



Memo

To: All Managers of USPS Employees

From: Aaron Allen

Date: 4/23/2011

Re: Internal Marketing

Internal Marketing

The United States Postal Service is struggling. We need to do all we can to boost sales and bring in more revenue. The purpose of this memorandum is to explain what internal marketing is and why it is important. Internal marketing is defined as treating employees as customers and developing systems and benefits that satisfy their needs. Internal marketing is important because by creating happier employees they will in turn portray a positive image for the USPS. Every employee is a representative of the United States Postal Service. When our customers see and talk to USPS employees, every action of that employee reflects directly on the company itself. If employees are not happy with their work environment, they will treat customers poorly and will not care about the success of the company. On the other hand, an employee who is completely satisfied with the way they are treated will give the post office good representation by delivering excellent customer service and showing customers we care. The employees of USPS will want the post office to succeed. An employee who enjoys work tends to work harder and more diligently. Now that you understand the importance of internal marketing, please take note of the following important factors in which it includes. Treat employees as if they were customers, be nice to them and listen to what they have to say. Try to make the work environment a happier place and talk to your employees as you would your friends or family. Ask them for ideas on how to improve the work atmosphere, and try to meet their needs. Finally, set aside time on a reoccurring basis to sit down with each employee so that they may voice any concerns they may have. Thank you for taking the time to read this memorandum. Internal marketing plays an important part of building strong relationships with our customers, and is key to the success and future of this company.