

LIMEGREEN

LET'S GET PERSONAL

TOP TIPS ON HOW TO SHIFT FROM BROADCAST
TO HYPER-PERSONALISED COMMS



WHY HYPER- PERSONALISATION MATTERS

INTERNAL COMMUNICATIONS IS UNDERGOING A FUNDAMENTAL SHIFT.

Gone are the days of the broadcast approach. The 'one-size-fits-all' email blasts and company-wide updates that leave half your workforce disengaged are being left behind. Today's employees expect - and deserve - messages that reflect their role, location, interests and ambitions.

While external marketing has embraced hyper-personalisation for years, internal communications is just catching up. Forward-thinking companies are now harnessing data, insights and technology to build meaningful, relevant and authentic relationships with their teams.



THE RESULT?

Better engagement, improved retention and communication strategies that **actually work**. The stats speak for themselves:



25%

Effective communication strategies can boost employee productivity by **up to 25%**

4.5×

Workplaces with strong communication see retention rates that are **4.5× higher***

40%

Tailored communication delivers a **40% boost in engagement scores,** with employees saving time and focusing more effectively

46%

Human-centred communication drives satisfaction. Employees reporting high satisfaction with internal communications were **46% happier at work** and 35% more likely to stay with the company compared to peers citing poor internal communication

WHAT IS HYPER-PERSONALISED INTERNAL COMMUNICATIONS?



Hyper-personalisation uses data-driven insights to tailor content, timing and delivery to individual employee needs and preferences.

Think of it like Netflix or Amazon recommendations – only instead of suggesting your next binge-watch, it's about providing project updates, training opportunities or recognition that feel tailored just for you.

Unlike traditional internal communications, which cast the widest possible net, hyper-personalisation focuses on relevance as opposed to reach.

WHY IT WORKS

The benefits of getting personal:



Increased Engagement

Messages that are relevant get read.

Improved Productivity

No more inbox noise – just the info employees need, when they need it.

Stronger Connections

Employees feel seen, understood and more aligned with company values.

Boosted Retention

When employees feel valued, they stay.

5 STEPS TO HYPER-PERSONALISED COMMUNICATION



1 START WITH DATA

Gather intelligence from:

- ▶ **Employee surveys and feedback loops** - Capture what people actually want to hear about, when they want to hear it and how they prefer to receive it
- ▶ **Behavioural analytics** - Track which messages get opened, shared and acted upon to understand what truly resonates
- ▶ **Feedback tools** - Use comment systems, polls and reaction features to gauge real-time sentiment and engagement
- ▶ **HR systems** - Utilise existing data on departments, roles, locations and career stages to understand your audience segments

Use these insights to segment your audience by role, location, interests or career stage.

5 STEPS TO HYPER-PERSONALISED COMMUNICATION

2 SEGMENT LIKE A MARKETER

Avoid generic mass messages by grouping employees based on:

- ▶ **Department or function** - Different teams have different priorities, challenges and ways of working that require tailored messaging
- ▶ **Occupation or seniority** - A graduate trainee and a senior manager need different levels of detail, context and calls to action
- ▶ **Personal interests or development goals** - Target messages about learning opportunities, career paths or voluntary initiatives to those who have expressed interest
- ▶ **Locations and regions** - Account for language barriers, cultural differences, time zones and site-specific news that matters to each group

Craft messages that speak directly to the needs of each segment.

3 USE THE RIGHT TOOLS

One of the reasons internal comms teams can now embrace hyper-personalised content is the emergence of AI-driven employee experience platforms, which make the process much more accessible and achievable. You can utilise this tech to:

- ▶ **Automate message delivery** - Send the right message to the right person at the optimal time without manual effort
- ▶ **Track engagement** - Monitor opens, clicks, shares and feedback to understand what's working and what needs tweaking
- ▶ **Personalise at scale** - Use dynamic content and smart segmentation to create hundreds of personalised messages from a single template

Examples: dynamic newsletters, personalised dashboards, smart alerts.

5 STEPS TO HYPER-PERSONALISED COMMUNICATION

4 MAKE IT AUTHENTIC

Employees can spot 'corporate speak' a mile off, and AI-generated content can make messages feel even more sanitized. Use technology to enhance human connection, not create bigger barriers between leadership and staff. Remember to be:

- ▶ **Transparent**
- ▶ **Honest**
- ▶ **Human**
- ▶ **Relevant**
- ▶ **Timely**
- ▶ **Concise**

Real storytelling, clear language and timely updates go further than polished perfection.

5 LISTEN & ADAPT

Create two-way feedback loops:

- ▶ **Pulse surveys** - Quick, regular check-ins that capture how people are feeling about your communications in real-time
- ▶ **Listening groups** - Small, representative focus groups that give you honest feedback on what's working and what's falling flat
- ▶ **Comment threads** - Open up your channels for responses and actually engage with the feedback you receive

Use feedback to refine your messaging and address real-time needs.

WHAT TO WATCH OUT FOR

Hyper-personalisation isn't without its challenges.
Be sure to:

Respect privacy: Be transparent about what data you're using and why.

Maintain inclusivity: Don't over-tailor at the expense of shared values or culture.

Balance personalisation with strategy:
Not every message needs to be bespoke – some company-wide updates matter to all.



FUTURE TRENDS: TECH + HUMANITY

As tools like AI and predictive analytics evolve, expect more opportunities to refine your messaging – but don't forget the human element.

The most effective communications still come from a place of genuine care, not algorithms.

The future of internal communication is personal, powerful and rooted in trust.

BUT DON'T TAKE OUR WORD FOR IT. HERE'S WHAT OUR CLIENTS HAVE TO SAY:

"The team at Limegreen has always been on hand to provide friendly, proactive and strategic advice on how to engage with our employees and get our message across. From helping develop new tactics to excite our teams and improve the flow of communication to our frontline employees, to supporting with content creation, the team has been a whopping support to Burger King."

Jeremy Wright, People Director, Burger King

"Limegreen's support is invaluable, giving us an effective framework on which we can build our social presence as an aspirational employer that offers great benefits and a genuine career path. Their knowledge of the sector and creative approach has taken our social media activity to another level and that is paying off in terms of the quality and choice of candidates we have applying for jobs at Zonal."

Catriona Dick, Zonal's Head of Human Resources

READY TO MAKE IT PERSONAL?

Adopting hyper-personalised communication takes effort –
but the payoff in engagement and employee experience is worth it.

**To learn more or get help designing your personalised
comms strategy, contact:**

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