

Get Social

The Social Business Roadshow

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Hosted By:



Agenda

10:00 - 10:10	Begrüßung	Mirco Müller, Geschäftsführer, Insignio CRM GmbH
10:10 - 10:35	Die neuen Regeln des Social Media	Tom Schuster, VP & GM EMEA, SugarCRM
10:35 - 11:15	Von Social Business zu Social CRM	Tony Wehrstein, Lotus Consultant, IBM
11:15 - 11:45	Hiermit sollten Sie starten!	Tom Schuster, VP & GM EMEA, SugarCRM
11:45 - 12:15	Pause	
12:15 - 12:45	Kunden berichten über ihre Erfahrungen	Hamudi Mansour Betriebsleiter, DHZB Dienstleistungs GmbH
12:45 - 13:20	Live Demo: A Day in the Life of a Social Business	Mirco Müller, Geschäftsführer, Insignio CRM GmbH & Andrey Andreev, Technical Manager EMEA, SugarCRM
13:20 - 13:30	Fragen und Antworten	

Insignio CRM GmbH



insignio crm

- Sugar Gold Partner seit 2007 / IBM Partner Member seit 2011
- Sugar Developer+ Program Member
- 4 CRM-Awards mit Sugar gewonnen (2 x 2007, 1 x 2009, 1 x 2010)
- IT-Innovationspreis 2010
- Sugar Award für beste Kundenbindung (98,5%) in 2010
- Leistungen: Von der Beratung über die Realisation bis zum weltweiten Rollout und der dauerhaften Betreuung



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The 10 Golden Rules of Social CRM

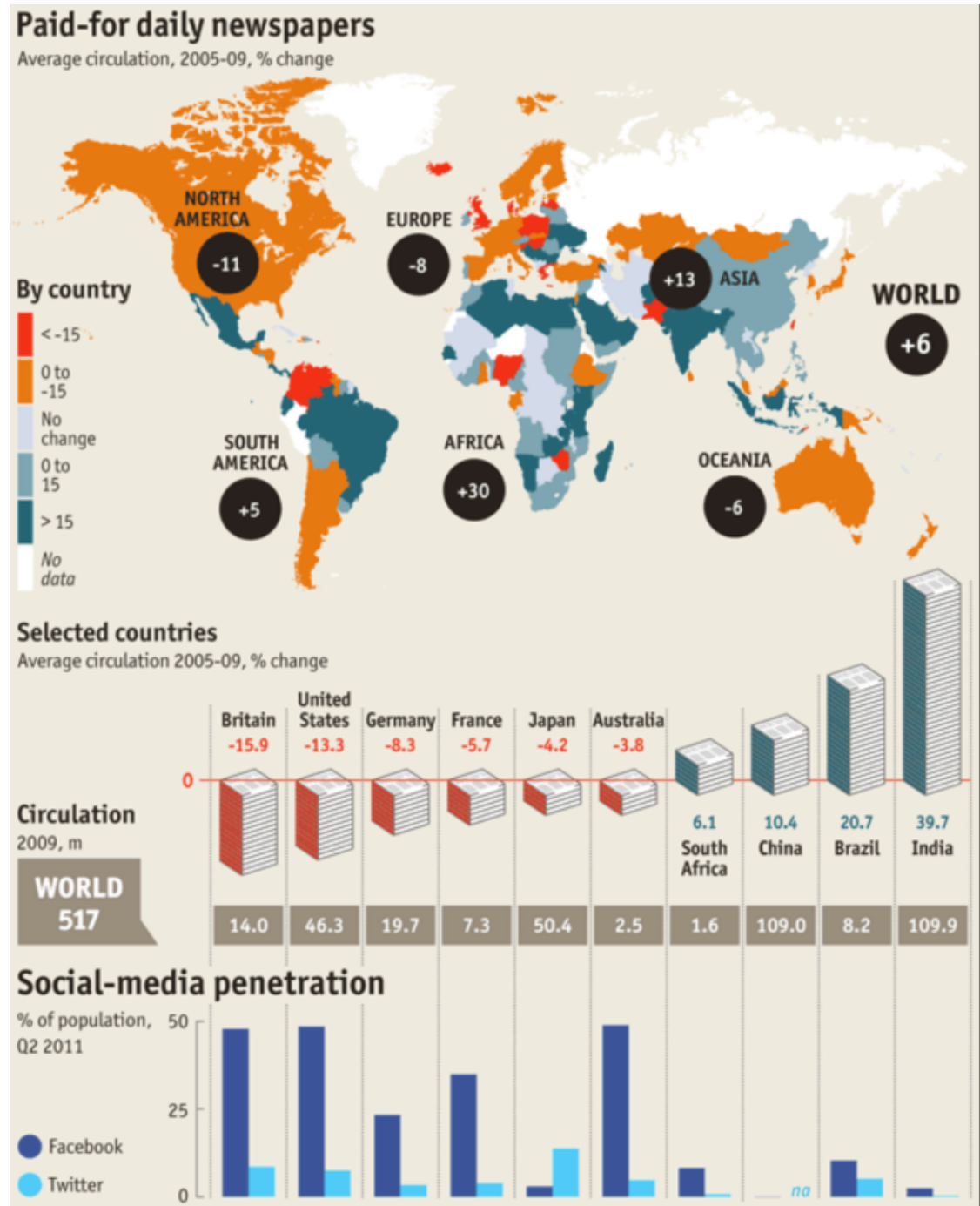
Tom Schuster

General Manager

SugarCRM Europe, Middle East & Africa



Change: Newspaper Circulation



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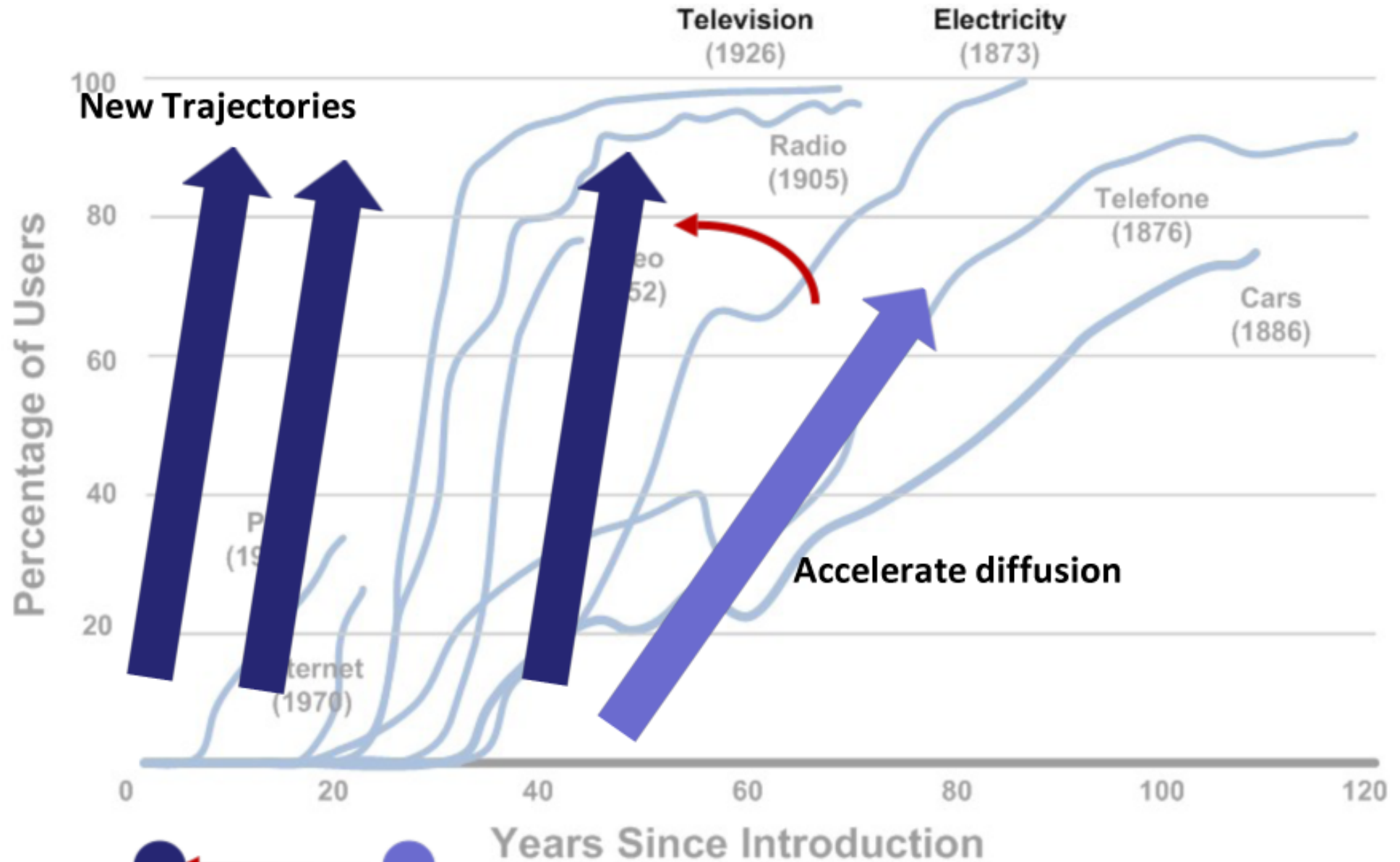
Change: Egypt's Facebook Revolution



Change: Occupy Wall Street Revolution



Change: Accelerated speed to going Critical



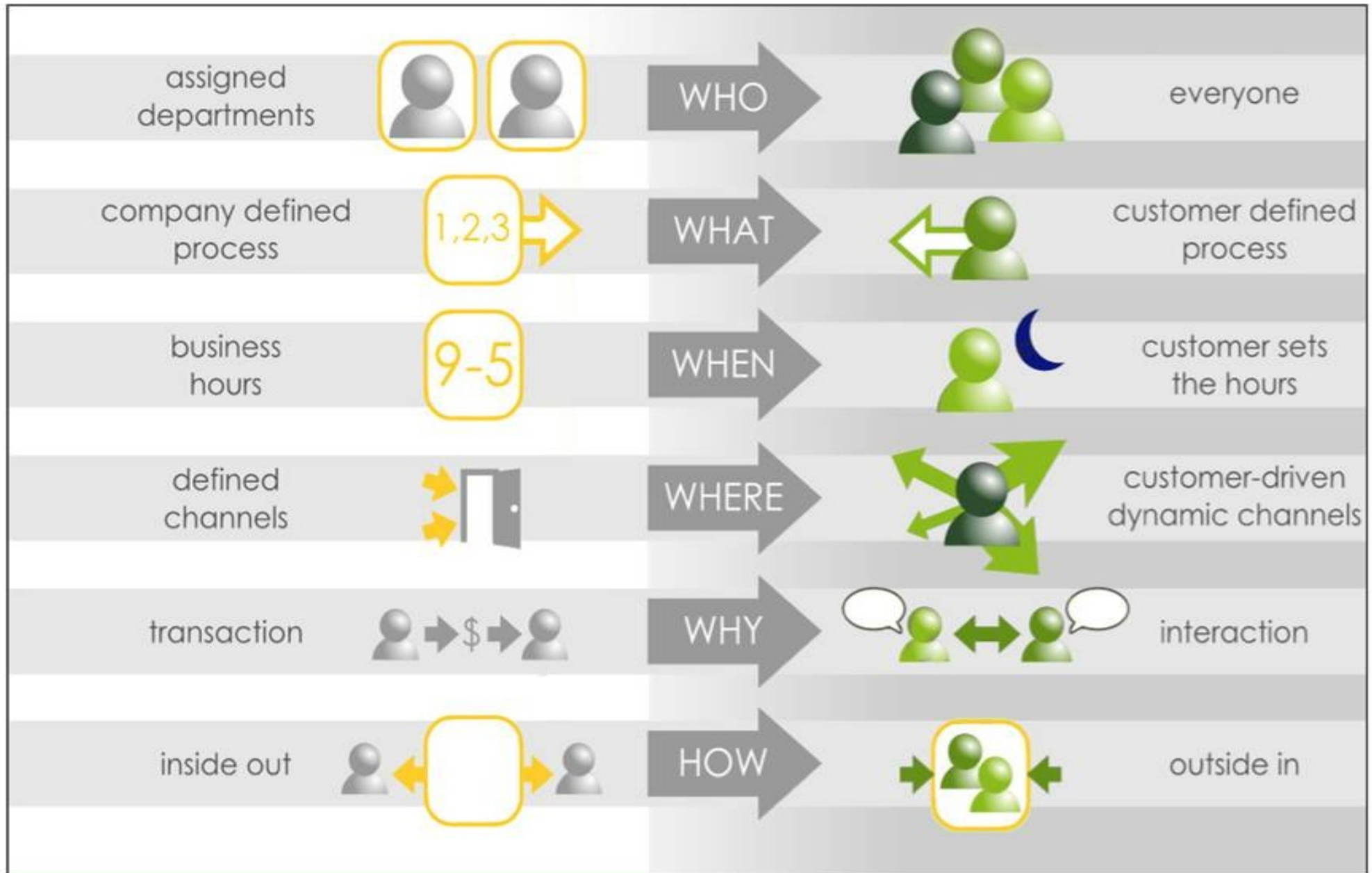
Change: Facebook rapid adoption





Source: Brett Tischler, 2007 (<http://gallery.photo.net/>)

Change: Social Evolution

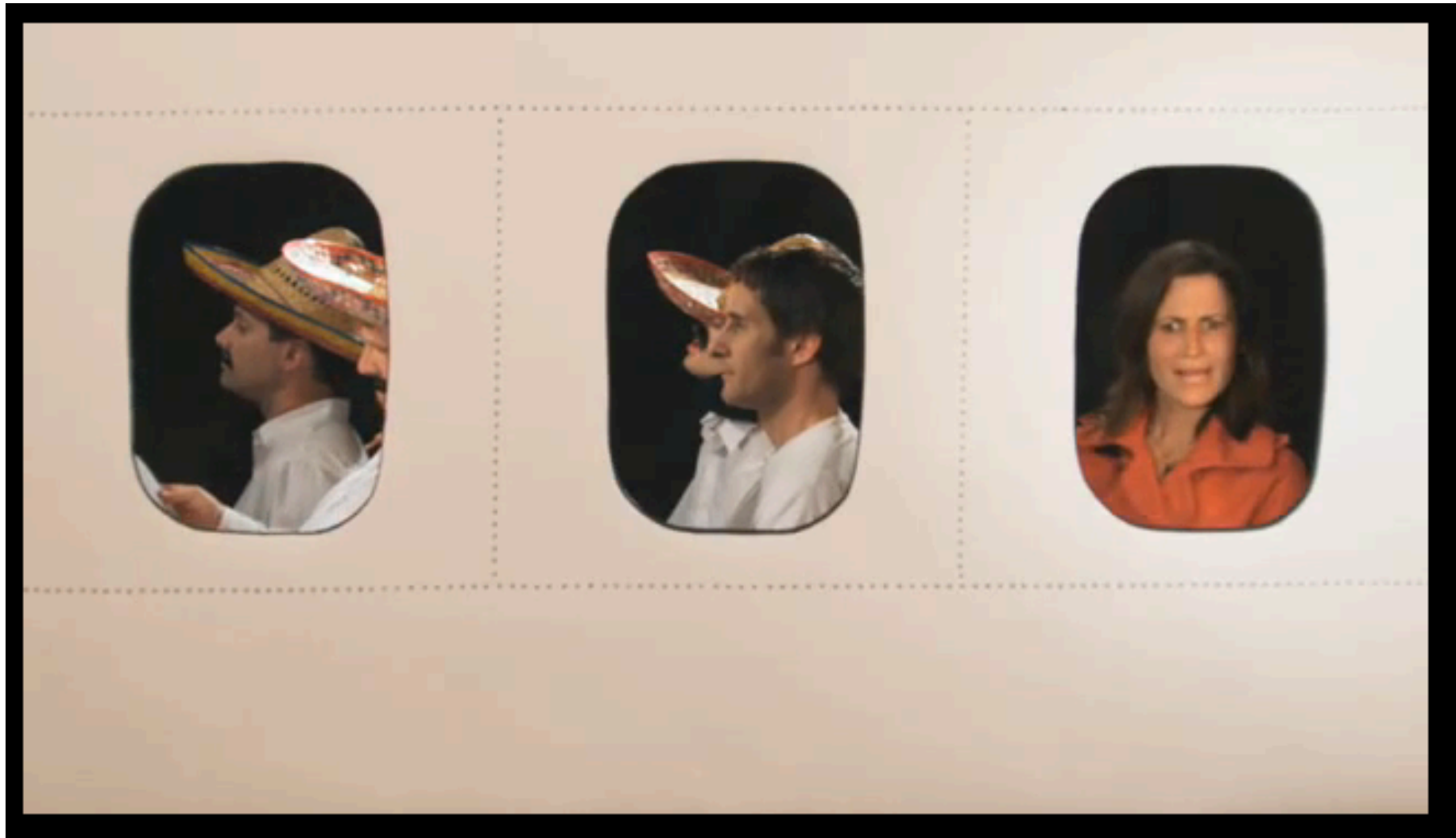


The New Rules

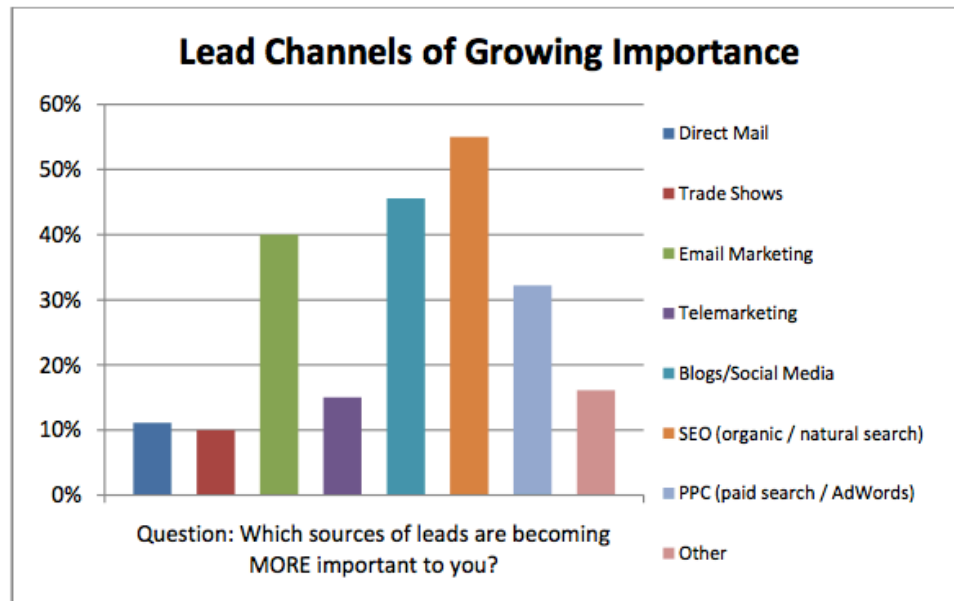
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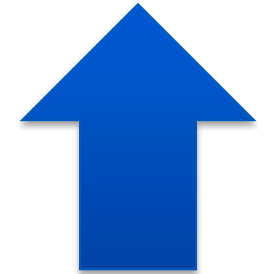
Rule #1: You Are Not In Control



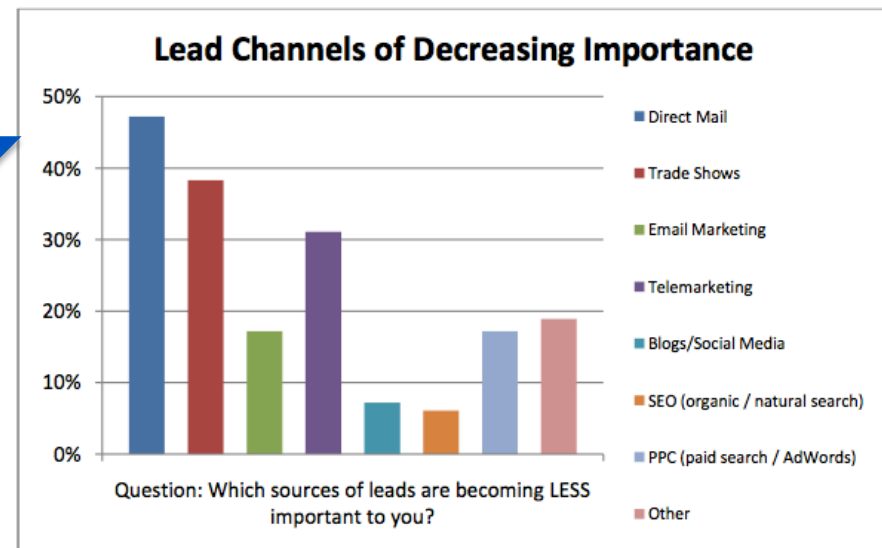
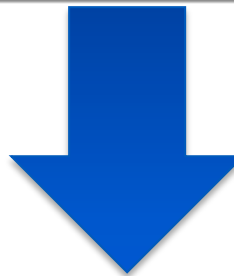
Rule #2: People Connect with Companies



Inbound
Permission
Customer-Driven

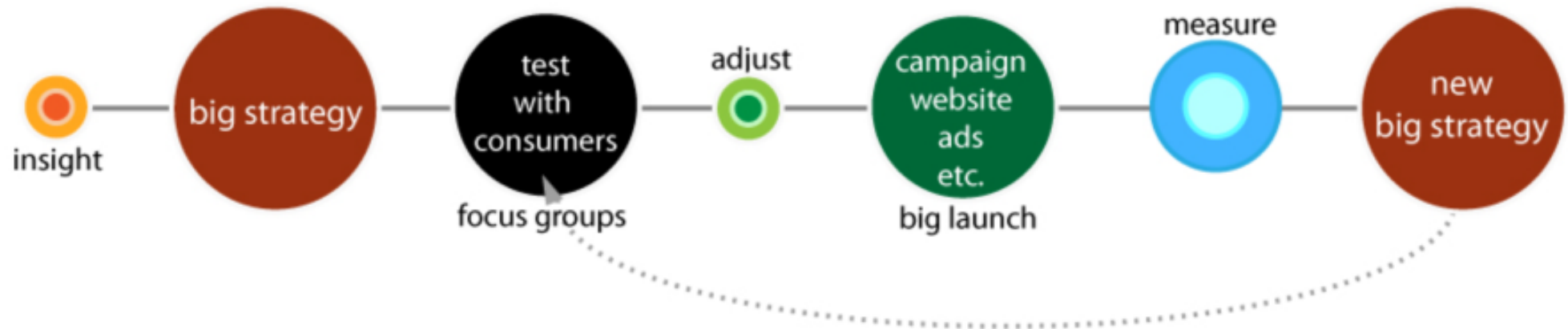


Outbound
Interruption
Vendor-Driven

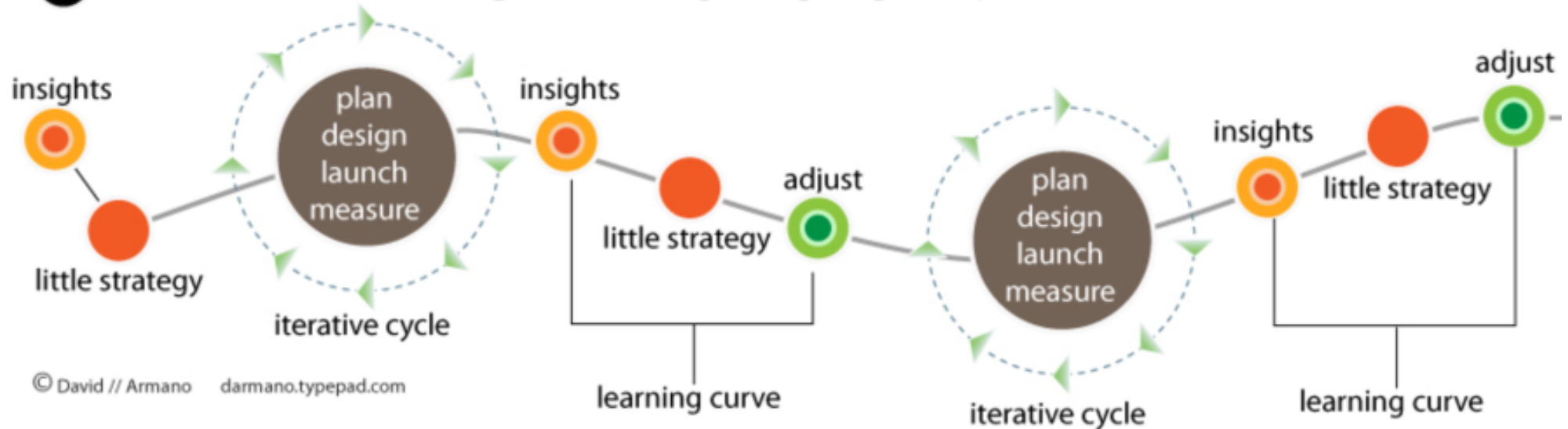


Rule #3: Conventional Marketing is Declining

1 Conventional Marketing (big ideas, big bang launch, big budgets)



2 Unconventional Marketing (micro strategies, big insights, rapid iterations)



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Rule #4: Target Stages in the Decision Journey

THEN THE FUNNEL METAPHOR



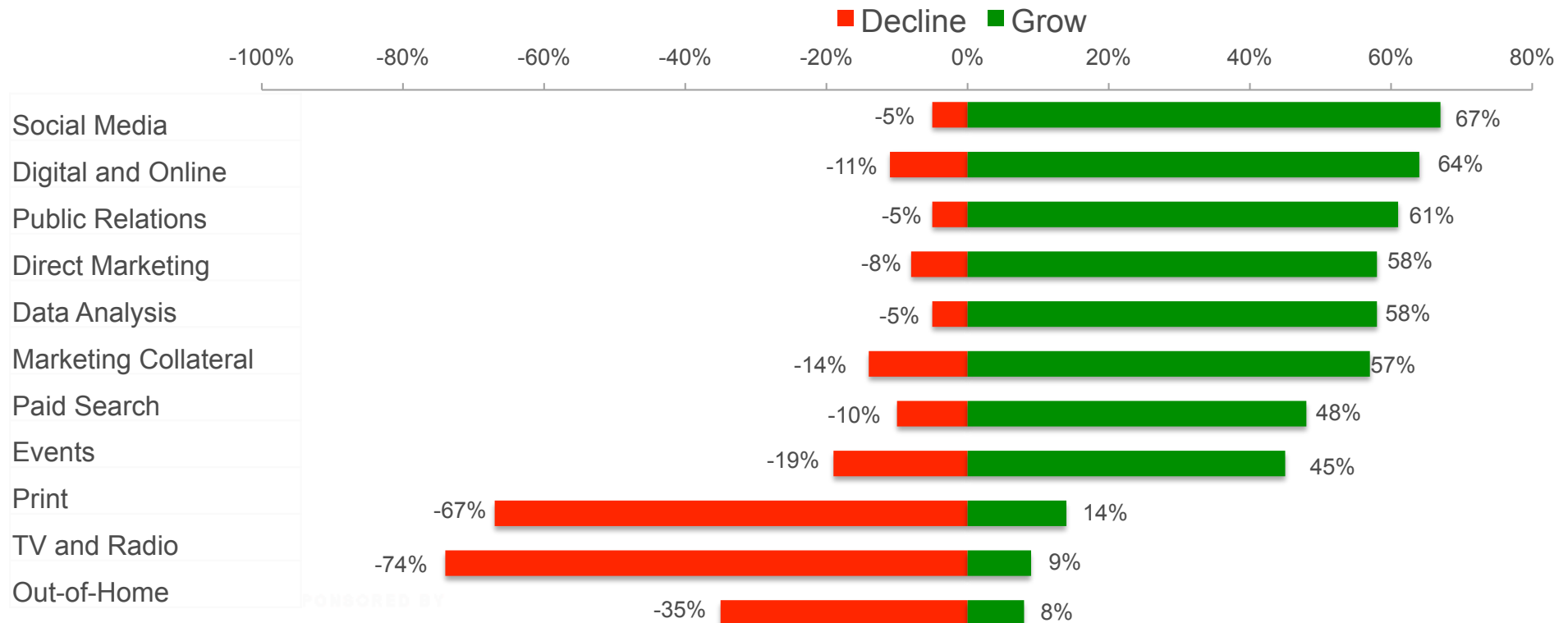
NOW THE CONSUMER DECISION JOURNEY



INSTEAD OF FOCUSING on how to allocate spending across media, marketers should target stages in the decision journey.

Rule #5: Adjust your Marketing Spend

Growth of Marketing Spend Over Next 2-3 Years



Source: Booz & Company's B2B Marketing Survey 2010

Rule #6: Customer Service is Marketing

Start a Chat Send an Email Sales: 1-800-961-2888 (Enter Search Term) Q

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LET'S TALK

SALES QUESTIONS?
start a Live Chat

THE WORLD'S LEADING SPECIALIST IN THE HOSTING & CLOUD COMPUTING INDUSTRY

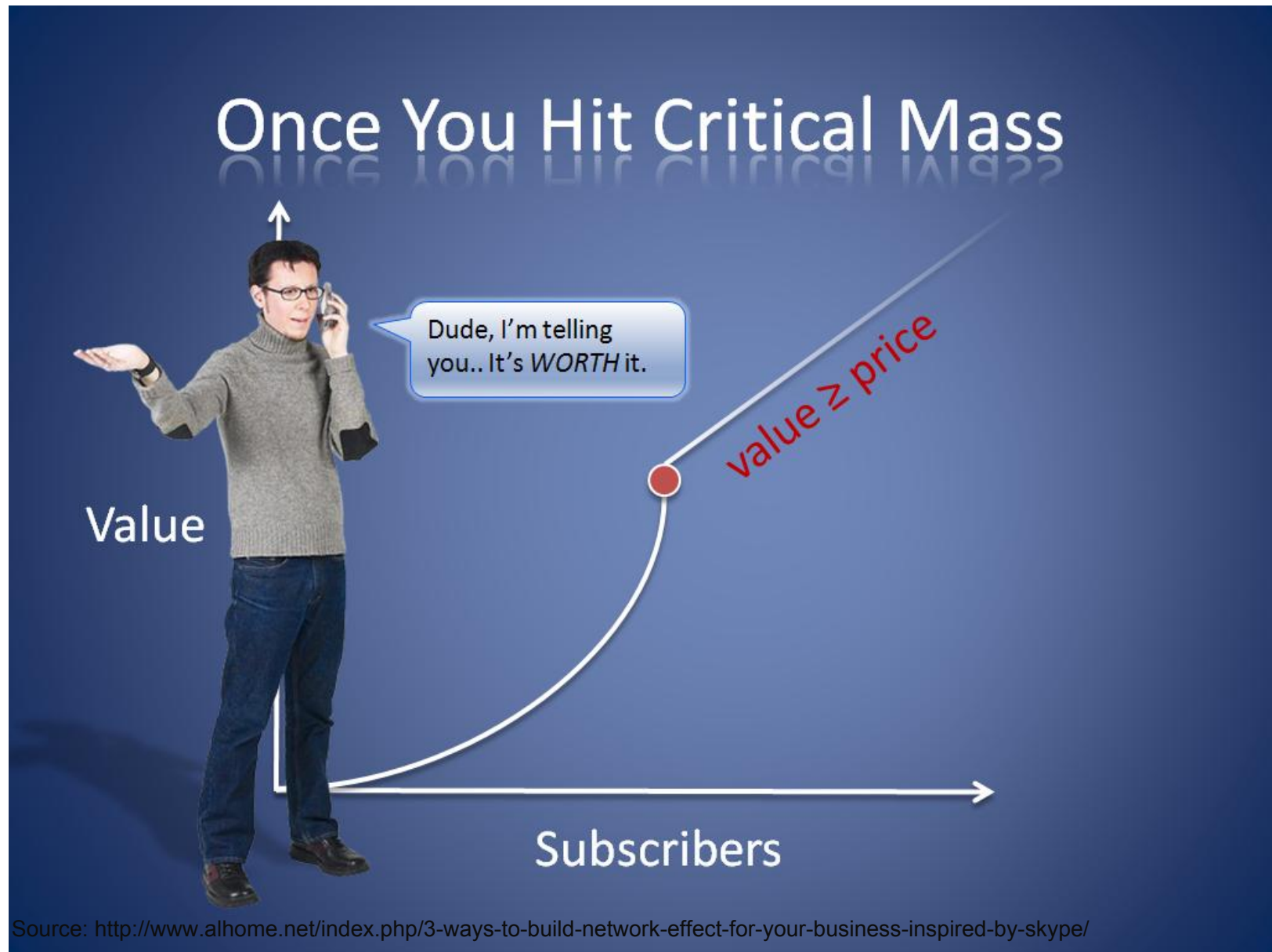


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Rule #7: Customers listen to customers

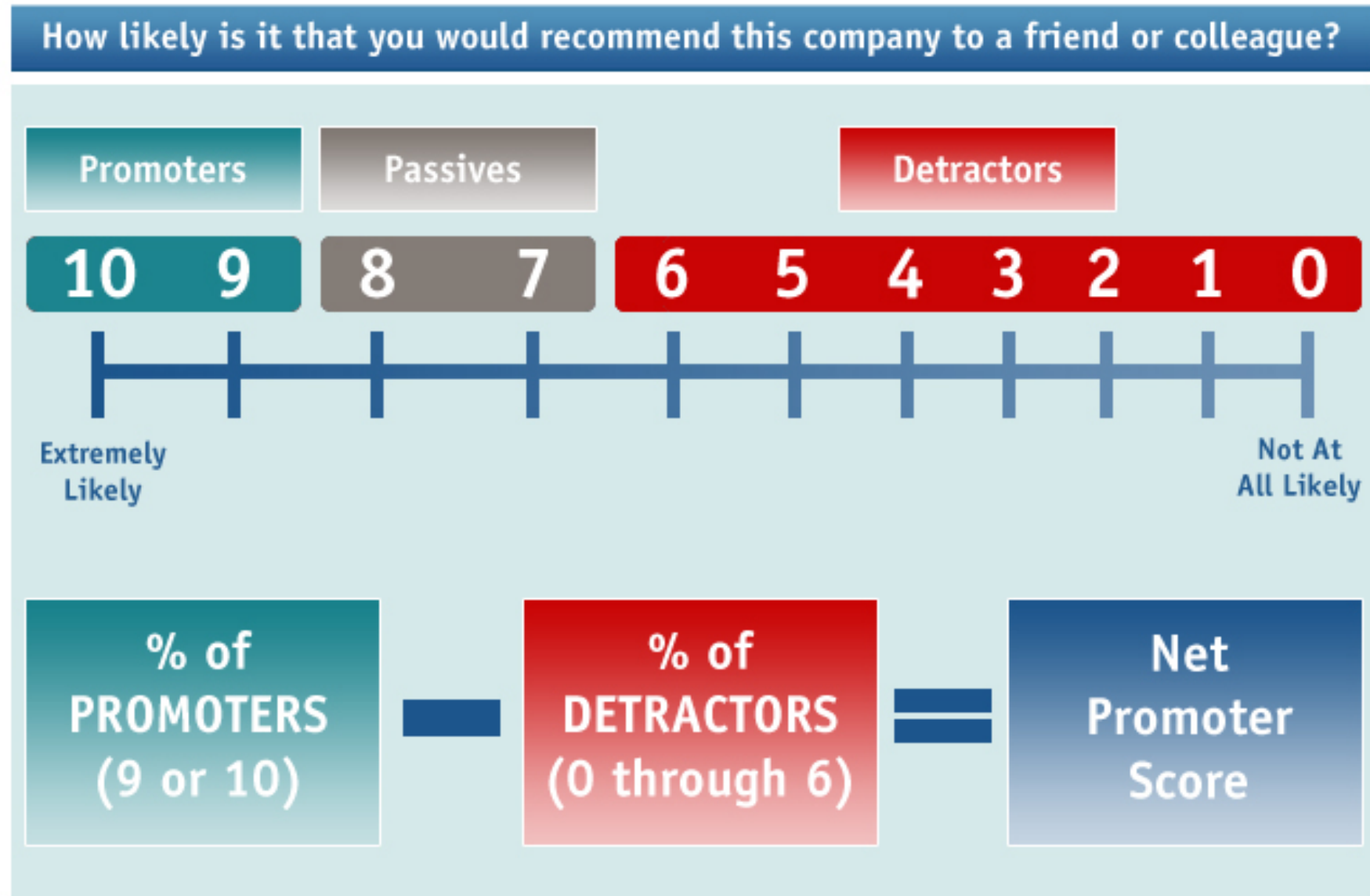


Rule #8: Join the Conversation



Source: [Wikimedia Commons](#)

Rule #9: Measure, measure, measure



Rule #10: The web rules: don't fight it



Sydney restaurant replaces menus with iPads

<http://www.redmondpie.com/sydney-restaurant-uses-ipad-as-a-menu-card/>

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