

# Get Social

The Social Business Roadshow

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# 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	Raik Brauns, Online Sales & Marketing Manager Global, 3Dconnexion 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



- 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***

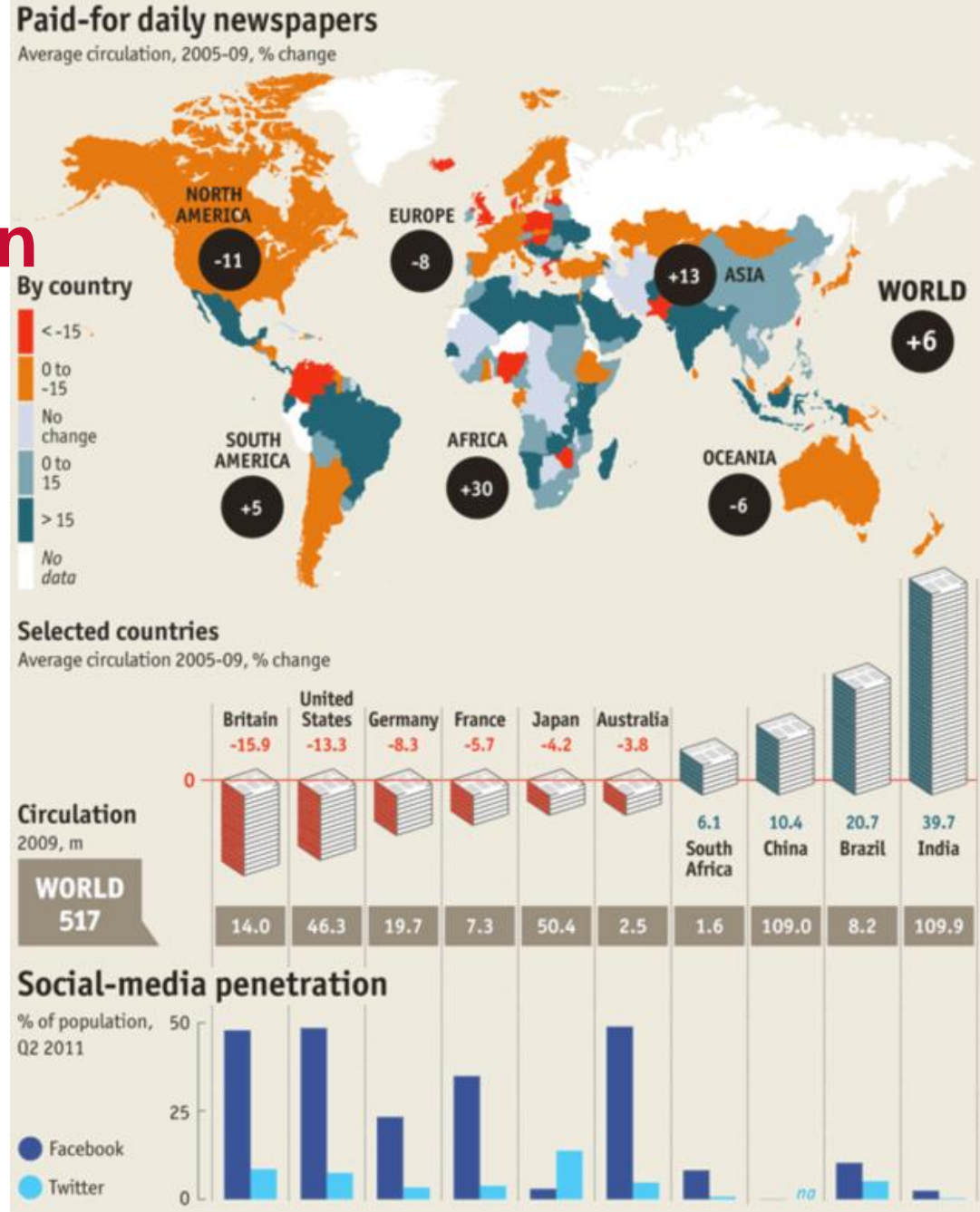
**Tom Schuster**  
**General Manager**

**SugarCRM Europe, Middle East & Africa**





# Change: Newspaper Circulation



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# Change: Egypt's Facebook Revolution

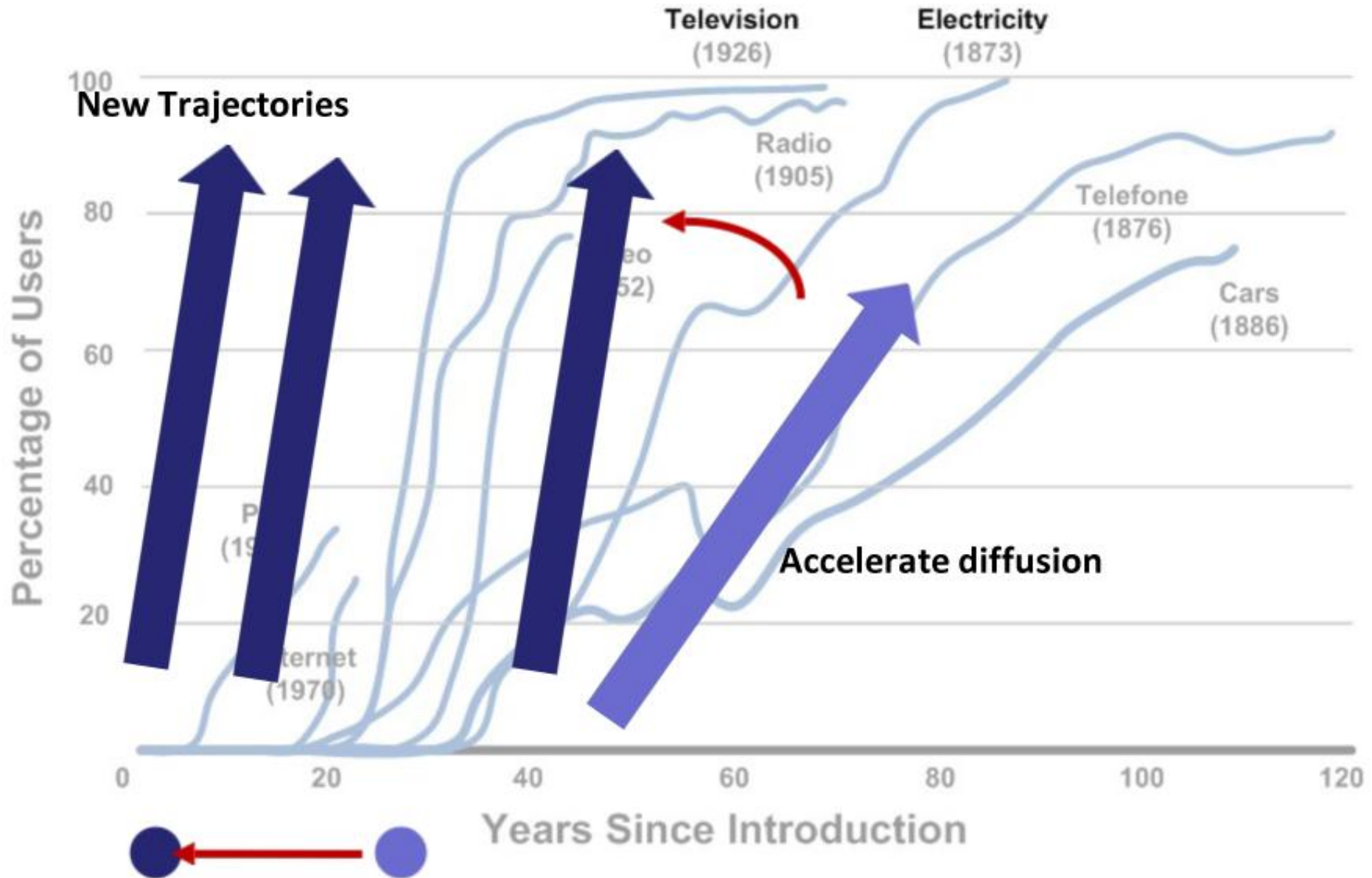




# Change: Occupy Wall Street Revolution



# Change: Accelerated speed to going Critical





# Change: Facebook rapid adoption



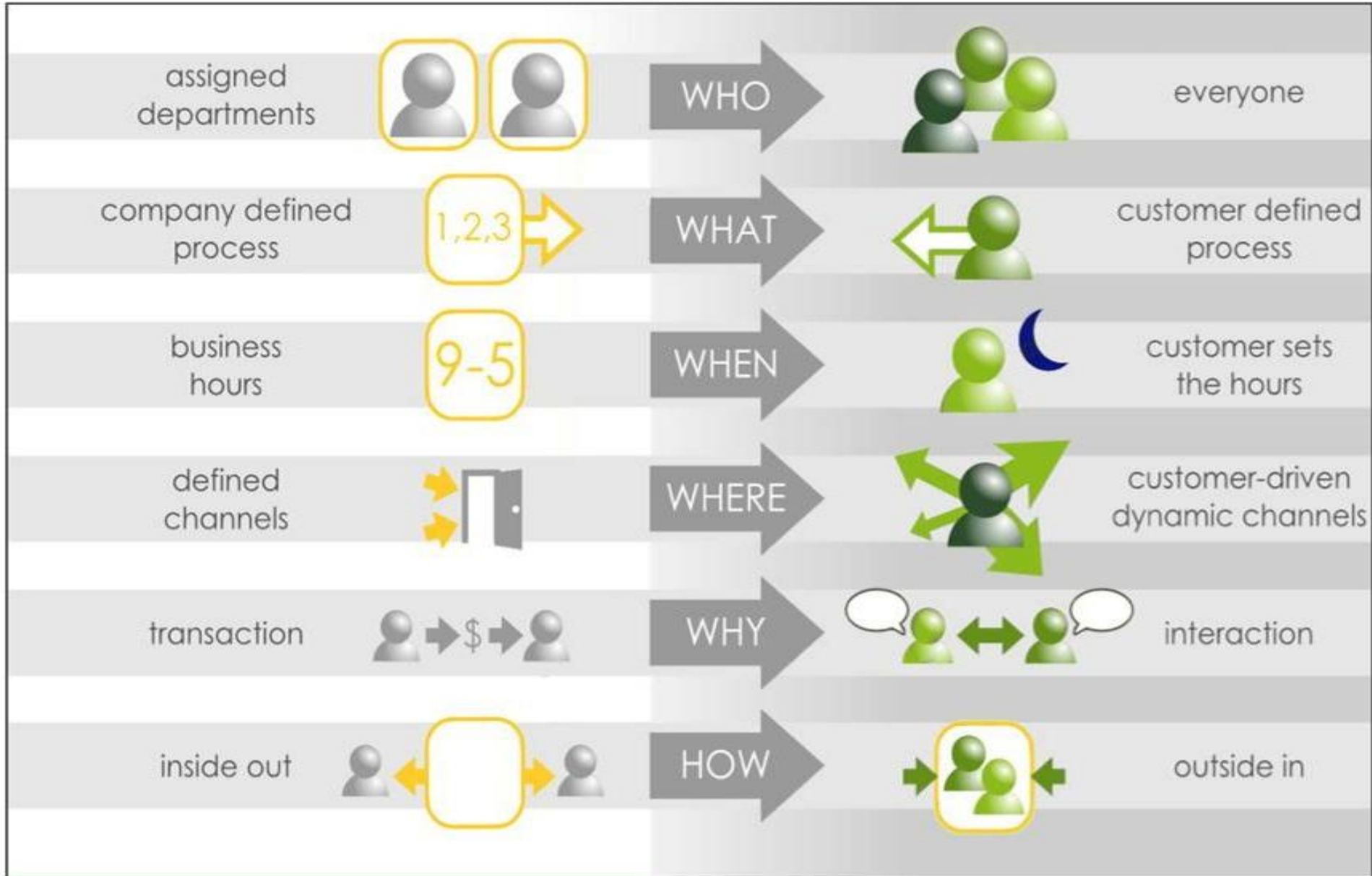




Source: Brett Tischler, 2007 (<http://gallery.photo.net/>)



# Change: Social Evolution



# The New Rules

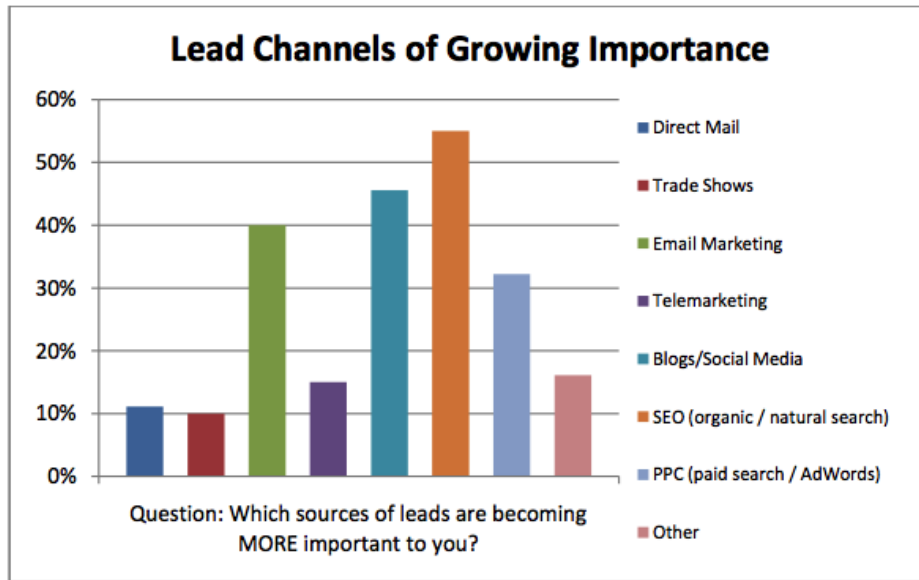
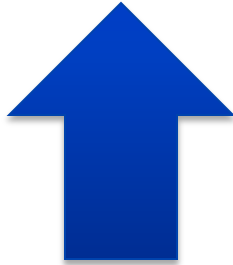
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# Rule #1: You Are Not In Control

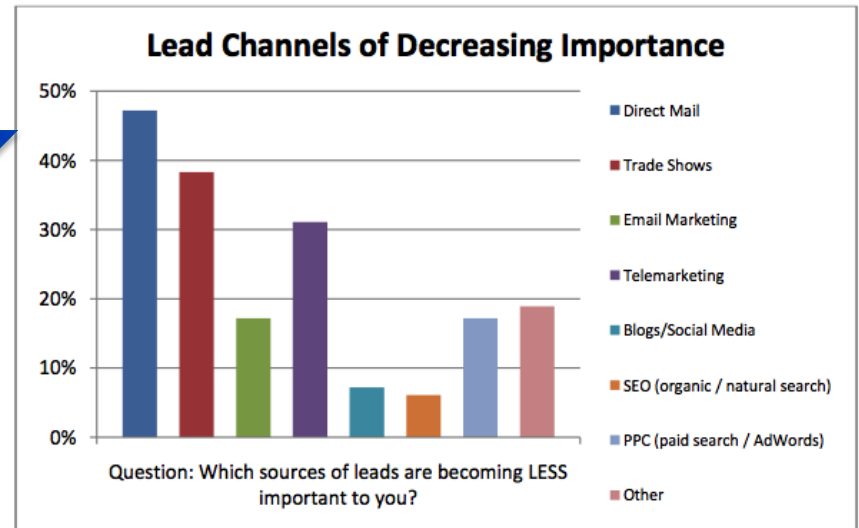
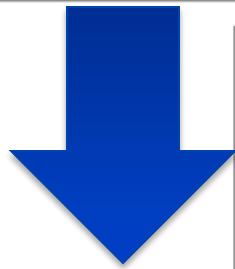


# Rule #2: People Connect with Companies

Inbound  
Permission  
Customer-Driven



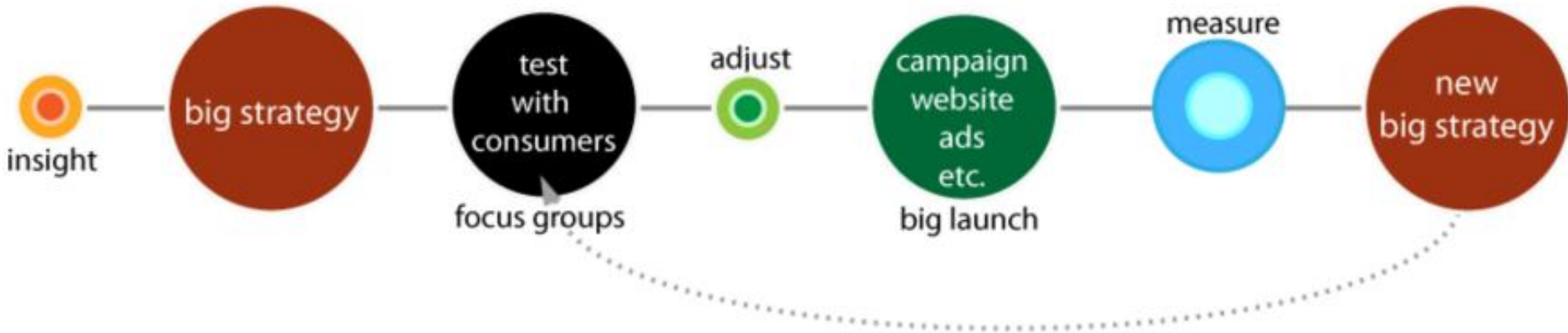
Outbound  
Interruption  
Vendor-Driven



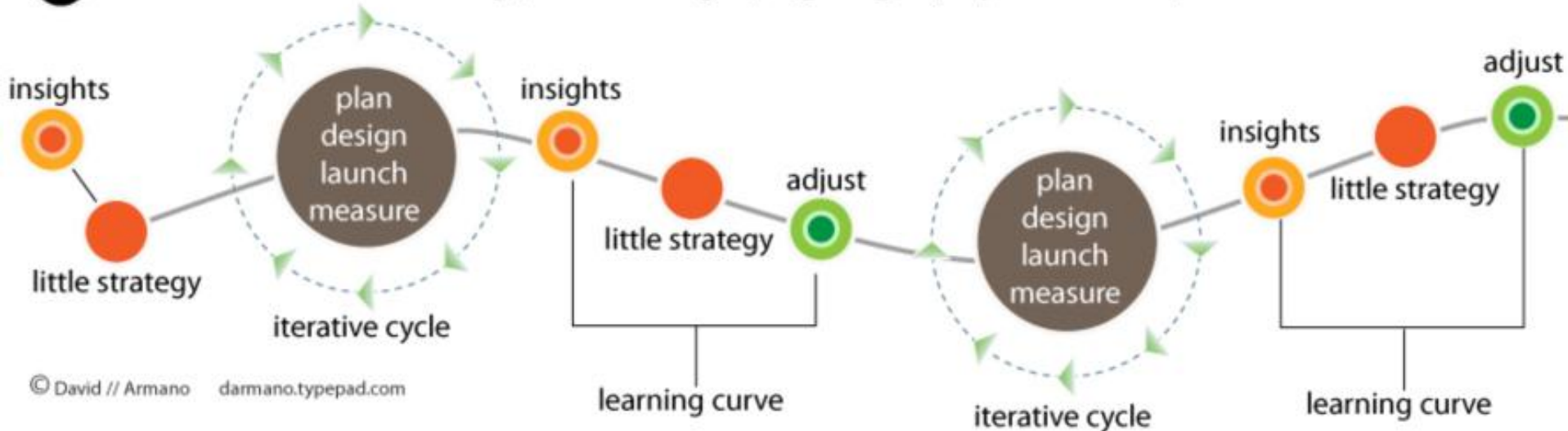


# Rule #3: Conventional Marketing is Declining

## 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



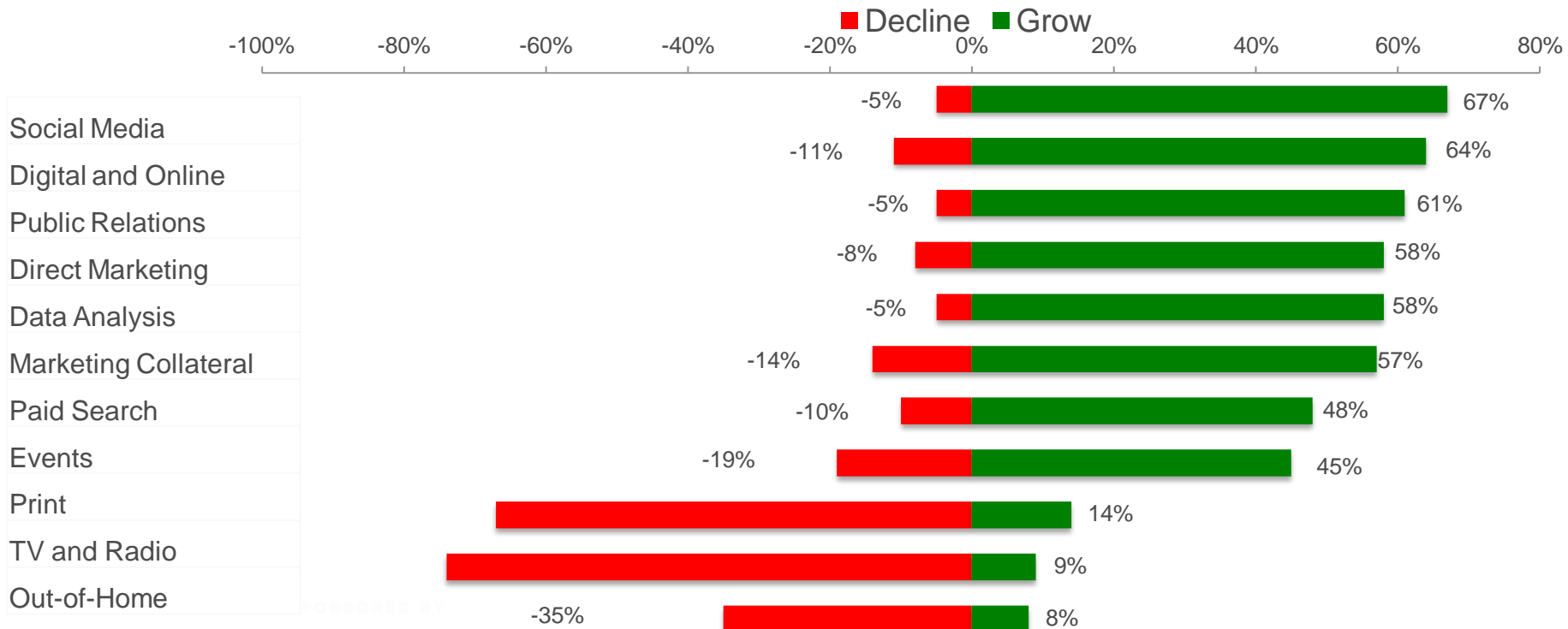
## NOW THE CONSUMER DECISION JOURNEY



**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](#)

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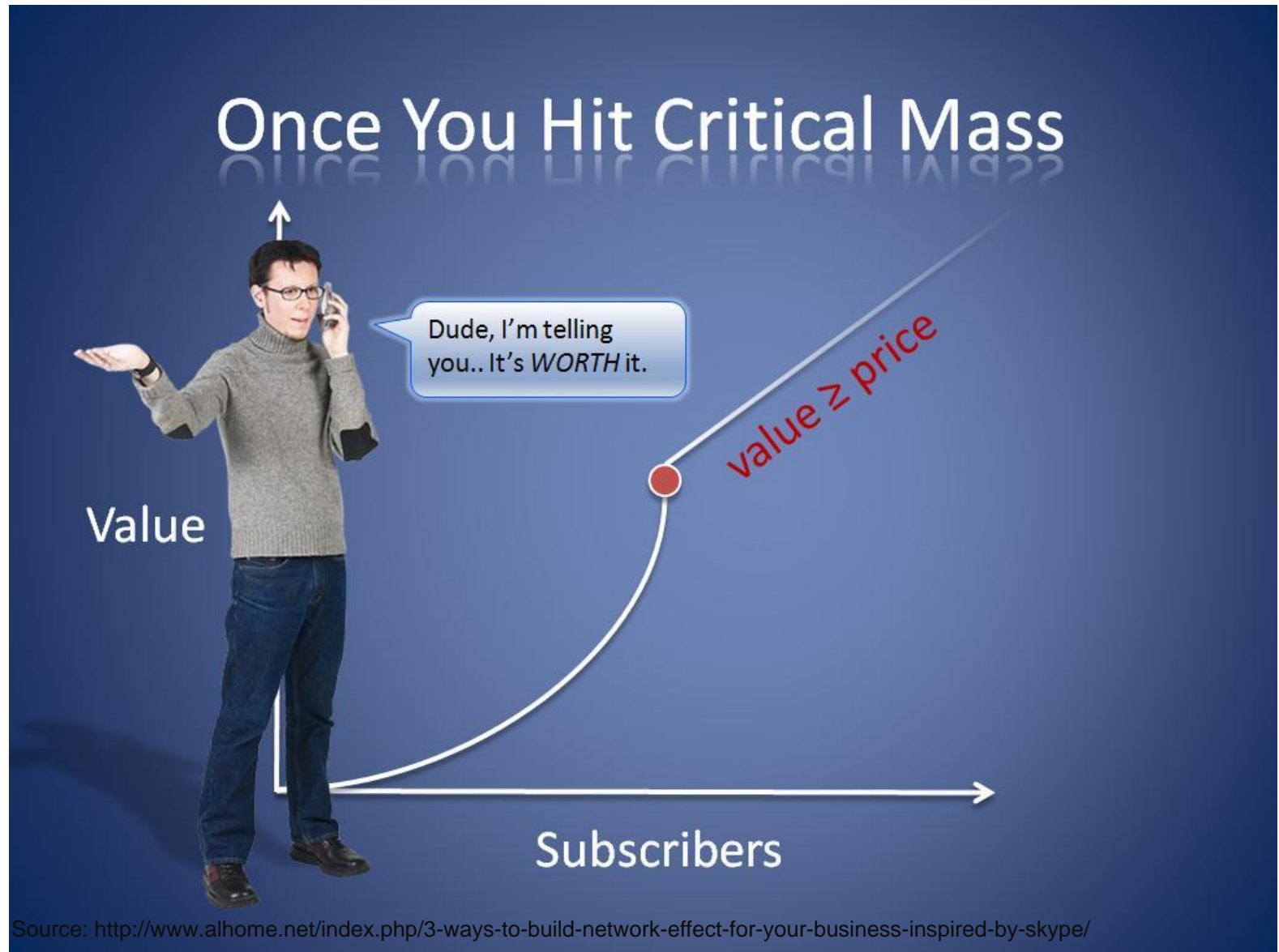
LET'S TALK

SALES QUESTIONS?  
start a Live Chat

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



# Rule #7: Customers listen to customers





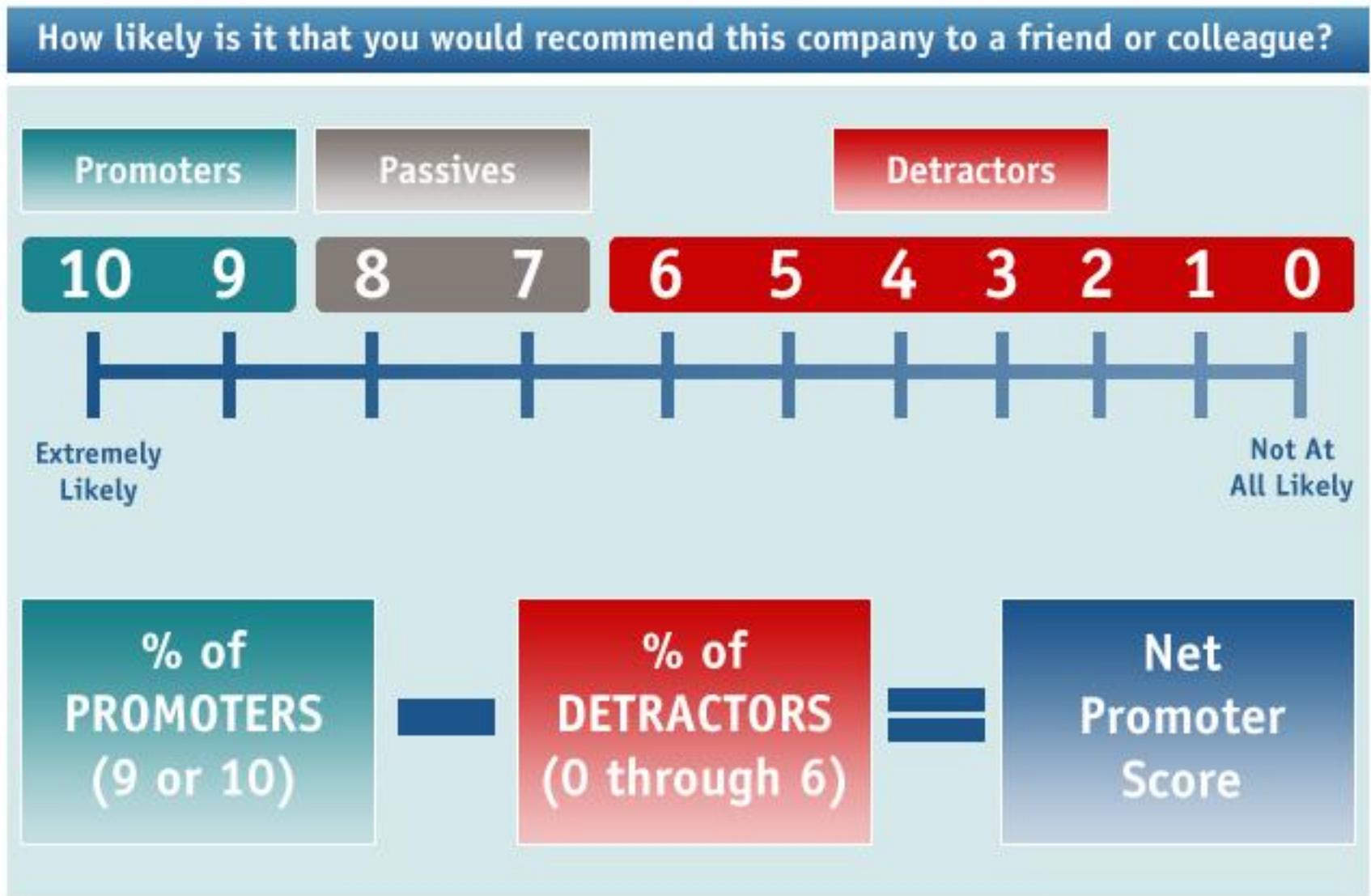
# Rule #8: Join the Conversation



Source: [Wikimedia Commons](https://commons.wikimedia.org/wiki/File:Le_Caf%C3%A9_Paris_1890.jpg)



# 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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