

# Social CRM: A solution for engaging with customers on social media



‘It’s an extra avenue to generate leads and generate interest. If people are finding you in multiple places, they’re more likely to come to you when they’re ready to buy’

Mike Bowers,  
Managing Director,  
Cellular Solutions

## Make every customer conversation count

Businesses can no longer ignore the enormous potential of social media for customer and prospect engagement. Integrating social media activity with CRM can further increase that potential, making it easier to gain valuable customer insight, create collaborative experiences and build mutually-rewarding customer relationships.

Whichever approach you take, social CRM can help you become the type of company that listens, engages, interacts and learns from customers in real-time.

By making your daily social media activity an integrated part of your existing CRM, you can enable your sales, marketing and customer service teams to become more customer-centric and communications focused. And you can begin to unlock market insight that drives competitive advantage.

## Benefits snapshot

- Helps your sales teams to better target prospects and prepare for meeting and sales calls
- Uncover leads and networking opportunities by listening to relevant social media conversations
- Helps your customer service teams become more proactive, identify issues as they arise and respond quickly to customer complaints
- Enables businesses to identify how online conversations are affecting their brand
- Drive productivity and increase employee engagement through shared information with business collaboration

**BY 2016**  
**1.5 BILLION**  
**PEOPLE**  
**will use social networks**

Gartner Says Worldwide Social Media Revenue Forecast to Reach \$16.9 Billion in 2012. Christy Pettey, Gartner, (www.gartner.com)

> Find out more about how social CRM can help your business by downloading our Social CRM eBook and watch this quick video which outlines the benefits of social CRM for your business: [bit.ly/1ppSnzj](http://bit.ly/1ppSnzj)

Accelerate your business success with our free 30 day, no obligation trial of Sage CRM Cloud – visit [sagecrm.com](http://sagecrm.com)



> Leverage the power of social media to engage more effectively with your customers across Facebook, Twitter, and LinkedIn

#### Sage CRM for LinkedIn

Sage CRM's integration with LinkedIn enables you to research prospects and connect with customers from within Sage CRM. With Sage CRM for LinkedIn, you can achieve a wide range of sales and marketing objectives. You can identify qualified prospects; generate leads; research prospects prior to sales calls; and establish your company and employee presence on LinkedIn.

#### Sage CRM for Facebook

Sage CRM's integration with Facebook allows you to gain insight into customers' Facebook profiles from within Sage CRM. This enables you to better understand your customers and manage your relationships with them.

#### Sage CRM for Twitter

Using this Sage CRM tool you can: manage your Twitter communications with prospects and customers; view Twitter feeds for specific companies and people; save the contents of the Tweet to a note; update your company Twitter feed; and track your brand or company mentions.

#### Business collaboration powered by Yammer

Business collaboration across teams using Sage CRM is made easy with social-style collaboration powered by Yammer. Your employees across the business can now collaborate and share knowledge effectively making business conversations concerning opportunities, leads and support cases more social and transparent, providing greater visibility for all employees.

## About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial of Sage CRM Cloud at [www.sagecrm.com](http://www.sagecrm.com)

