

## Revisiting the role of human resources in marketing

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### Abstract

Human resources and marketing are critical aspects in the long-term operation and efficiency of any organisation. The function of human resources and their interactions with the marketing department are discussed in this article. Despite the reality that human resources and marketing are two separate industries, with human resources caring for employees and marketing caring for customers. The worldwide market increases competitiveness, and human resource management can determine whether the organisation is on the winning side. The essay investigates the importance of both departments in the business sector in order to maintain success and culture.

**Keywords:** Organization, employees, teamwork, effectiveness

### Introduction

Too many organizations overlook the fundamental need of marketing. They consider marketing to be an overpriced luxury. Effective marketing occurs often and on a regular basis, which does not occur when sponsored by windfall funds. It is said that money must be spent in order to create money. Marketing concepts are the same regardless of company size or position. When it comes to creating a budget, the parameters are relatively generic and

conventional, with expenditure ranging from 2% to 20% of their projected gross sales. A decent starting point is 5% of the anticipated gross sales. According to a recent HRmarketer.com study, major HR suppliers spend 10% of their gross sales on marketing and public relations.

### The need of human Resource for Marketing

The diagram below demonstrates the importance of human resources in marketing.



Fig 1: The role of HR in Marketing

Directing a community of people means that the human resource position will be lot more akin to marketing. Marketing must build strong ties with clients who only utilise the items on occasion. The same will be true for those who work for. Maintaining long-term connections with people who are not full-time workers is critical. That implies businesses must have a strong employment brand. And human resources may help shape that. "engaging

people is never about imitating the finest practices of another company. "it's about diving deep to find out what's distinctive to your firm," says Erickson, a member of the senior leadership team.

Any organization's success depends on its departments cooperating towards a shared goal and its personnel striving to reach their full potential and being committed to the firm. Employee advocacy depends on each person's potential as

well as the potential of the group. All departments make contributions to the employee advocacy programme when it is adopted and shared throughout the business. When every unit participates, communication is excellent and the cycle is maintained.

With trends in the hr market, hr professionals are increasingly looking for information and tools to help them do their job better and more efficiently. To find them, they turned to information communities such as online news sources, blogs, magazines, and industry magazines dedicated to the hr industry. This leads to a symbiotic relationship between buyer, seller and content communities. Because it's so applicable and so important to the industry, it attracts an audience that's made up of the same people they want to sell with. In this case, hr content communities provide Human resource professionals with content that hr service providers want to reach.

Human resource providers participate in this symbiosis in two ways. First, they fund certain media and content platforms by paying for side content ads. This is the traditional advertising that most marketers are familiar with. Second, and new in today's marketing world, human resource providers provide most of the content published by content communities. Because human resource vendors are the economic driver of innovation in the human resource marketplace, these relationships ultimately benefit human resource buyers who are actively seeking information to help them advance their careers. Human resource vendors must identify each person in their target organizations who can influence or ultimately make a decision to purchase a product.

When selling into an organization's human resource 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 human resource 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.

### **Need for the human resource and the marketing departments to work Together**

Since marketing and human resources are two wholly separate departments and technology has made this divide smaller, it is now even more important for these two divisions to collaborate on an employer branding plan so that they may both benefit from one another. Marketing may teach the human resources department about how technology interacts with prospects and workers, as well as about the skill of segmenting customers and employees, which is not currently used by the human resources department. The Human Resources Department, where these are the crucial ethics being observed there very carefully, is another place where the Marketing Department may learn corporate behaviour and strategy, defining duties and responsibilities.

### **Strategies needed for effective human resource marketing**

Effective human resource marketing may be achieved by utilising certain tactics including internet marketing, online marketing, advertising, and direct marketing. Although many methods have been used for effective human resource marketing, each method has its own merits. For example, print advertisements tend to have a stronger visual impact than online media, and Web 2.0 is a self-sustaining marketing vehicle that allows for much more efficient marketing. Few advantages in Direct Marketing are:-

- 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.

### **The Relationship between marketing & human Resources**

#### ***Attracting The Right Talent***

Even in prosperous times, small firms typically operate on tight budgets, making it all the more important to make the proper hiring selections the first time. Aligning the company plan's HUMAN RESOURCE strategy with it is the key to recruiting the necessary talent. For instance, one has to be imaginative, intelligent, and competent if they want to become a top application developer for smartphones. For this, they should start blogging about smartphone trends, go to developer conferences, host informational sessions at nearby universities, and promote human resource policies that cater to young professionals, such as the ability to have brainstorming sessions on company time and flex time.

Marketing and human resources are intertwined on two levels. Similar to marketing, building relationships is the most important aspect of managing human resources. An employee-employer connection that benefits both parties financially, socially, and psychologically is the outcome of human resources marketing. And the job of Human resources in it may be very precisely described as that of an investigative journalist. The generation and exchange of utilities occurs during both the marketing and Human resource activities. Information may flow and develop into content that is shared with the entire business because to the connection between these two tasks, as opposed to merely being shared with a team or a project and The difference between marketing and human resources in terms of attracting and keeping the finest employees is organisational and reputational. People will want to work for this because of its powerful, admirable reputation and brand. One shouldn't take precedence over the other when working on this idea because the consumer is the most important factor. It goes without saying and is common knowledge that no business can survive without its consumers. This is particularly true for the public sector.

### ***The 'Hire To Retire' Process***

Ultimately, the traditional function of marketing is to meet customer needs, understand customer behavior, and strategize to increase sales, profitability, and market share. The traditional function of HR is to support the business, and it's all about people. Often referred to as the employee life cycle, it includes everything from hiring and orienting, employee engagement and retention, training and development, to people leaving the organization and everything in between. IBM describes this as a "Hire to Retire" process.

The process begins with the development of leaders within the organization. Business leaders are responsible not only for implementing the company's strategy and direction, but also setting the tone for the culture. Culture is one of the few things that will shape behavior to satisfy and retain both customers and employees.

### **Role of technology in bridging the gap between human resource and Marketing**

Budgets, goods, and customers are important to marketers. HR professionals are concerned for both present and prospective workers. But there is now a connection between these two worlds because to technology and data. Despite the obvious distinctions between the HR and marketing activities, the digital age has merged them even further, blurring the line between customers and workers. As a result, businesses have to give significant consideration to recruiting their greatest customers.

Second, recruiting quality individuals and assessing their potential are two crucial components of effective recruitment. Marketing departments are now in a better position to accomplish these two aims as well as those of HR departments thanks to technology and digital advertising. In fact, the majority of businesses have significant online consumer presences, and this information may be used to create reliable profiles. It's significant because these profiles may be used to forecast staff performance in addition to customer behaviour. Third, it's obvious that staff members value the consumer experience. They actually need a fulfilling career, not simply a job.

The engagement, management, and professional development of workers therefore appear to be key roles that marketing departments may play. Consumer acclaim will determine which companies are the greatest to work for, and being hired by such companies will enhance individuals' personal brands, which will enhance the companies' bottom lines. In the end, marketing is all about uniqueness, impact, and narrative. However, the psychological journey of a business is what makes up a brand's narrative, and every organisation has its own people, values, concepts, and reputation.

Workforce branding has the ability to not only contribute to the retention of top people, but also to improve financial performance, employee motivation, and optional business image. Because it requires transmitting identical messages to internal and external share holders, the project is always a collaborative effort between the Marketing and HUMAN RESOURCES Departments. However, collaborating on employee branding does not necessarily result in amicable cooperation. Because they are often staffed with people from diverse backgrounds, skills, and knowledge, and are judged against differing business drivers, these two Departments frequently clash on a range of topics.

### ***A Company's Image***

Marketing's primary responsibility is to communicate consistent brand messaging to external parties. It has a thorough knowledge of what a company's brand entails and how it should be conveyed. Human resource's experts think that they are primarily responsible for maintaining a company's internal order, and therefore employee branding should fall within the purview of Human resource.

Experts agree that employee branding is comprised of different facets and because of this diversity, both marketing and human resources have the skills and expertise to carry out certain elements of employee branding and must work together to create an integrated strategy. Brand survival in today's competitive market requires a certain amount of emotional attachment between the company and the user. The HR division's major objective is to recruit and keep staff members who share the company's aim. This is perhaps the most important factor in effective marketing. When completely integrated, the department's responsibility is limited to employee incentive plans or recruiting. Simply expressed, the effective dissemination of the primary message is necessary for successful marketing. Customers should be able to tell others about this brand phrase, ideally. Furthermore, nothing is more effective than word of mouth, and nobody can disseminate knowledge more diligently than employees. The HR department may coordinate and verify efforts. Human resources are entirely responsible for keeping an eye on the organization's pulse. They collaborate to choose prospective brand ambassadors and create a distribution strategy.

### **Marketing and human resources alignment**

The connections that businesses build with their customers via the creation and promotion of their brand or organisational mission must be congruent with the relationships that HR builds with prospective, existing, and former workers. While HR helps marketing by selecting the best workers to represent the brand, the marketing team helps HR by clearly articulating the company's mission to employees. A research in Aberdeen found that 67% of best-in-class firms had a defined brand action plan that incorporates marketing and other departments. Because marketing can establish a brand and human resources are part of the senior management team in every department and executive committee, human resources and marketing may be made to work together. Human resource 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

### **Conclusion**

The characteristic of successful marketing is the achievement of goals. By outcomes, we mean a rise in income that can be directly attributed to marketing activities. To get results, marketing must be planned so that everything works together to identify, contact, and sell items and services to potential buyers. To accomplish this, a tactical marketing plan should involve three key steps: 1) garnering attention, 2) generating leads, and 3) turning leads into sales, which may be accomplished efficiently through web marketing, PR, and direct marketing (printing) initiatives. as well as email). Direct2Net and Direct2HR

services from HRmarketer.com make it simple to reach out to targeted prospects, and the HR Marketer suite of services can manage all area of the marketing campaign, from website building to press release, optimization, and distribution. HR ensures that digital systems are "human," since a digital responsibility culture is essential.

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