

# ROLE OF HR IN MARKETING: (A Review)

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**Abstract:** This paper brings out the role and the relationship of HR with marketing department. Even though HR and Marketing are two different sectors and as HR cares for the employees and Marketing, the customers, the paper reviews the importance of both the departments in the Business field, to maintain success in Business along with culture.

**Key words:** Marketing, HR, Employee Branding, Brand experience

## I. INTRODUCTION

### 1.1. The Need for Marketing

Too many businesses ignore the basic necessity of marketing. They view marketing as an unaffordable luxury. Effective marketing occurs often and regularly, which doesn't happen when funded with windfall cash. There goes a saying that money has to be spent to make money. Regardless of the size or position of the company, marketing principles are the same. When it comes for establishing a budget, the guidelines are very general and typical, where spending ranges from 2 percent to as much as 20 percent of their anticipated gross sales. A good starting place is 5 percent of the targeted gross sales. Recent HRmarketer.com research found leading HR suppliers spend an average of 10% of gross revenue on marketing and for PR.

## II. THE NEED OF HR FOR MARKETING

The Figure below clearly explains the need and the role of HR in Marketing.



Figure 1. The role of HR in Marketing

Managing a community of individuals means the HR role will be much more similar to marketing. Marketing has to maintain great relationships with customers who use the products sporadically. It will be the same with people who work for. It is very much needed to maintain

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long-term relationships with people who are not full-time employees. What that means is that companies need to have a great employment brand. And HR has a role in shaping that, “Engaging employees is never about copying another corporation’s best practices. It’s about digging deep to identify what’s uniquely important to your organization,” says Erickson, one of the members of the executive leadership team.

### *2.1 Collaboration and potential = Success*

The success of any business relies on departments working together towards a common cause and employees working towards their full potential and being dedicated to their company. Employee Advocacy depends upon the potential of the individuals and also the potential of the collective. When implemented and communicated across the organization, all departments contribute to the Employee Advocacy program. When all units are involved, communication abounds and the cycle continues.

As of the trends in the HR marketplace, HR professionals are increasingly searching for information and tools to help them do their jobs better and more efficiently. To find these, they turned to connect with content communities such as online news sources, blogs, magazines and trade journals that cover the HR industry. This results in a symbiotic relationship between the buyer, seller and content communities. As, this is very much applicable and much essential for the industry, it attracts audience comprised of the very same people that suppliers want to market with. In this case, HR content communities supply HR-related content to the HR professionals which HR suppliers want to reach.

HR suppliers participate in this symbiosis in two ways. First, they fund media and certain content venues by paying to advertise the alongside content. This is traditional advertising, with which most marketers are familiar. Secondly, and newer to today’s marketing world is HR suppliers provide most of the content disseminated by the content communities. Since HR suppliers are the economic engine that drives innovation in the HR marketplace, this relationship ultimately provides value to HR buyers who actively seek information to help them attain excellence in their careers. HR vendors should identify each person within their target organizations who can influence or ultimately make a purchasing decision regarding the product.

When selling into an organization’s HR department, it is a good idea to find a champion within the organization and to build a coalition through that person. In a small to medium-sized companies, the HR generalist can be targeted regardless of the product or service. In large organizations, the first sale is to be targeted with the specialist who deals with the particular product. This may be the easiest sale of many to be made before actually closing the deal. Because, these specialist champions may pitch the product to decision-makers by themselves as it’s critical to provide in-depth support and top-quality sales tools. Marketing materials must educate, inform and convince this specialist and arm him/her to mount an effective internal marketing campaign to his or her supervisors.

If the product or service being sold requires a significant investment and buy-in from multiple departments, it probably makes sense to start with the most senior executive who has influence over HR purchase decisions. In a small or medium company, it is probably the CEO or some

other C-Level executive or a board member. In a larger company, it is generally the most senior HR executive.

### **III. NEED FOR THE HR AND THE MARKETING DEPARTMENTS TO WORK TOGETHER**

Both HR and Marketing are of two different Departments entirely and the technology bridge the gap between both the Departments, it has become more vital for both the Departments to work together for the employer branding strategy in which both can learn things from each other. HR Department can learn from Marketing, how technology engages with employees and prospectus and the talent of segmenting employees and customers which is not in practice regarding HR Department is concerned. Likewise Marketing Department can learn business behavior and strategy, clarifying roles and responsibilities from HR Department, where these are the important ethics being followed there very strictly.

#### *3.1 Strategies needed for effective HR Marketing*

Certain strategies such as Internet marketing, Online Marketing, Advertising and Direct Marketing can be adopted for effective HR Marketing. Even though various techniques had been adopted for effective HR Marketing, each and every technique adopted is unique and are meritorious in certain ways like,

- Print advertisement tends to have a higher visual impact than online media and
- Web 2. 0 is a self-perpetuating marketing vehicle where marketing can be done much more effectively.

#### *3.2. Some of the advantages in Direct Marketing are*

- More than 80 percent of respondents spend 50 percent or more of their budget in direct marketing
- Reaping large number of well defined target customers
- Good quality data bases from the individual suppliers
- Delivers almost perfect offers to customers
- Affords flexibility in different media
- More effective during customer relationship
- Cost effective
- More accuracy in measuring the results
- Direct marketer personalizes the message
- Direct marketer segments customer rules with constant precision
- Direct marketer can build desired frequency level with media

As direct marketing deals with the customers in person, this method of marketing is found to have the most number of advantages.

#### *3.3. Key points to be adopted for being successful in HR marketing*

Techniques are to be adopted to have a successful business and to have a long career. To promote their business successfully, one should adopt the following techniques.

- Developing Identity

- Determining Target
- Delivering and Communicating correct message
- Developing a Tactical Marketing Plan
- Choosing correct Marketing tools and by
- Avoiding Jargons

#### **IV. THE RELATIONSHIP BETWEEN MARKETING & HUMAN RESOURCES**

##### **4.1. Attracting the Right Talent**

Since small businesses almost always have tight budgets, even when times are good, it's even more critical to get the staffing decisions right the first time. The secret of attracting the people needed is to align the HR strategy with the business plan. For example, if one wants to be a top application developer for smart phones, he/she needs to be creative, educative and talented. For that, they should start blogging about trends in the smart phone industry, should attend developer conferences and should hold information sessions at local colleges, and to advertise HR policies that cater young professionals, which is like that of the flex time and having the chance to brainstorm new ideas on company time.

The human resources and the marketing are tightly connected on two levels. As in marketing, in human resources management also, the foremost thing in need is of creating a relationship. The result of human resources marketing is an employee – employer relationship that brings economic, social and psychological benefits to both the parties. And the HR role in it can be very well defined like an investigative journalist. Both the marketing and HRM processes involve the creation and exchange of utilities. It's the link between these two functions that enables information to flow and evolve into content which is shared with the whole organization; rather it is just shared to a team or a project. The reach is much wider and can influence the hearts and minds of people.

And the line between marketing is organizational and reputational and HR is of attracting and retaining the best people. The strong, positive brand and reputation of this will make people want to work for it. While working on this concept, one shouldn't have more importance than the other since the customer takes precedence over everything. It's an obvious statement and is well known to all that no organization can function without the customers. This holds very much true in the public sector.

#### **V. THE 'HIRE TO RETIRE' PROCESS**

The traditional function of marketing is ultimately to satisfy customer needs, understanding customers' behavior and driving the strategy to increase sales, profitability and market share. The traditional function of HR is to support the business, which all that is people-related. Often referred to as the employee lifecycle, it encompasses everything from recruitment and induction, employee engagement and retention, and learning and development to people exiting the organization and everything in between. IBM calls it as a 'hire to retire' process.

This 'hire to retire' process starts with developing leaders within an organization. The leaders of a business are responsible not only for driving the strategy and direction of the company, but they will also set the tone for the culture. Culture is one of the few things that will shape the behaviors for both customer and employee satisfaction and retention.

#### **VI. ROLE OF TECHNOLOGY IN BRIDGING THE GAP BETWEEN HR AND MARKETING**

Marketers care most about budgets, products, and consumers. HR practitioners are interested in future and current employees. But technology and data have bridged the gap between these two worlds. Despite apparent differences between the functions of HR and Marketing, the digital world has brought them closer than ever by eliminating differences between employees and consumers. So that businesses should seriously consider hiring their best customers.

Second, the two keys to successful recruitment are (a) attracting good candidates and (b) assessing their potential. Thanks to technology and digital advertising, that marketing departments are now better placed to accomplish these two goals like that of HR departments. Indeed, most businesses have a strong online presence with consumers, and that data can be translated into valid profiles. Importantly, these profiles can be used not only to predict consumer behaviors, but also the employee's performance. Third, it is clear now that employees want consumer-like experiences. They don't want just a job but what they really need is a meaningful career.

It seems, then, that Marketing departments can play a central role in engaging, managing and developing employees. The businesses revered by consumers will be the best places of work, and being employed by those businesses will strengthen employees' personal brand, which in turn will strengthen the businesses. Ultimately, marketing is about storytelling, influence and differentiation. But the story of brands is the psychological journey of organizations, and each organization has its people, their values, ideas, and reputation.

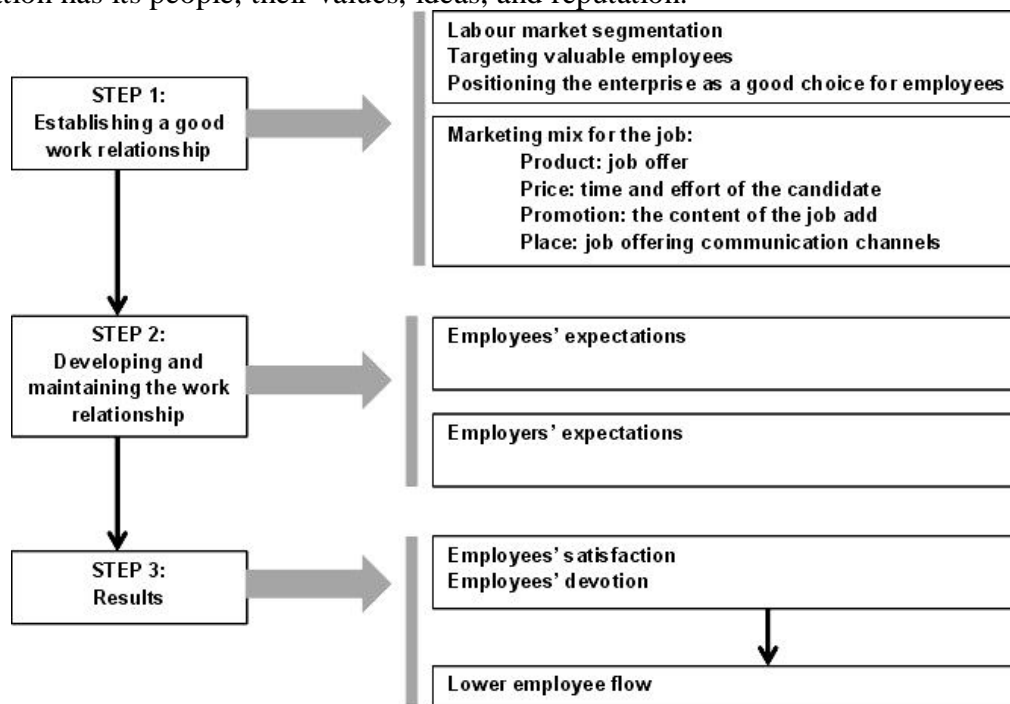


Figure 2. The importance of marketing in Human Resources Marketing

Employee branding holds a tremendous potential to lead not only to retain top talents, but also to enhance financial performance, increased employee motivation and optional company image. The initiative is always a joint effort between the Marketing and HR Departments, because it largely entails conveying similar messages to the internal and external share holders. However working together on employee branding doesn't always lead to harmonious collaborations. Often these two Departments lock horns on a variety of issues, because they are typically staffed with

people from different backgrounds, experiences and expertise and are measured against dissimilar business drivers.

#### *6.1. A Company's Image - more than skin deep*

Marketing's prime role is to deliver consistent brand messages to external parties. It has a comprehensive understanding of a company's brand that what is essentially means and how it should be articulated. It believes that it should have the jurisdiction over employees branding, because a brand's message needs to be started within a company and then on to the external channels.

HR on the contrary is the face of company's recruitment process and is often the harbinger of first impressions for many new employees. They are asked to set company policies in accordance with the organization's core values. HR professionals believe that they are primarily tasked to maintain the internal order of a company and employee branding should come next to the remit of HR.

Experts agree that employee branding is comprised of different facets and owing to this diversity, it should neither exclusively to be under Marketing nor under HR. Both Marketing and HR have the necessary skills and expertise to fulfill particular elements of the employee brand and they should work together to create an integrated strategy. In addition of co-operating with each other, the two departments also need to have a company's senior manager involved as their participation as leaders will not only add creditability to the initiative, but will also strengthen the company's employee brand.

Brand survival in today's competitive market requires a certain emotional tie between the company and the user. The core purpose of the human resource function is to recruit and retain employees who believe in the company's mission. Obviously this is the fundamental key of marketing success. When finally integrated, the department's role is a mere recruitment or of employee incentive programs. This reactive approach underutilizes the motivational intelligence of the human resource function and undervalues the impact on employees for having an effective marketing. In the simplest terms, successful marketing relies on the profitable distribution of a key message. Customers ideally should be able to parrot this exact brand mantra to others. And nothing is as powerful as word of mouth, and no other medium can distribute the message as honestly as the employees. The Human Resource Function can solidify and validate the efforts. Only human resources is charged with consistently monitoring the pulse of the organization, which works together to select potential brand ambassadors and develops a dissemination plan.

## **VII. ALIGNING HUMAN RESOURCES AND MARKETING**

The relationship that companies foster with customers by defining and promoting the brand or organizational mission should be consistent with the relationship that HR builds with potential, current and former employees. While HR supports Marketing by identifying the best talent to represent the brand, the Marketing team reinforces the HR mission by clearly articulating the brand purpose to employees. In fact, Aberdeen research shows that 67% of Best-in-Class companies have a clear employment branding initiative that involves Marketing and other departments. Human Resources and Marketing can be made to work together as, marketing can build a brand. And HR is a part of senior management team in each of the divisions and a part of the executive committee. HR and Marketing can be aligned by

- Creating awareness externally and internally
- Transiting on boarding trainings to ongoing workshops

- Promoting transparency at company-wide events
- Transforming former employees into brand advocates

Figure 3. depicts the Marketing automation done in Marketing Department.



Fig.3. Marketing Automation in Marketing Department

## VIII. CONCLUSION

The hallmark of great marketing is results. By results we mean an increase in revenue directly attributable to the marketing efforts. In order to get results, one must plan marketing so that it all works together to find, contact and sell to potential buyers, the products and services. To achieve this there are three primary steps in a tactical marketing plan which includes 1) getting attention, 2) capturing leads, 3) turning leads into sales, which all these can be done effectively through Internet marketing efforts, public relations and direct marketing (print and e-mail.) Services like Direct2Net and Direct2HR from HRmarketer.com make it easy to get the message to the target prospects. And HR marketer's services group can manage all aspects of the marketing plan, from website development to press release, optimization and distribution. HRs Ensure that digital systems are "humane," where a culture of digital responsibility is needed.

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