

**PTE**

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*Marketing & Public Relations*

# THE ART OF INTERNAL AND EXTERNAL COMMUNICATION

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## INTRODUCTION

Business communication is vital for a company's success, impacting everything from team productivity to brand reputation.

This guide explores key differences between *internal* and *external* communication, offering strategies and insights to improve both aspects and boost your company's performance.

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# WHAT IS INTERNAL COMMUNICATION?

**Internal communication is the heartbeat of your organization; when it's strong and healthy, your business thrives.**

Internal communication refers to the exchange of information, ideas, and feedback among employees within an organization. It's the lifeline that connects teams, departments, and leadership, ensuring everyone is aligned with the company's goals and objectives.

Effective internal communication fosters collaboration, boosts employee morale, and streamlines operations. It encompasses a variety of channels, from face-to-face meetings and emails to internal newsletters and team messaging platforms.

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# WHAT IS EXTERNAL COMMUNICATION?



**External  
communication  
is the voice of  
your brand  
echoing into  
the market.**

External communication, on the other hand, is all about how your business interacts with the outside world. This includes communication with customers, clients, partners, media, and the general public.

External communication shapes your brand's image, builds relationships, and drives engagement. It encompasses everything from marketing campaigns and public relations efforts to customer service interactions and social media updates. Every word and message contributes to how your business is perceived.



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# TIPS FOR IMPROVING YOUR INTERNAL COMMUNICATION





### ***Establish Clear Channels***

Create a structured communication plan with designated channels for different types of information. Whether it's a company-wide email for important announcements or a project management tool for team collaboration, clarity is key.

### ***Foster Open Dialogue***

Encourage an open-door policy where employees feel comfortable sharing ideas and feedback. Regular team meetings and one-on-one check-ins can facilitate this two-way communication.

### ***Leverage Technology***

Utilize collaboration tools like Slack, Google Chat or Microsoft Teams to streamline communication and project management. These platforms can help keep everyone on the same page and reduce the clutter of email chains.

### ***Encourage Cross-Department Collaboration***

By encouraging different teams to work together on projects, share insights, and exchange feedback, you break down silos and promote a more cohesive work environment. This communication helps employees understand each other's roles, goals, and challenges, leading to better coordination and problem-solving.

### ***Provide Training***

Invest in communication skills training for your team. Effective communication isn't just about speaking clearly—it's also about active listening and understanding different communication styles.

### ***Celebrate Successes***

Recognize and celebrate team achievements and milestones. This not only boosts morale but also reinforces a positive communication culture within the organization.



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# USING EXTERNAL COMMUNICATION TO GROW YOUR BUSINESS



### ***Craft a Compelling Brand Message***

Develop a clear and consistent brand message that resonates with your target audience. Your messaging should reflect your company's values, mission, and unique selling propositions. Make sure everyone on your team is aware of and using your brand voice in all applications.

### ***Utilize Data-Driven Insights for Targeted Messaging***

Use data like behavior patterns, preferences, and demographics to tailor your messaging to address the specific needs and interests of different audience segments. This approach ensures that your messages are relevant and impactful, increasing the likelihood of capturing your audience's attention and driving meaningful engagement.

### ***Prioritize Customer Service***

Exceptional customer service can turn satisfied customers into brand advocates. Ensure your customer service team is well-trained, responsive, and equipped to handle inquiries and issues promptly.



### ***Engage on Social Media***

Leverage social media platforms to connect with your audience, share valuable content, and build a community around your brand. Regular, engaging posts and communication with your followers can drive traffic and foster customer loyalty.

### ***Utilize Content Marketing***

Create high-quality content that addresses the needs and interests of your audience. Blog posts, whitepapers, and case studies can position your business as an industry thought leader and attract potential customers.

### ***Build Relationships with Media***

Develop strong relationships with journalists and media outlets to secure coverage and endorsements. Well-crafted press releases, media kits, and story pitches can help you get noticed in the media landscape.

## THANK YOU FOR READING!

Effective communication is the cornerstone of a successful business. By mastering both internal and external communication, you can foster a collaborative and productive work environment while also building a strong, positive brand presence in the market. Remember, communication is an ongoing process—continuously refine your strategies, stay attuned to your audience, and adapt to new trends and technologies.

If you have any questions or want to talk about how we may be able to assist you, please get in touch!

[GetPushing.com/Contact](https://getpushing.com/contact)

239.221.2858

[Info@getpushing.com](mailto:Info@getpushing.com)



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# 1000 WAYS TO MARKET YOUR BUSINESS

