

SageCRM | Social Media and SageCRM

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 such as prospects, customers, media, and industry, as well as how they control what is said about the companies 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."¹ 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 organizations 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.

SageCRM 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. SageCRM for Twitter enables companies to manage their communications with prospects and customers directly from within SageCRM. Thanks to the website gadget on the SageCRM interactive dashboard, users can browse social media sites from within SageCRM, removing the need for users to switch between applications.

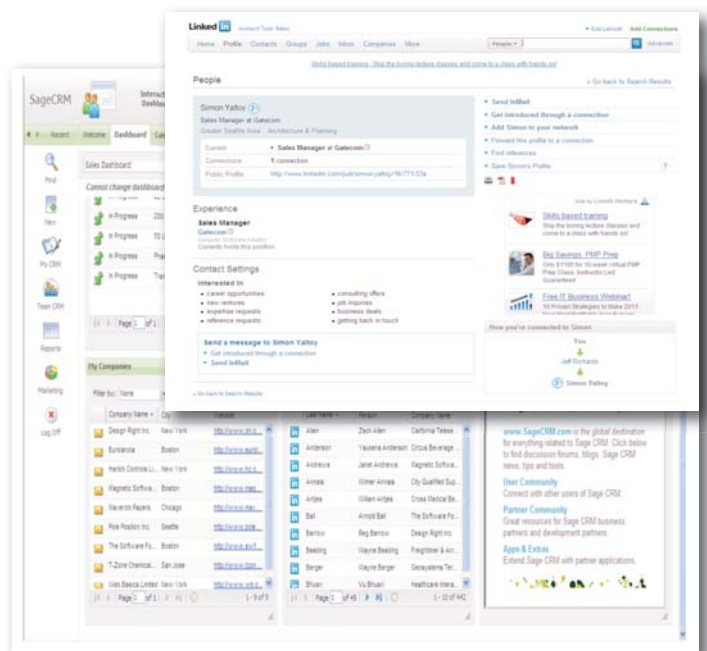
Unlock Sales Opportunities with LinkedIn

LinkedIn is an online network of over 90 million people from over 200 countries and territories.² Becoming a member of LinkedIn helps users 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.

Salespeople can search for the LinkedIn profile of contacts directly from the SageCRM Interactive Dashboard, thanks to its out-of-the-box integration with LinkedIn. Using the SageCRM 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 SageCRM 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 SageCRM Interactive Dashboard than having to exit the application to search for a contact on LinkedIn. This positively impacts user productivity and enables the user to spend time building connections and generating leads.

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 SageCRM
- Extends conversations and collaboration with prospects and customers to social media channels
- Enables users to identify how online conversations are affecting their brand
- Helps organizations to identify their biggest online champions and influencers
- Enables users to participate in online conversations with an engaged audience without ever having to leave SageCRM
- Helps organizations 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



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

1 Anthony Bradley, group vice president, Gartner Research, January 2010.

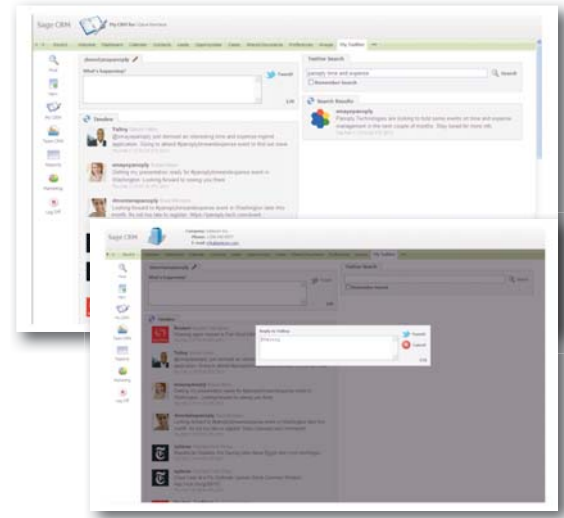
2 Source: www.linkedin.com

Manage Your Tweets From Within SageCRM

With over 175 million registered users and 95 million tweets written per day,³ 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.

SageCRM for Twitter enables users to post or reply directly to a tweet from within SageCRM. Users can view Twitter feeds for specific companies and people and can then save the contents of the tweet to a note within SageCRM. 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 SageCRM.

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

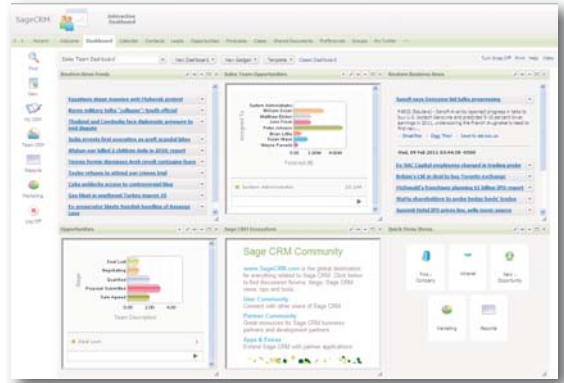


● SageCRM for Twitter enables users to reply to and save tweets directly from within SageCRM.

Monitor Blogs and Websites From SageCRM

SageCRM enables users to display RSS and website feeds directly on their SageCRM 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.

SageCRM 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 SageCRM.



● The SageCRM 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 SageCRM

SageCRM is used by over 10,000 organizations in 70 countries worldwide to manage their critical sales, marketing, and customer service activities every day. Award-winning SageCRM equips businesses with the tools they need to find new customers, close sales more quickly, 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, SageCRM provides a decisive advantage by delivering a comprehensive, easy-to-use system to successfully manage these relationships. Thanks to its ERP integration capabilities, the SageCRM 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 SageCRM Ecosystem at www.SageCRM.com to join the conversation on our user and partner communities and to access the full range of SageCRM apps and extras.

The Sage Difference

- The leading supplier of CRM solutions to SMB organizations worldwide
- Over 6 million customers
- Over 3.1 million SageCRM Solutions users worldwide
- 13,600 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 of experience

