

# sarahBee marketing<sup>®</sup>

## the buzz about COMPANY INTRANETS

1. appoint an in-house intranet sponsor (and reserve), or better still a team, to be responsible for content
2. scope the entire intranet on paper as a flow diagram before your tech people begin to build
3. keep the copy content simple, brief and to the point
4. make a diary note to review the content at least every three months
5. survey your staff before you scope the project to ascertain what interests them and also to engage them



sarahBee  
marketing can  
help your  
business do  
better.



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