



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"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 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 territories². 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

BENEFITS SNAPSHOT

Simple 3-step wizard for rapid campaign execution

Over 90 attention-grabbing templates available out-of-the-box

Editable templates that can be personalised quickly and easily

Rapid creation of groups from segmented prospects and customer lists

Smart-sending features

Automated drip marketing campaigns

Campaign filtering at each drip stage

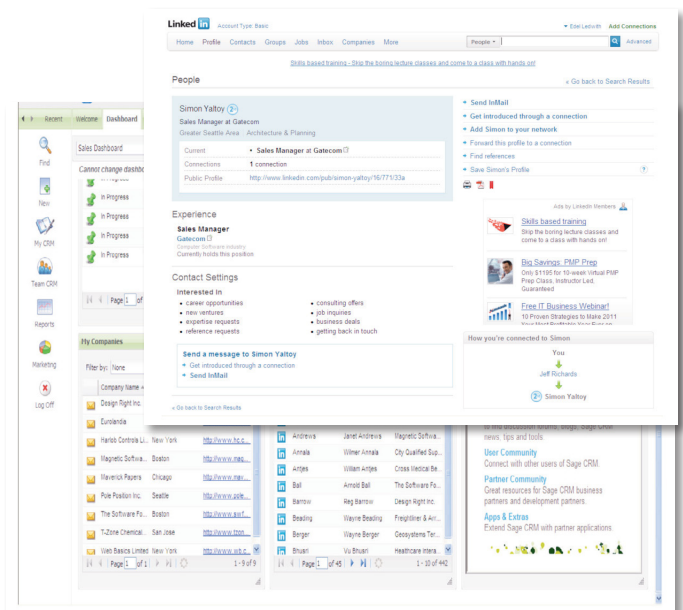
Open, click and bounce rate tracking

Auto-feed of metrics into Sage CRM for rapid ROI calculation

Integrated telesales follow-up

Simple campaign cloning for consistent execution and departmental collaboration

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



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

Manage your tweets from within Sage CRM

With over 175 million registered users and 95 million tweets written per day³, 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.

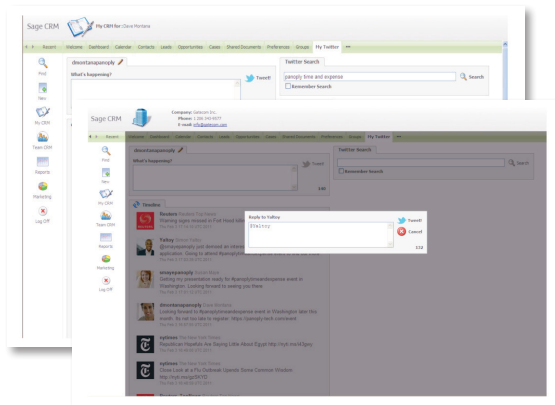
Sage CRM for Twitter enables users to post or reply directly to a tweet from within Sage CRM. Users can view twitter feeds for specific companies and people and can then save the contents of the tweet to a note within Sage CRM. Not only is Twitter a great way to find people talking about things you're 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.

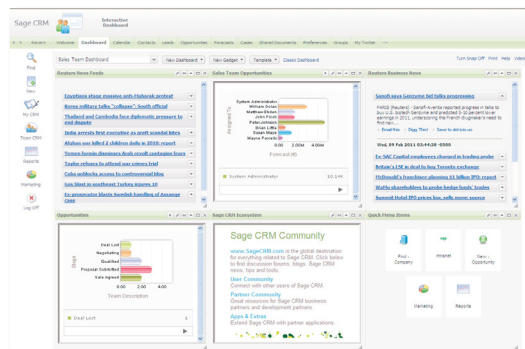
Monitor blogs and websites from Sage CRM

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.



Sage CRM for Twitter enables users to reply to and save tweets directly 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 the Sage Group plc

The Sage Group plc is a leading global supplier of business management software and related products and services, principally for small to medium-sized enterprises. Formed in 1981, Sage was floated on the London Stock Exchange in 1989. Sage has 6.3 million customers and 13,400 employees worldwide. We operate in over 24 countries covering the UK, Europe, North America, South Africa, Australia, India and China. For further information please visit www.sage.com.



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