.

Table 6: Key Factors for Successful HR-Marketing Collaboration

Factor	No. of Respondents	Percentage (%)
Employee training for branding	84	70.0%
Recognition & reward programs	78	65.0%
Leadership support & accessibility	72	60.0%
Employee involvement in campaigns	80	66.7%
Transparent internal communication	70	58.3%

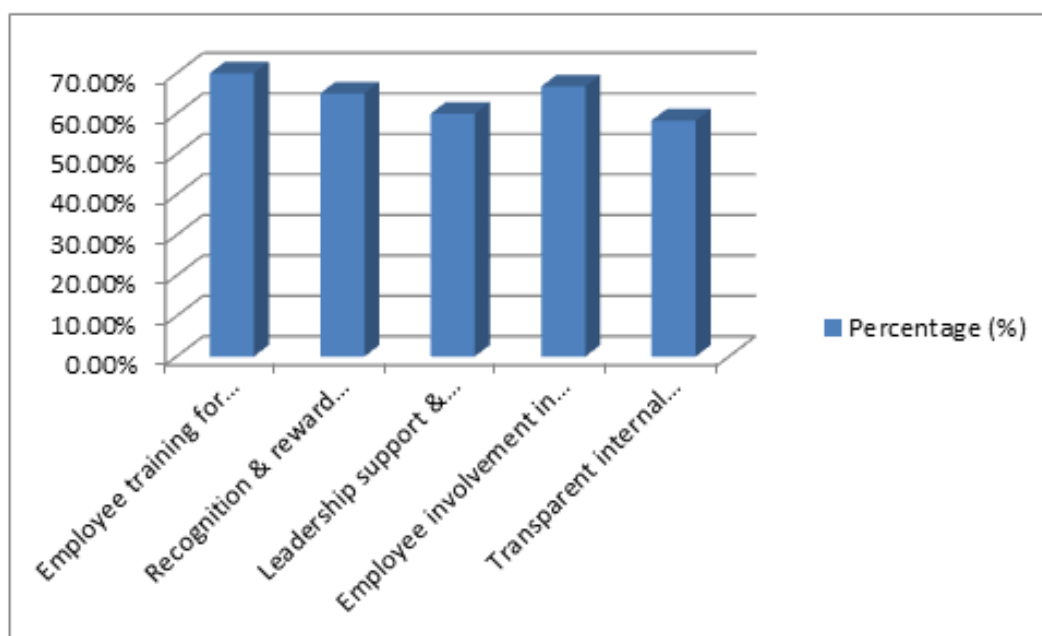


Figure 6: Key Factors for Successful HR-Marketing Collaboration

Employees believe the above table and graphic show the most important aspects for HR-Marketing partnership. Employee training for branding (70%), campaign engagement (66.7%), recognition and incentive programs (65%), leadership support and accessibility (60%), and clear internal communication

(58.3%), were vital to most workers. These results show that systematic training, clear instructions, and active engagement possibilities improve workers' corporate branding comprehension and brand ambassadorship. Recognition and prizes encourage persistent engagement, while leadership support promotes inclusiveness and responsibility. Transparent communication keeps workers informed and aligned with company goals, building trust and dedication. These findings imply that concentrating on these critical characteristics might improve HR-Marketing cooperation and employee advocacy by empowering, informing, and motivating workers to actively represent the brand.

Employee engagement and their function as brand ambassadors are both greatly improved by HR-Marketing cooperation, according to an examination of survey answers from 120 workers. Employees were highly involved with HR-Marketing activities and took part in joint programs or campaigns, and most of them thought the partnerships were successful or extremely effective. Approximately 75% of workers were eager to be brand ambassadors, and integrated HR-marketing initiatives were more inspiring and instructive than standalone programs. Employee branding training, campaign participation, recognition and incentive programs, leadership buy-in, and open internal communication were critical components of a productive partnership. Research indicates that when HR and marketing departments work together, it helps with employee advocacy and gives businesses practical advice on how to boost internal branding, increase engagement, and make the most of their workers' positive influence as brand ambassadors.

DISCUSSION

This study's results underscore the essential importance of HR-Marketing cooperation in improving employee engagement and establishing workers as proficient brand ambassadors. Recent research demonstrates that cohesive HR and marketing strategies substantially enhance corporate branding, cultivate trust, and promote employee advocacy when people see organizational support and alignment with their values. [9] [10] The strong inclination of workers to engage in branding activities in this research corresponds with studies indicating that employee advocacy enhances business reputation, stakeholder perceptions, and consumer loyalty. [11] Additionally, systematic training programs, recognition systems, and clear internal communication have shown an enhancement in workers' alignment with company objectives, thereby inspiring them to genuinely represent the brand. [12] Moreover, recent studies emphasize that in the digital age, the integration of HR and marketing operations is essential for sustaining cohesive company branding and harnessing employee-driven advocacy via social media platforms. [13] Consequently, the findings of this research confirm that a purposeful, well-coordinated relationship between HR and Marketing cultivates a good organizational culture, improves brand exposure, and maintains competitive advantage in a swiftly changing business landscape.

CONCLUSION

In order to promote corporate branding and enhance competitive advantage, this study's findings show that HR-Marketing cooperation is crucial. Employees are empowered to serve as effective brand ambassadors via this collaboration. Employee engagement and advocacy were shown to be greatly impacted by integrated tactics that included training, open communication, recognition programs, and support from leadership. Researchers found that when marketing and human resources departments collaborate, workers are more likely to provide an honest account of the company in all their communications, whether online or

off. This boosts the company's reputation as an employer and the way stakeholders see it. In today's digital age, when employees can be heard more clearly than ever before thanks to social media, businesses need to implement cross-functional strategies that integrate internal branding with external communication in order to establish credibility, loyalty, and long-term brand equity.

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