

# Sage CRM | Social Media and Sage CRM

## Engage and interact with your customers

The emergence of social media channels such as Twitter and LinkedIn has changed the way that companies interact and engage with people (prospects/customers/media/industry), how they control what is said about them and how they are perceived by those groups. Social media is not a one-way communications medium that fits around other activities, it is an integral part of how companies should listen, engage and respond to prospects and customers.

According to Gartner, "social media is a set of technologies and channels targeted at forming and enabling a potentially massive community of participants to productively collaborate"<sup>1</sup>. The challenge facing most businesses today is how to leverage social media technologies and channels to ensure they gain a competitive edge.

Customer Relationship Management (CRM) is well established as a technology and strategy that enables organisations to better manage the many interactions it has with both existing and prospective customers. Integrating social media activity with CRM can further harness the power of communication with your customers and prospects creating a meaningful community and building strong mutually-rewarding relationships.

Sage CRM integrates with key social media applications to enable users to engage with prospects and customers in a collaborative manner in order to generate leads, foster loyalty, build customer retention and increase revenue. Out-of-the-box integration with LinkedIn enables users to tap into the endless possibilities of social networking for instant knowledge about customers and prospects. Sage CRM for Twitter enables companies to manage their communications with prospects and customers directly from within Sage CRM. Thanks to the website gadget on the Sage CRM interactive dashboard, users can browse social media sites from within Sage CRM, removing the need for users to switch between applications.

## Unlock sales opportunities with LinkedIn

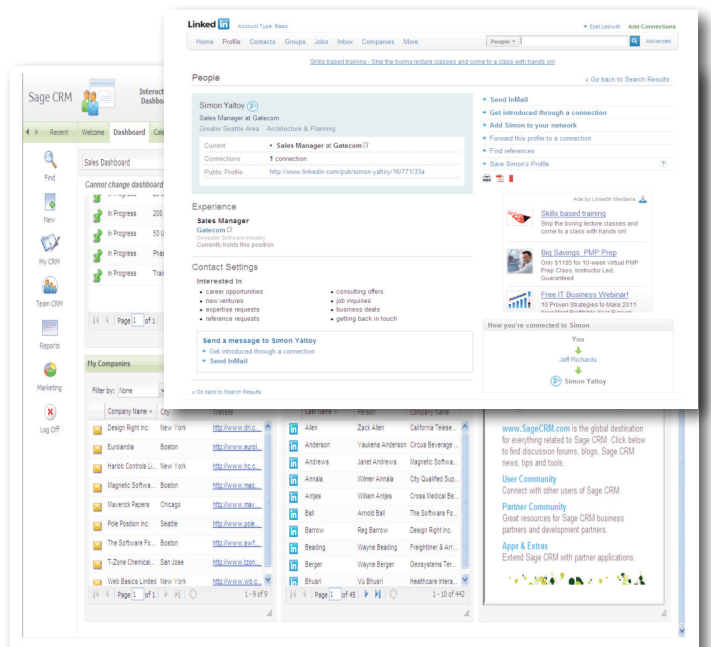
LinkedIn is an online network of over 90 million people from over 200 countries and territories<sup>2</sup>. Becoming a member of LinkedIn helps to build a professional network of possible customers and partners. As well as building a connection network, LinkedIn users can identify prospects or generate leads directly through a LinkedIn search.

Sales people can search for the LinkedIn profile of contacts directly from the Sage CRM Interactive Dashboard, thanks to its out-of-the-box integration with LinkedIn. Using the Sage CRM LinkedIn integration, users can identify possible connections, opening doors to new business partnerships, attracting potential clients, and discovering a wealth of information on existing customers and prospects. A 2010 Keystroke Level Modeling (KLM) study conducted by Sage CRM Solutions in partnership with Measuring Usability LLC, an industry leader in quantifying usability, found that it is over 30 times faster to launch a contact's LinkedIn profile directly from the Sage CRM Interactive Dashboard than having to exit the application to search for a contact on LinkedIn. This positively impacts user productivity

## BENEFITS SNAPSHOT

- Enables sales teams to better target prospects and prepare for sales calls
- Uncovers leads and networking opportunities quickly and easily
- Enables users to update and read twitter timeline and feeds directly from within Sage CRM
- Extends conversations and collaboration with prospects and customers to social media channels
- Enables users to identify how online conversations are affecting their brand
- Helps organisations to identify their biggest online champions and influencers
- Enables users to participate in online conversations with an engaged audience without ever having to leave Sage CRM
- Helps organisations to build and strengthen relationships with their community of customers and prospects
- Provides marketing teams with the ability to extend and link marketing campaigns to social media channels
- Enables users to easily manage and track competitors by monitoring their public online conversations and blog articles

and enables the user to spend time building connections and generating leads.



- Discover endless networking opportunities through Sage CRM's out-of-the-box integration with LinkedIn.

1 Anthony Bradley, Group Vice President, Gartner Research - January 2010

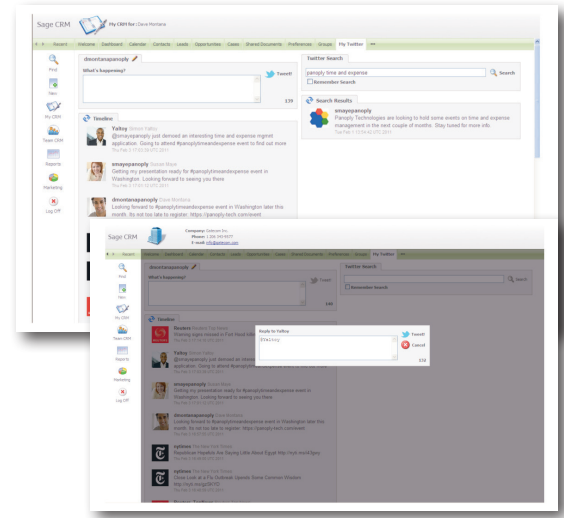
2 Source: www.linkedin.com

## Manage your tweets from within Sage CRM

With over 175 million registered users and 95 million tweets written per day<sup>3</sup>, Twitter is a real-time influential information network that enables users to quickly share information and follow conversations with an engaged audience. People use Twitter to ‘tweet’ small bursts of information to people who choose to follow their business and tweets. Businesses use Twitter to quickly share information with people interested in their products and services, gather real-time market intelligence and feedback, and build relationships with customers, partners and influential people.

Sage CRM for Twitter enables users to post or reply directly to a tweet from within Sage CRM. Users can view twitter feeds for specific companies and people and can then save the contents of the tweet to a note within Sage CRM. Not only is Twitter a great way to find people talking about things you’re interested in (keyword searches) or to find people who live nearby (geographic searches), but it can also be used to track brand names, user mentions and company mentions, all from within Sage CRM.

Twitter accounts may be set up for marketing campaigns in Sage CRM, and tweets may be viewed and posted from within the Sage CRM marketing area for seamless social media campaign management. This enables users to effectively engage and connect with customers and prospects directly through Sage CRM.

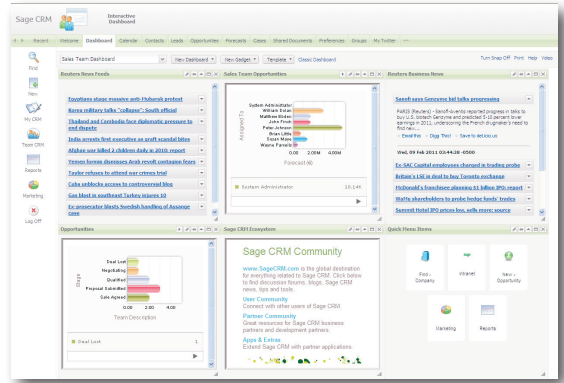


- Sage CRM for Twitter enables users to reply to and save tweets directly from within Sage CRM.

## Monitor blogs and websites from Sage CRM

Sage CRM enables users to display RSS and website feeds directly on their Sage CRM Interactive Dashboard, giving users instant access to blogs or websites that are relevant to their role. Users may also display tweets from any given twitter account or view an organisation’s official facebook account and manage it directly from their dashboard.

Sage CRM and the social media capabilities it provides delivers a true 360 degree view of your customers and prospects while enabling you to better listen, respond and engage with key stakeholders in a compelling manner, all from within Sage CRM.



- The Sage CRM Interactive Dashboard enables users to subscribe to RSS feeds and display websites of interest for ease-of-access.

3 Source: www.twitter.com – updated figures from Sept 2010

### About Sage CRM

Sage CRM is used by over 10,000 organisations in 70 countries worldwide to manage their critical sales, marketing and customer service activities every day. Award-winning Sage CRM equips businesses with the tools they need to find new customers, close sales faster and build lasting, more profitable relationships across all channels. Regardless of how, when or where customers, partners and prospects choose to interact with your business, Sage CRM provides a decisive advantage by delivering a comprehensive, easy-to-use system to successfully manage these relationships. Thanks to its ERP integration capabilities, the Sage CRM front-office is powered by data from the back-office to give sales, marketing, customer service and other front-office staff a true 360 degree view of customers across front- and back-office functions, differentiating it from many other CRM solutions in the market today.

Visit the Sage CRM Ecosystem at [www.sagecrm.com](http://www.sagecrm.com) to join the conversation on our user and partner communities and to access the full range of Sage CRM apps and extras.

### The Sage Difference

- The leading supplier of CRM solutions to SMB organisations worldwide
- Over 6.3 million customers
- Over 3.1 million Sage CRM Solutions users worldwide
- Over 13,400 employees
- Over 30,000 Sage-certified partners specialising in business applications
- Direct presence in 24 countries
- Relationships with over 40,000 accountancy practices
- 30 years experience

