Corporate Communication Strategies

[Name]

[Institute Name]

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Purpose of corporate communication strategies:

The purpose for the communication strategies is to share the information while doing the business. Corporate communication is the main element of the corporate world. To assist corporate communication, a manager will generally require developing and have some substantial interpersonal skills. For instance, effective listening, speaking and writing skills to best accommodate the shared information within the organization (Seeger et al 2012).

Towards the success of the business there is an important role of strategies of corporate communication. It takes part in the business internal operations, to make sure that the processes of business are efficient and effective. The strategies of communication necessitates that the role of the employees are visibly communicated and defined which is commonly done from the top management to the bottom management.

The strategies of corporate management must be associated according to the organization's distinct members who might not have same interests. Such as there might be stakeholders like media, consumers, employees, ad shareholders (Maon et al 2009). For any organization, it is essential that it practices a brand image of the organization which is positive by possessing pleasant associations with media.

The purpose of the corporate communication is promoting and advertising to attain attention from mass media in any possible way. Public information is the model which is known as an on-way model, communication is understood as the broadcasting of information via controlled mass media (Schultz, F., & Wehmeier, S. 2010).

Corporate Communications Link to Corporate Objectives:

There is an important relation between corporate objectives and corporate communication. The management wants to ensure that the corporate objectives are clearly communicated to the middle and bottom management so that the policies are allied to the general corporate objectives. Moreover, if these objectives and goals are not transferred or communicated clearly and effectively, then it might be the reason for creating barriers to the implementation of strategies in the organizations (Du et al 2010).

There is some kind of dissimilarity between strategies and corporate objectives as the former are detailed and accurate and established with respect to worth or value. For example, corporate objectives might integrate future targets of revenue, market share and percentage growth in the market, or generating more values for investors than ever (Rolland, & Bazzoni, 2009). Consequently, organizations have a sturdy association between corporate objectives and corporate communication (Walsh et al 2009). In order to have efficient and effective operations of business, the management wants to transfer corporate objectives to the complete departments of the organization.

Relationship between Corporate Communication and Corporate Branding:

Corporate communication is all about dealing discernments about a company, its culture, its identity, its philosophy, its citizenship, and its position in the market place. Corporate communication is between its public and its staff and an organization (Richards et al 2009). It depends deeply on the public relation and might encompass company newsletter, an employee, crises management with the special events planning, news media, employee

recruitment, communicating with donors or clients and stockholders last and the most important building the corporate brand (Rolland, & Bazzoni, 2009).

In corporate branding applications, the resources are extensively allotted to external communication and customer research about new strategies and planning, whereas the organization is frequently left alone with a kick off meeting and major values. When discussing and analysing the relationship between corporate culture and corporate branding people pursue to connect the dimensions of organization identity, employee and identity contribution to the corporate brand (Foster et al 2010). LEGO case of Walt Disney Company is the best example of this association.

Corporate branding is not just about procedure, but about the element of the relationship between corporate communication and branding. The main and fundamental message is that everything about communications of the organization and its branding. Failure to identify this can cause in severe problems for the organization in operating its business functions. If the organization only concentrates on the communication related to customers while overlooking many other points of connection especially corporate branding this might be harmful for the image of and organization and its business operations. The purpose for the corporate communication will be useless (Vilanova et al 2009).

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