

Get Social

The Social Business Roadshow

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Hosted By:



Begrüßung & Einführung

Christian Knoll, *KINAMU Business Solutions AG*



Overview

09:00 – 09:10	Begrüßung & Einführung	Christian Knoll Kinamu Business Solution AG
09:10 – 09:40	The 10 Rules of Social CRM	Tom Schuster, SugarCRM
09:40 – 10:30	Optimized Digital Marketing	Rupert Schaffarz, IBM
10:30 – 11:00	How Do You Get Started	Tom Schuster, SugarCRM
11:00 – 11:30	Networking Break	
11:30 – 12:00	Customer Testimonial: B&R Automation	Owen Davies, B&R Automation
12:00 – 12:45	A Day in the Life of Social Business <small>POWERED BY</small>	Andrey Andreev & Christian Paul, SugarCRM
12:45 – 13:00	Q & A	All

KINAMU - ein Unternehmen stellt sich vor

Swahili-English Dictionary:

kinamu { English: agility } { German: Agilität, Gewandtheit, Beweglichkeit }

KINAMU entstand Anfang 2007 und konzentriert sich auf die Bedürfnisse mittelständischer Unternehmen und stellt diesen maßgeschneiderte ERP- und CRM-Business-Lösungen mit geringen, klar kalkulierbaren monatlichen Kosten pro Arbeitsplatz zur Verfügung. KINAMU wurde mehrfach für seine Lösungen und seine Leistungen ausgezeichnet. KINAMU ist SAP Gold Partner, zertifizierter SAP Hosting Partner, als auch Gold Partner der Fa. SugarCRM Inc.

➡ KINAMU Business Solutions AG

- Firmensitz: Schwechat, Österreich
- gegründet: 2007
- Anzahl Mitarbeiter in Summe: 25

➡ KINAMU Deutschland GmbH

- 100% Tochter der KINAMU Business Solutions AG
- Firmensitz: München, Deutschland
- gegründet: 2007

➡ KINAMU Middle East

- 100% Tochter der KINAMU Business Solutions AG
- Firmensitz: Dubai, UAE
- gegründet: 2009



KINAMU - ein Unternehmen stellt sich vor

KINAMU - IHR UMFASSENDE PARTNER FÜR
LÖSUNG, SERVICE & SYSTEMBETRIEB

SOLUTIONS

- ERP
- CRM
- e-Marketing



*Wir verbinden, was
zusammen gehört.*

SERVICE

- Consulting
- Entwicklung
- Schulung
- Support



*So vielfältig, wie Ihre
Ansprüche.*

SYSTEMBETRIEB

- Hosting offsite
- Hosting onsite
- SaaS



Bei uns steckt mehr drin.

Unsere Kunden



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The 10 Golden Rules of Social CRM

Tom Schuster
General Manager

SugarCRM Europe, Middle East & Africa



Change:

Newspaper Circulation



Selected countries

Average circulation 2005-09, % change



Social-media penetration

% of population, Q2 2011



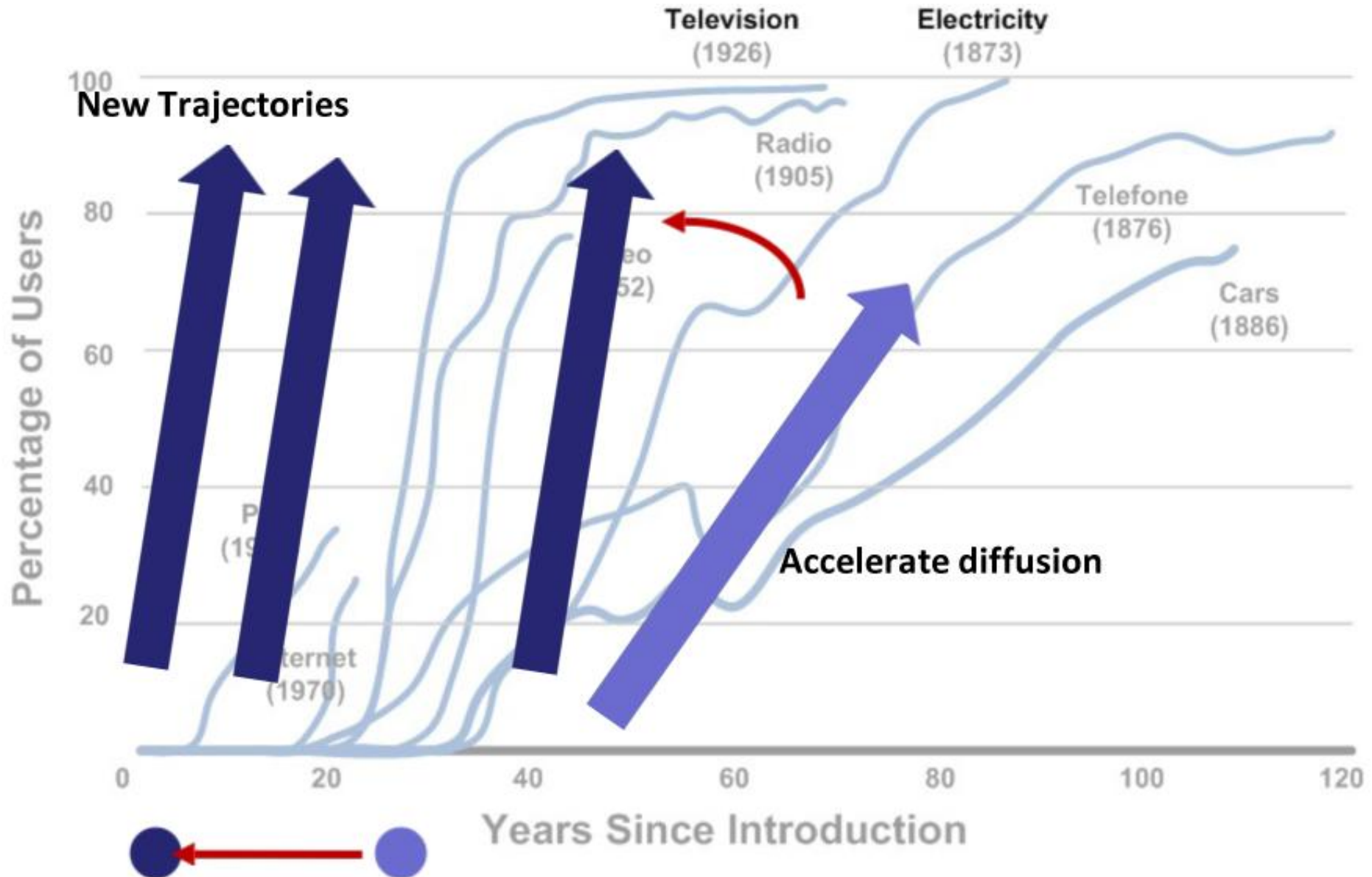
Change: Egypt's Facebook Revolution



Change: Occupy Wall Street Revolution

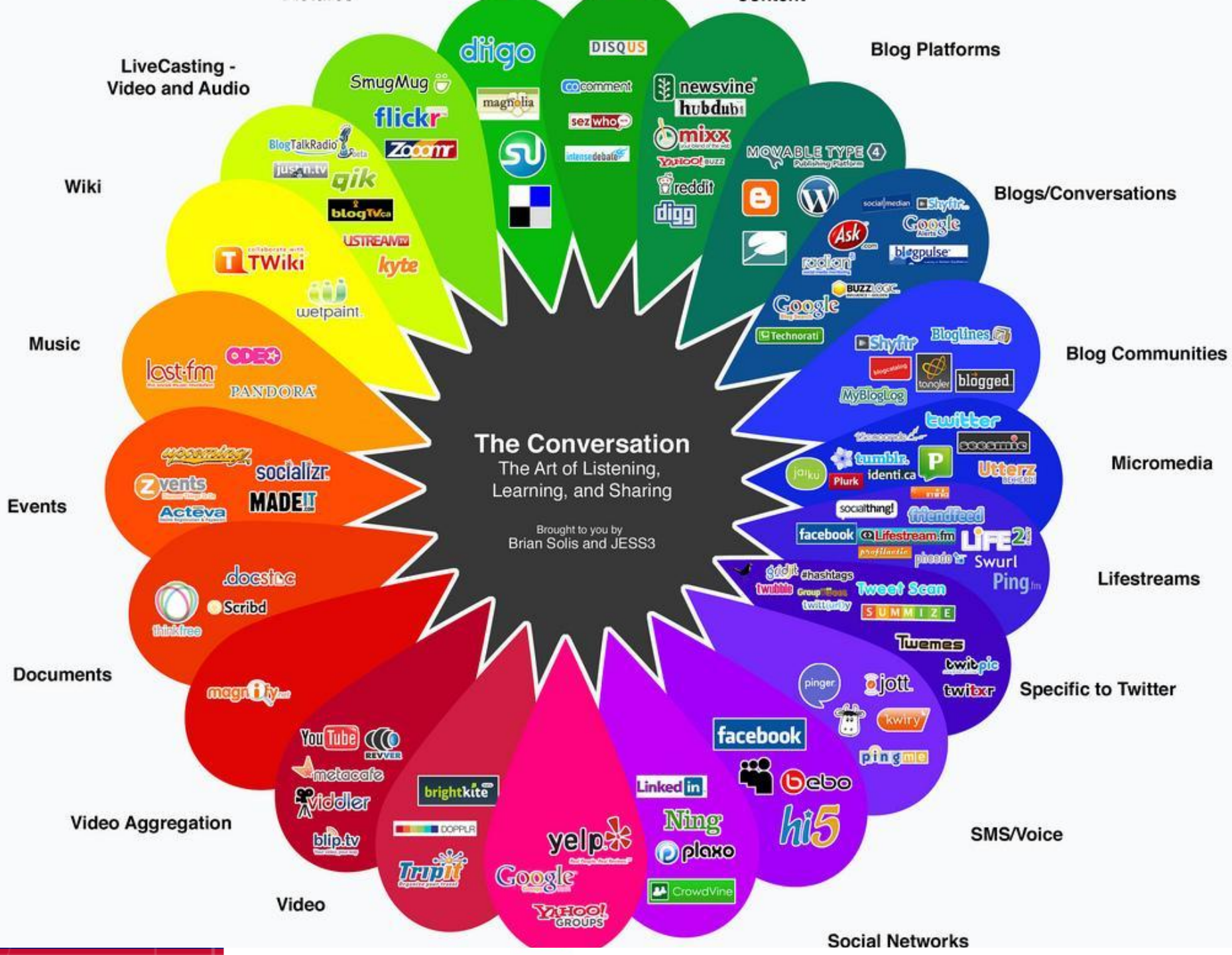


Change: Accelerated speed to going Critical



Change: Facebook rapid adoption

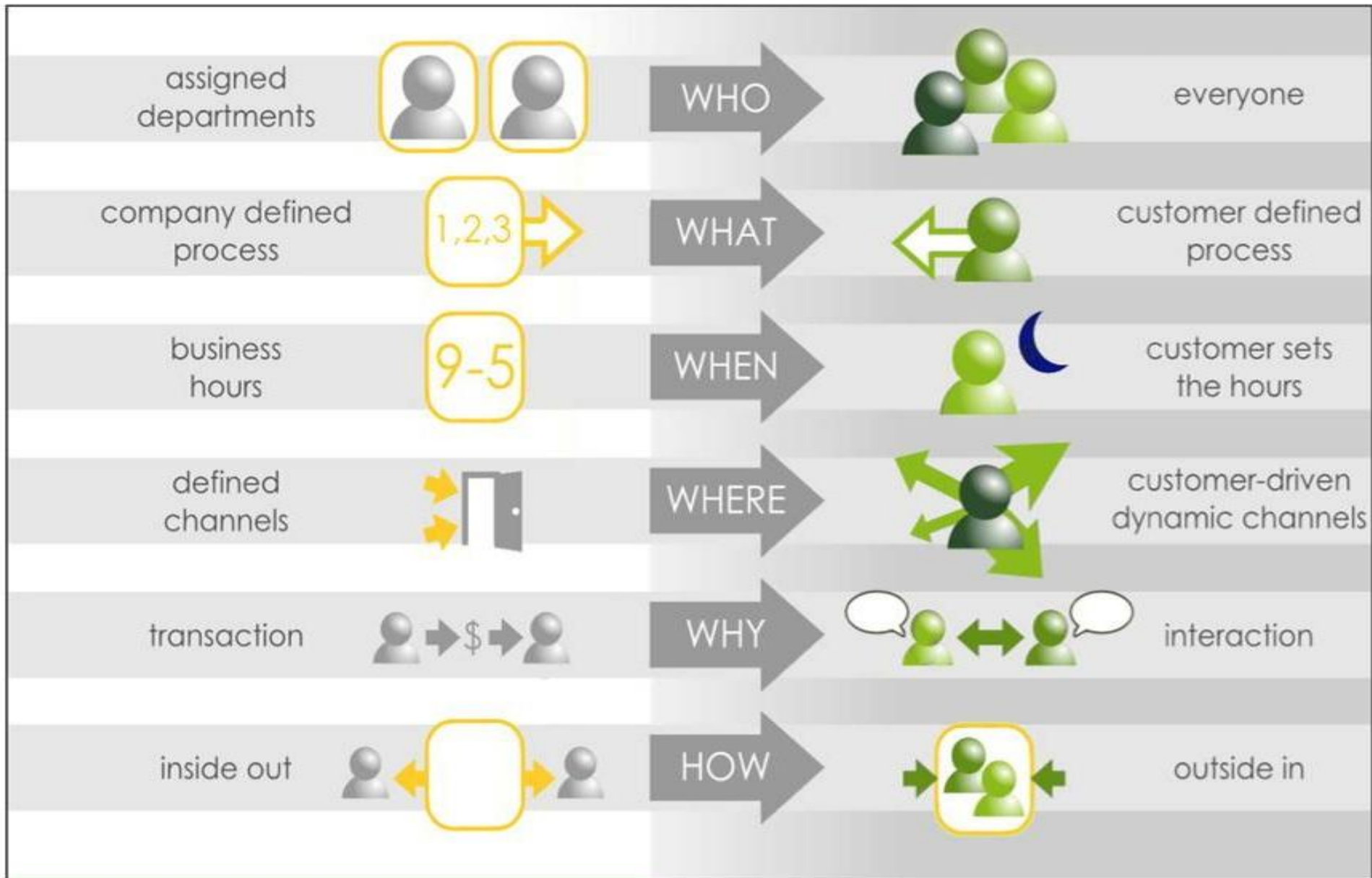






Source: Brett Tischler, 2007 (<http://gallery.photo.net/>)

Change: Social Evolution



The New Rules

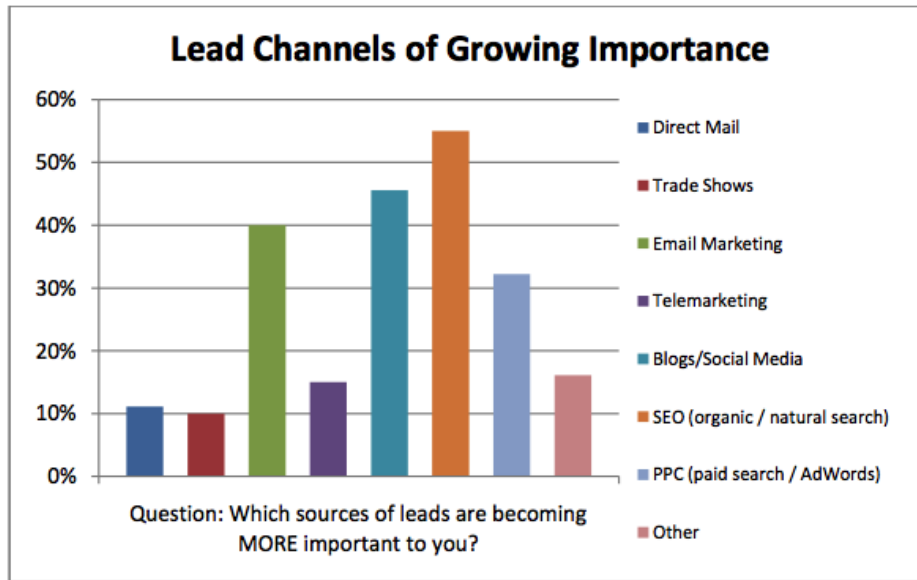
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Rule #1: You Are Not In Control

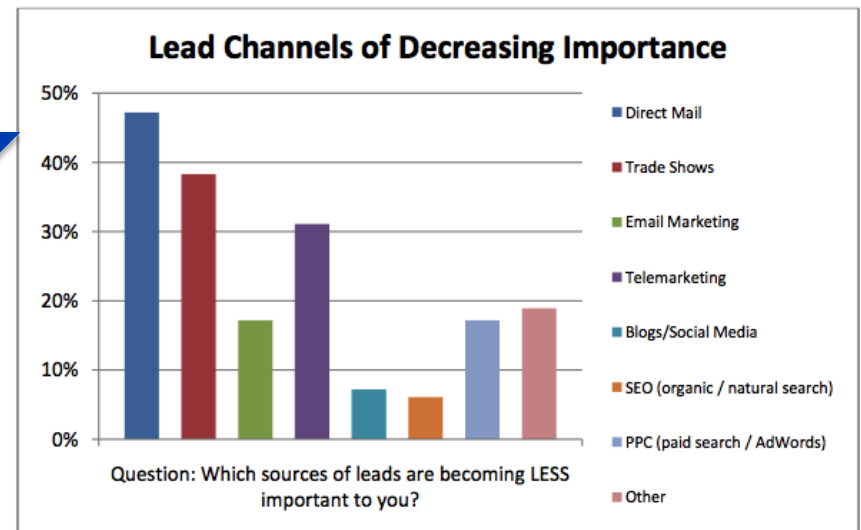
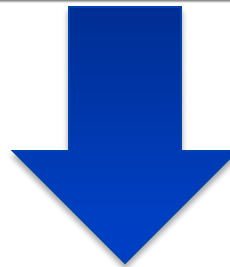


Rule #2: People Connect with Companies

Inbound
Permission
Customer-Driven

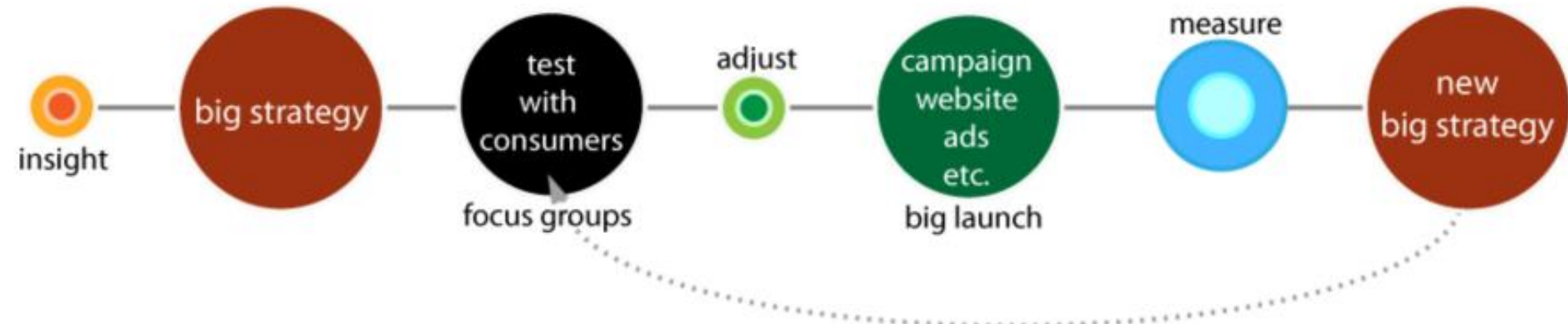


Outbound
Interruption
Vendor-Driven

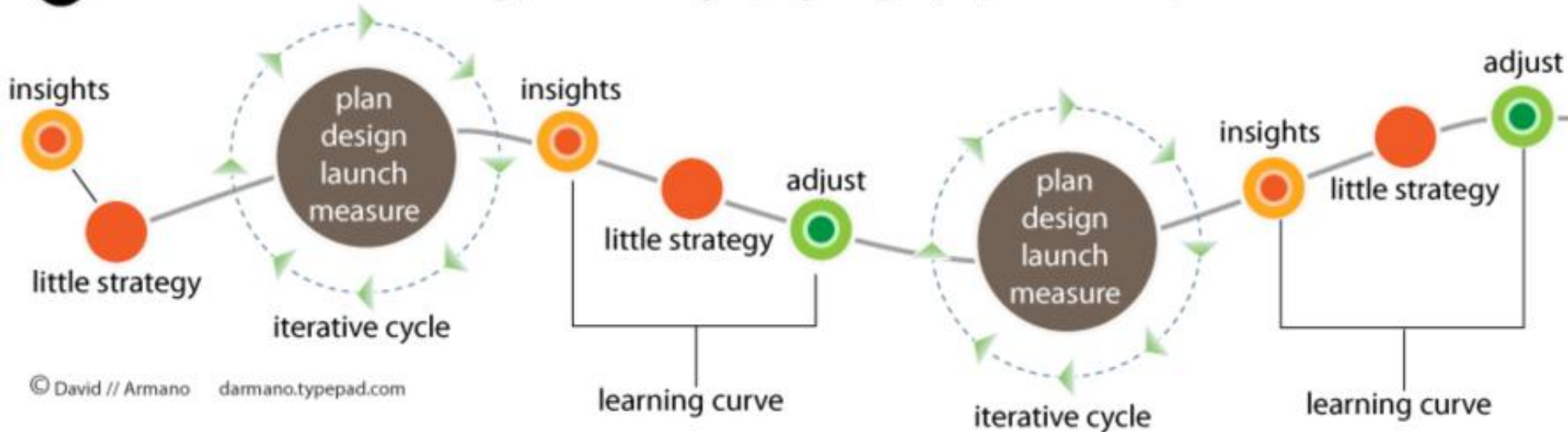


Rule #3: Conventional Marketing is Declining

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



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



© David // Armano darmano.typepad.com

Rule #4: Target Stages in the Decision Journey

THEN THE FUNNEL METAPHOR



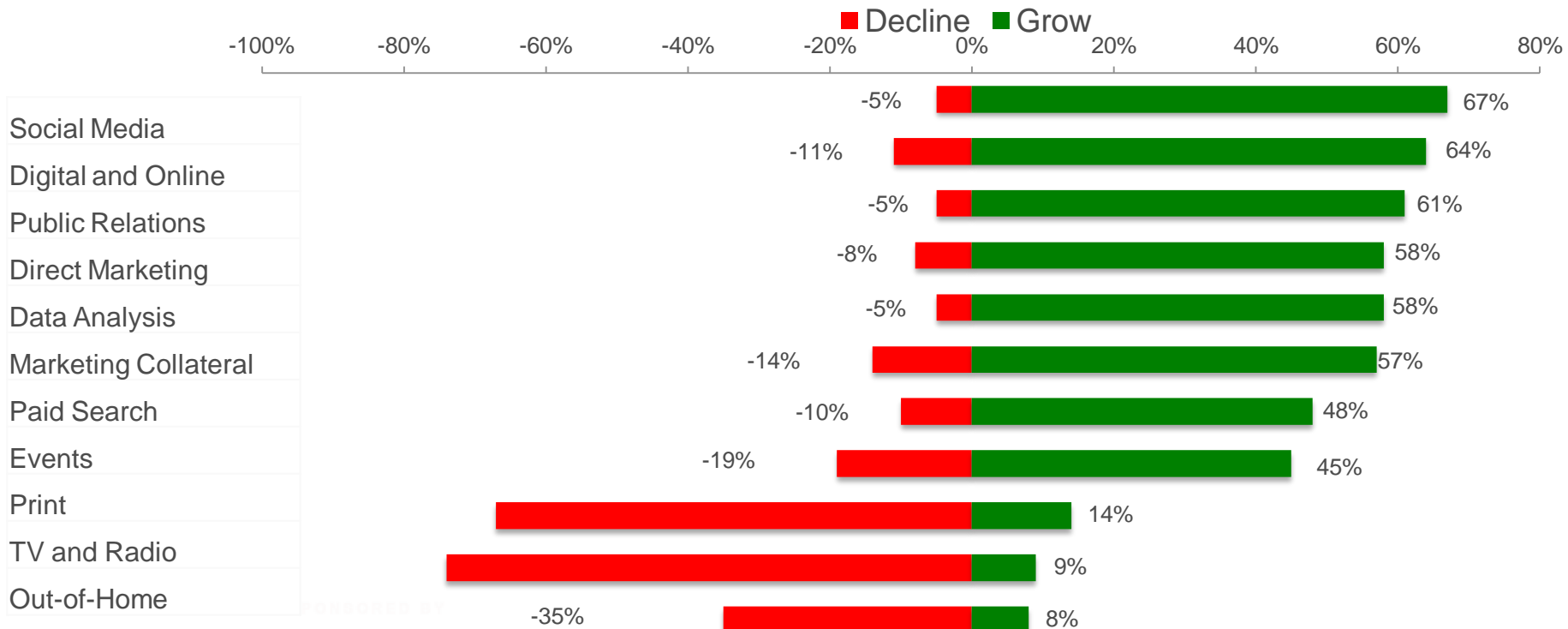
NOW THE CONSUMER DECISION JOURNEY



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



COMPANY

MANAGED HOSTING

CLOUD HOSTING

EMAIL & APPS

CLOUD BUILDERS

Hosting Solutions

Why Rackspace

Partner Program

Information Center

Blog Community

Hosting Knowledge

ALL BACKED BY
**FANATICAL
SUPPORT®**

It isn't just what we do.
It's really what makes
us, well, us.

Find Out More

JOE
RACKER
since: 2005

Racker

Hosting
Solutions

MANAGED HOSTING

Customized dedicated server configurations, fully managed 24x7x365 by certified hosting experts.
[More about Managed Hosting or a Dedicated Server](#)

LEARN
MORE

CLOUD HOSTING

On-demand, scalable, application, storage & web hosting, supported 24x7x365 by Cloud hosting experts.

[More about Cloud Computing](#)

NEW! Managed Service Level Now Available

LEARN
MORE

EMAIL & APPS

Business class hosted exchange & email hosting for companies large and small, managed 24x7x365 by our email specialists.

[More about Email & Apps](#)

LEARN
MORE

LET'S TALK

SALES QUESTIONS?
start a Live Chat

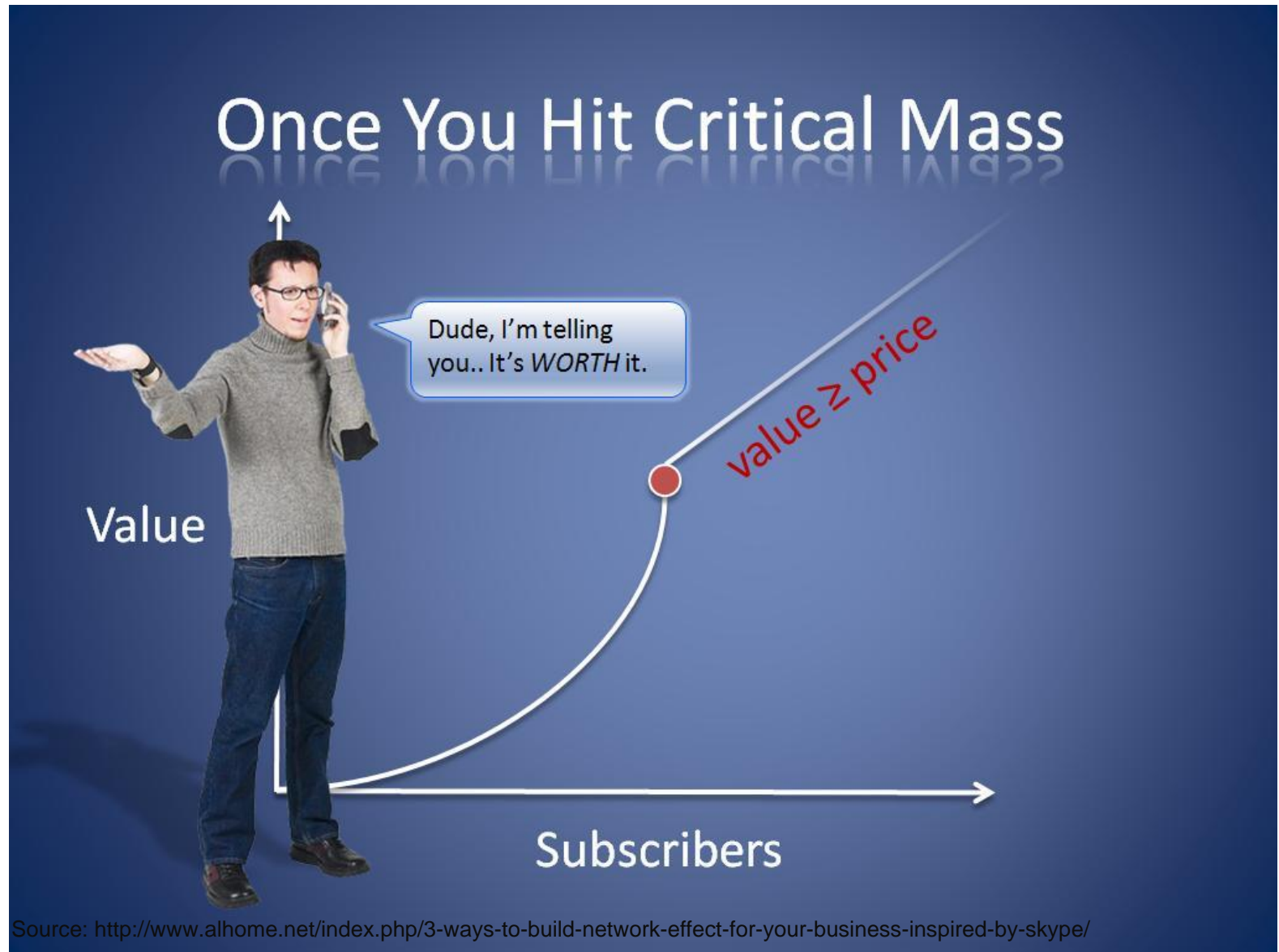
THE WORLD'S LEADING SPECIALIST IN THE HOSTING & CLOUD COMPUTING INDUSTRY

Get Social
10/14/2014
The Social Business Roadshow

SUGARCRM.

IBM KINAMU

Rule #7: Customers listen to customers

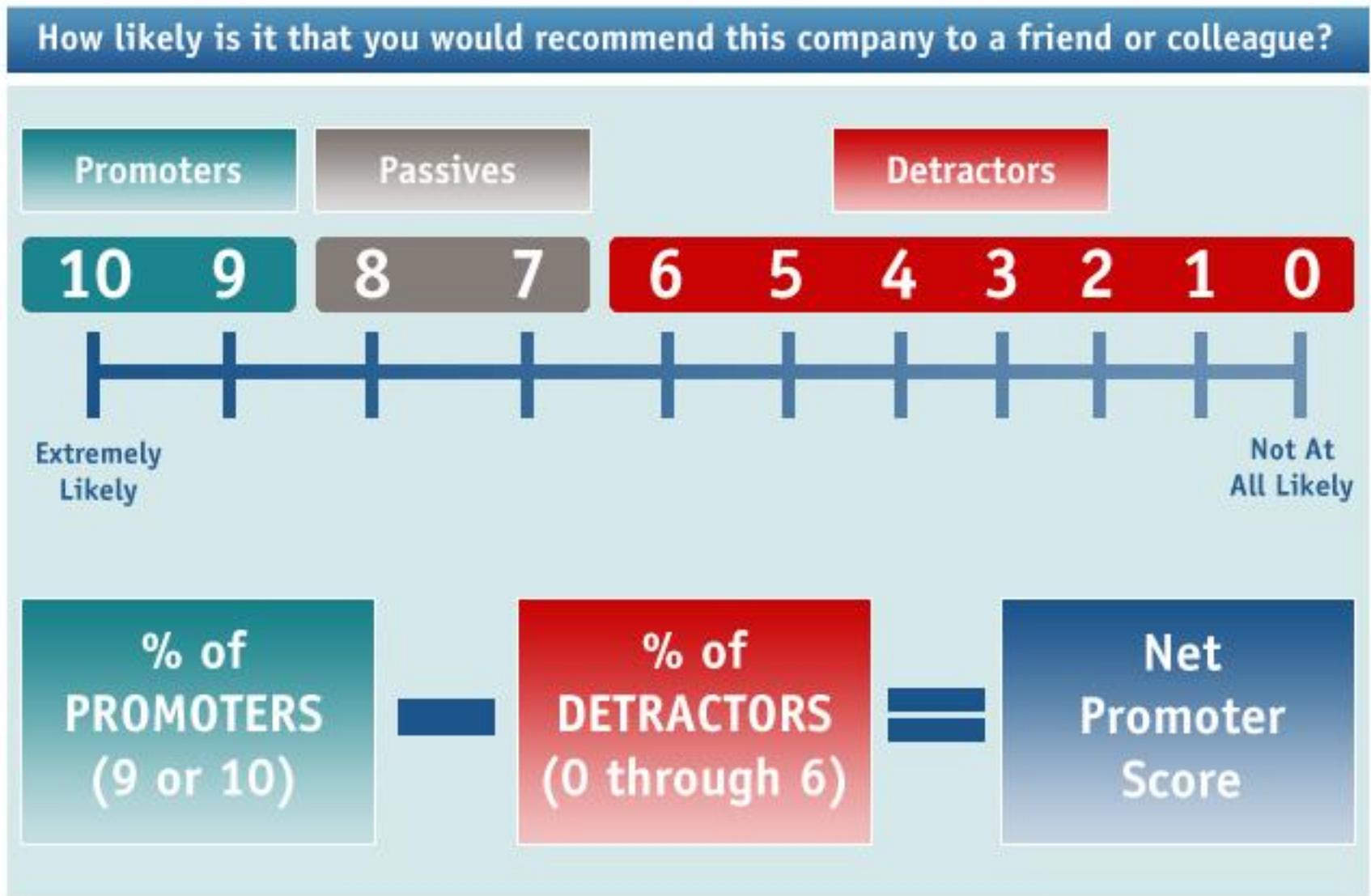


Rule #8: Join the Conversation



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/>

Overview

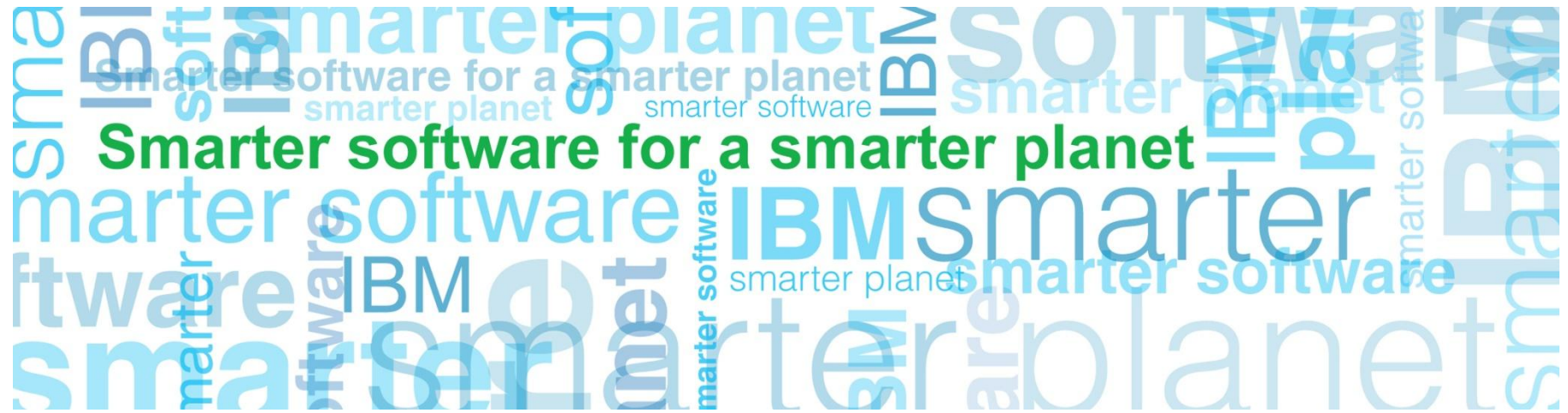
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Messung von Facebook ROI durch Social Media Analytics

Rupert Schaffarz

rupert_schaffarz@at.ibm.com

Smarter Commerce, IBM Österreich

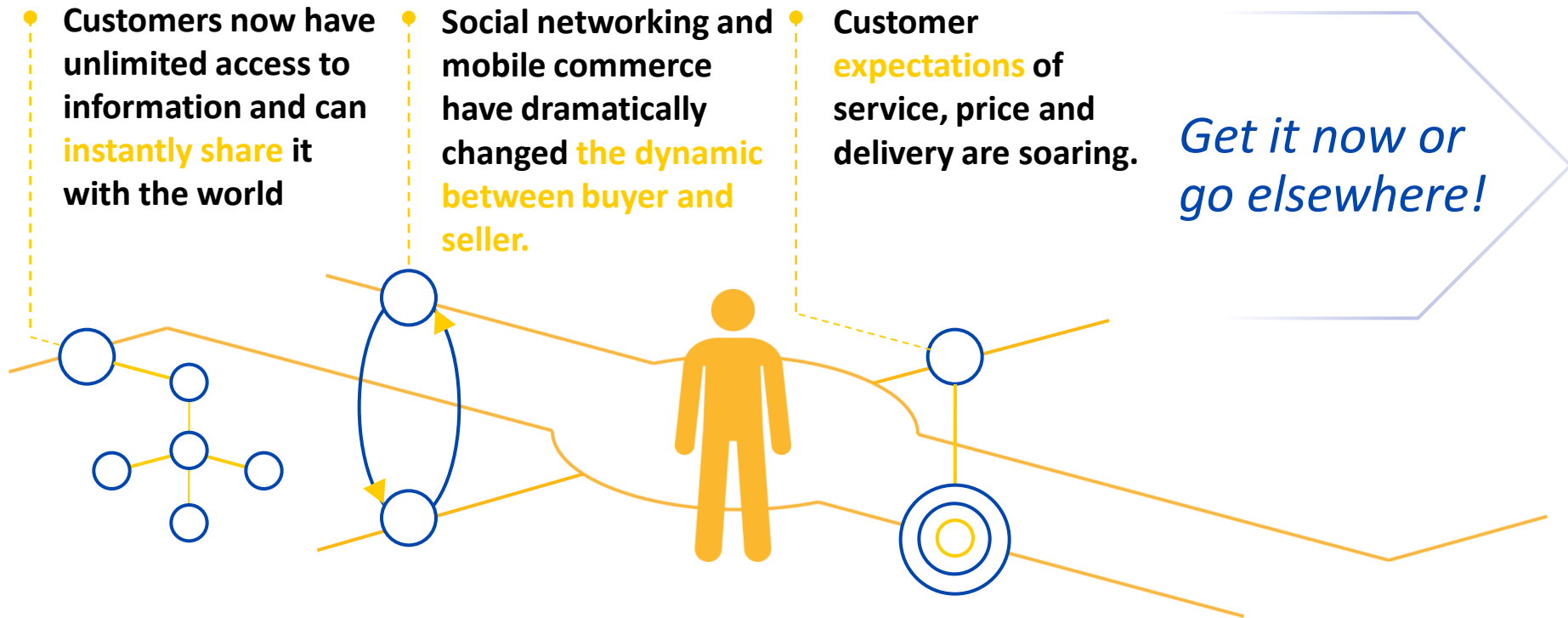


Agenda

- Messung und Verwendung von Social Media im Marketing
- Social Media Investitionen und deren ROI
- Seton Hall University – ein Social Media Fallbeispiel
- IBM Coremetrics Digital Marketing Optimization Suite und Social Media

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Das Zeitalter des ermächtigten Kunden



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155 million

Number of tweets sent via Twitter each day

75%

Percentage of people who believe companies don't tell the truth in advertisements

\$93 billion

Amount in sales missed due to out of stock inventory

Social Media Investments



3

© 2010 Coremetrics

Robert Brosnan @brosnaro

Boaz Ronkin @boazronkin



00:04:59 / 00:57:52

Social Media Analytics \neq Data Overlay



4

© 2010 Coremetrics

Robert Brosnan @brosnaro

Boaz Ronkin @boazronkin



00:07:59 / 00:57:52

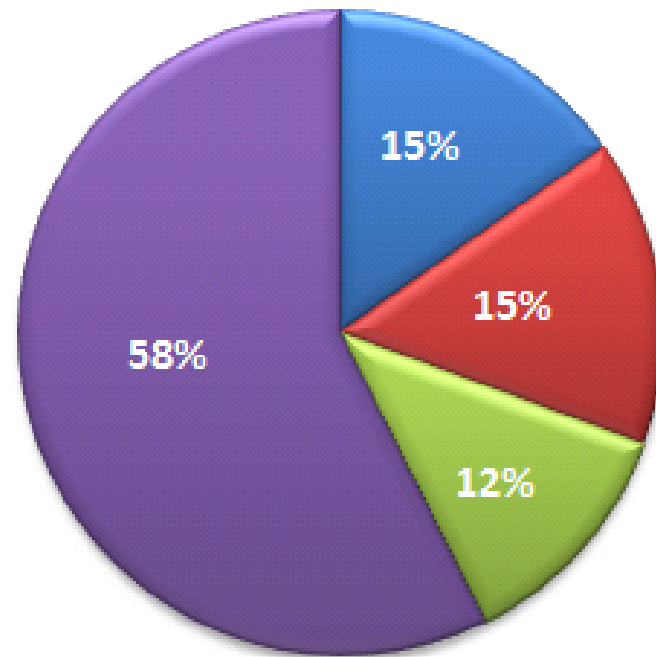
Social Media Analytics Needs Attribution



Social Media Done Right

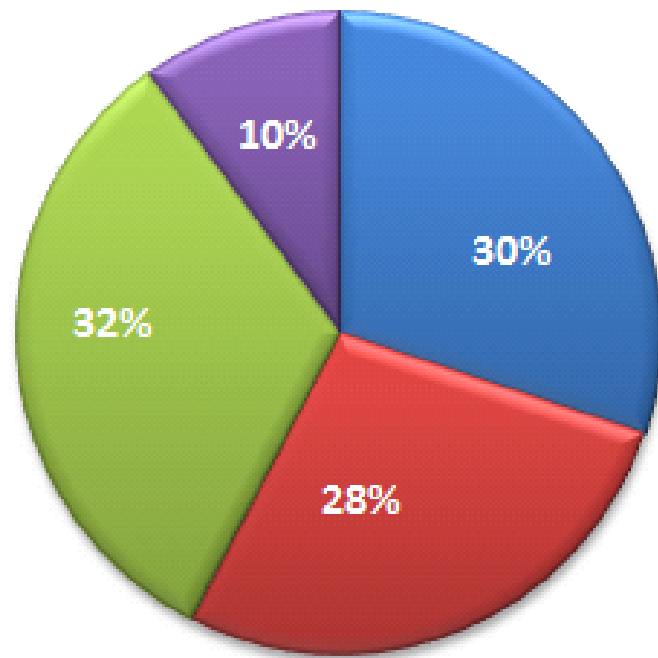


How has your company invested in Facebook thus far?



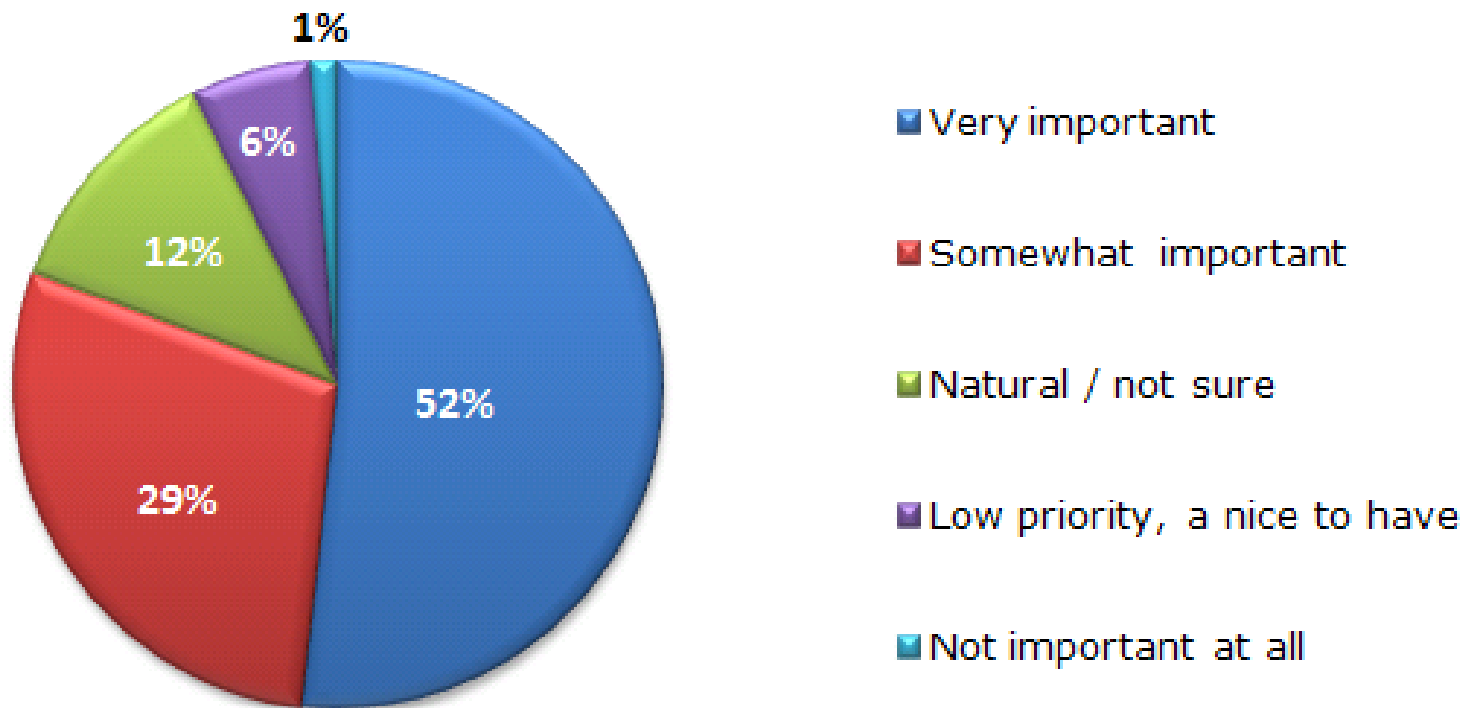
- Developed Facebook application and/or many custom pages
- Developed one or two custom pages
- Advertised on Facebook
- Maintained a Facebook fan page

What is your most important metric for Facebook?

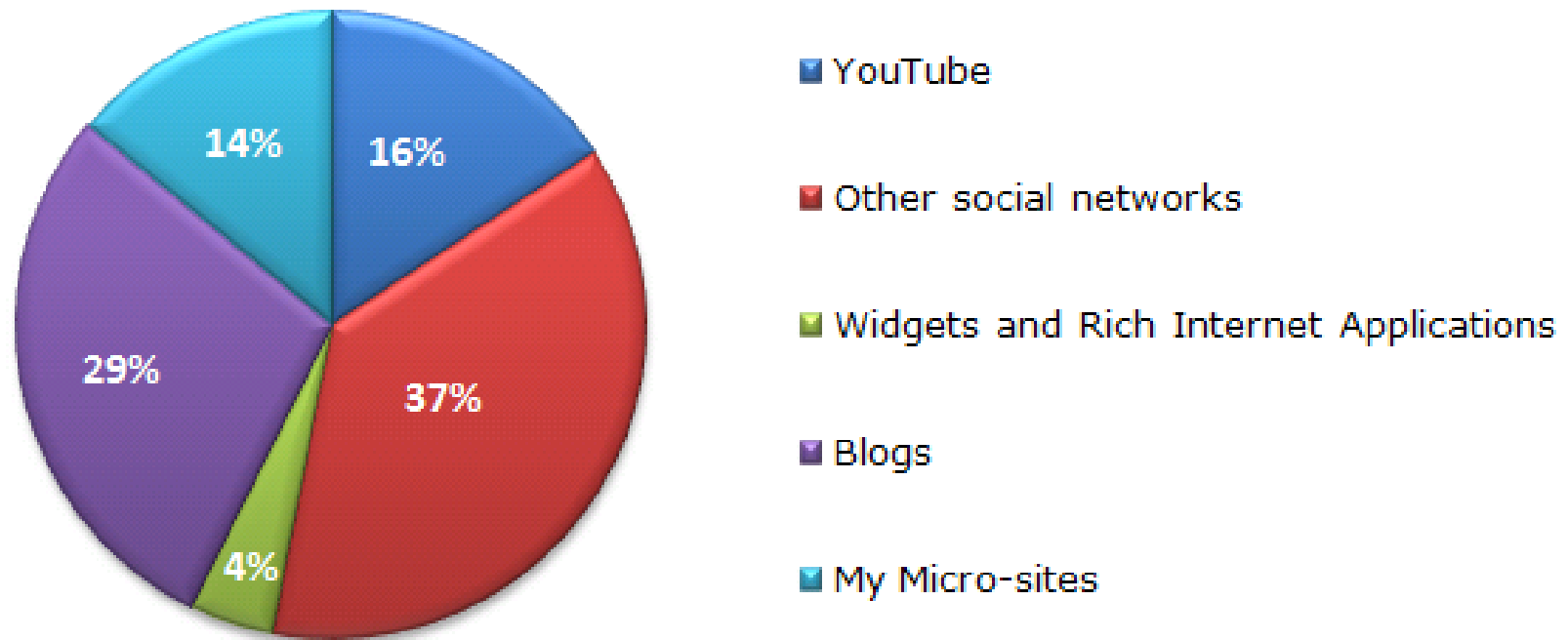


- Website sales or conversions influenced by Facebook
- Total website visits influenced by Facebook
- Total Facebook fans
- Total Facebook fan page visits

How important is it to track indirect (view-through) traffic from Facebook to your website?



Beyond Facebook, what is your most important social channel?

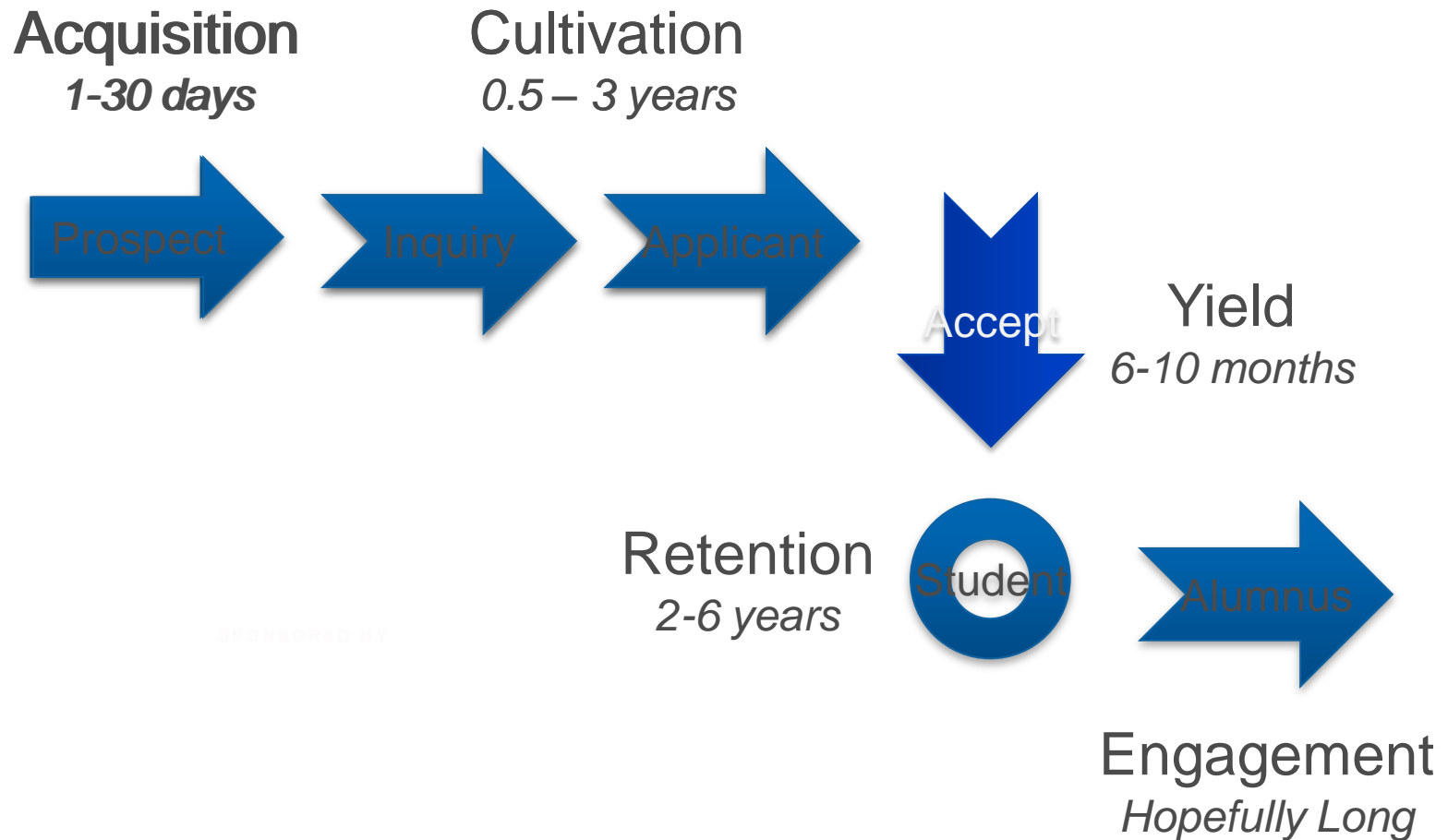


Über Seton Hall Universität



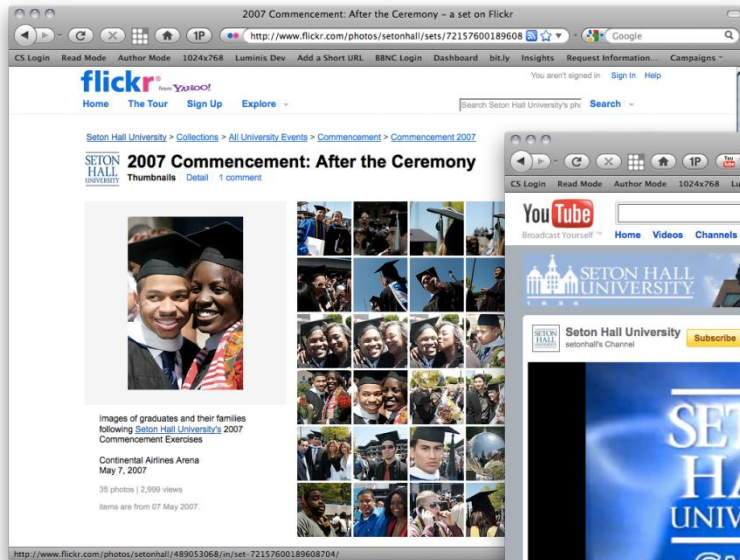
- South Orange, NJ
- 10,000 Students
- 80,000 Alumni
- 150+ Undergraduate and Graduate Programs

Kunden Lebenszyklus

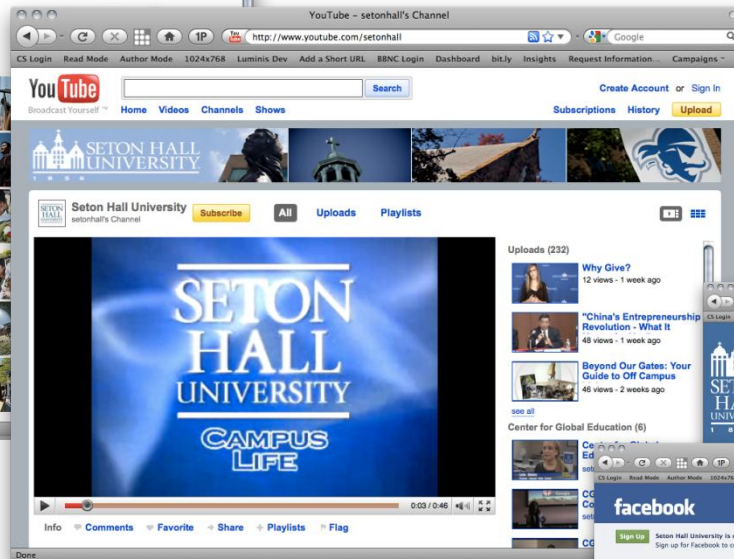


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Early Social Efforts

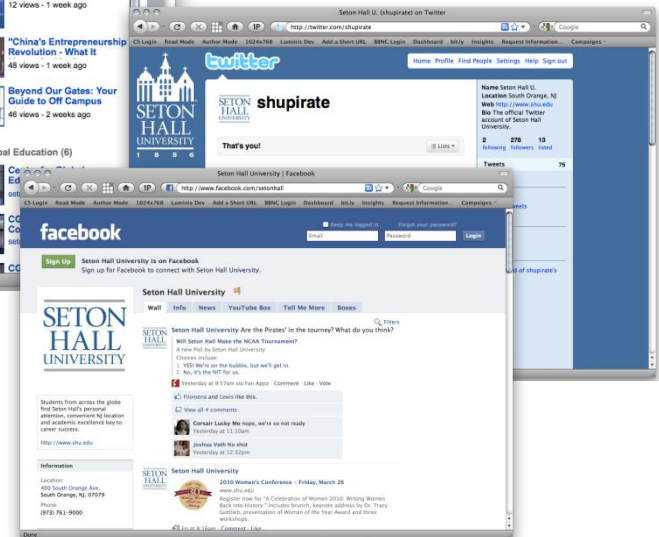


flickr: 2007



YouTube: 2008

Twitter: 2008



Facebook: 2009

Strategic Implication: Brand



- Authentic, Personal, Responsive
- Relationships and Cultivation
- Combat Perceptions, Stereotypes, Scandals

A Second Look at Facebook

The screenshot shows the Facebook interface for the 'Seton Hall Class of 2014' page. The top navigation bar includes the Facebook logo, a search bar, and links to Home, Profile, and Account. The page header features the page name 'Seton Hall Class of 2014' with a 'Become a Fan' button and tabs for Wall, Info, Photos, Discussions, Boxes, Events, and a plus sign for more options. The main content area displays a 'What's on your mind?' text box with an 'Attach' button and a 'Share' button. Below this, several posts are visible, each with a profile picture, name, text, and timestamp. The right sidebar contains a 'Growth' section with a 'Create an Ad' button and three advertisements: 'NJEA Members Save!', 'Citizen Active', and 'RN to MSN in 1/2 Time'. The left sidebar includes a 'Seton Hall University' link, an 'Information' section with the founding year '1856', and an 'Insights' section showing a '31.9' post quality score and '104' interactions this week.

facebook | Seton Hall Class of 2014

Find People and More

Home Profile Account

Seton Hall Class of 2014 Become a Fan

Wall Info Photos Discussions Boxes Events >> +

What's on your mind?

Attach: [Icons] Everyone Share Options

Danielle Small i sent in my FAFSA thing in early february, when will i hear back about financial aid? or how can i make sure it got there?
5 hours ago · Comment · Like · Report

Jasmine Bagner Hi I'm visiting today, I was wondering where do I have to go to sign it?
Yesterday at 11:23am · Comment · Like · Report

Cassie Konecny im going to visit tomorrow for the accepted nursing majors...SO excited!
Fri at 7:47pm · Comment · Like · Report

Janay Taylor Cant wait to see what Seton Hall has in store for me:)
Fri at 7:09pm · Comment · Like · Report

Wallace Q. Weaver I just received a Full Scholarship to go here! so pumped!
Fri at 6:26pm · Comment · Like · Report

Solinda Keth likes this.

Write a comment...

Kendra Sciortino I'm coming to visit Monday. I'm so excited! :D
Thu at 10:38pm · Comment · Like · Report

Michele Battey how do I find out if you received my FAESA and

Growth

Create an Ad

NJEA Members Save! x

Educators save an average of \$373/year on auto insurance. Find out how much you can save! Call 866-704-8614
Like

Citizen Active x

A documentary devoted to remarkable people working in New York for important change. Click now to join the conversation
Become a Fan

RN to MSN in 1/2 Time x

Chat (4)

Seton Hall University
Home for the Mind, the Heart and the Spirit.
http://www.shu.edu

Information

Founded: 1856

Insights See All

31.9 Post Quality

104 Interactions This Week

Insights are visible to page admins only.

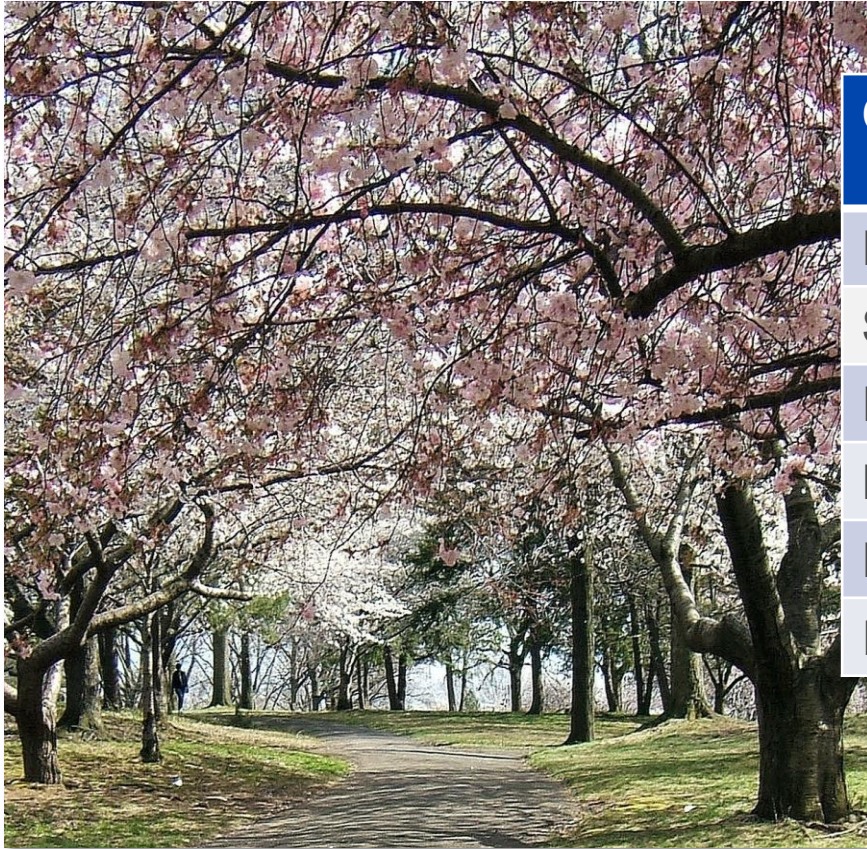


Photo by Tony the Misfit - <http://flic.kr/p/4Fqkcn>

Channel/Program	New Visitor %
Display	94
Social Sites	91
Paid Search	80
Natural Search	80
Direct Load	70
Referring Sites	64

FINDING 1: SOCIAL SITES DRIVE A HIGH PERCENTAGE OF NEW VISITORS



Photo by Emery Way - <http://flic.kr/p/5PBQ9k>

FINDING 2: FACEBOOK VISITORS ARE HIGHLY ENGAGED ON SITE

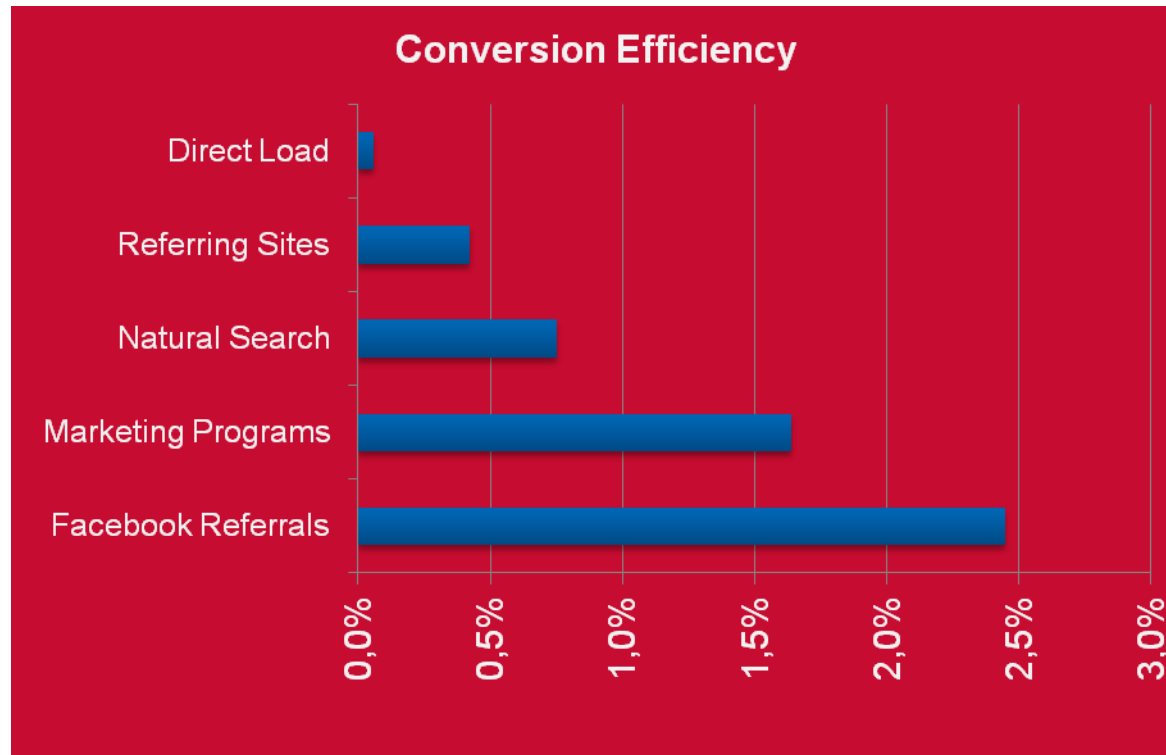
Facebook Besucher kehren häufig zurück

Channel/Program	Session Loyalty
Facebook	3.6
E-mail	3.5
Twitter	3.3
Referring Sites	2.8
Natural Search	1.7
Paid Search	1.6

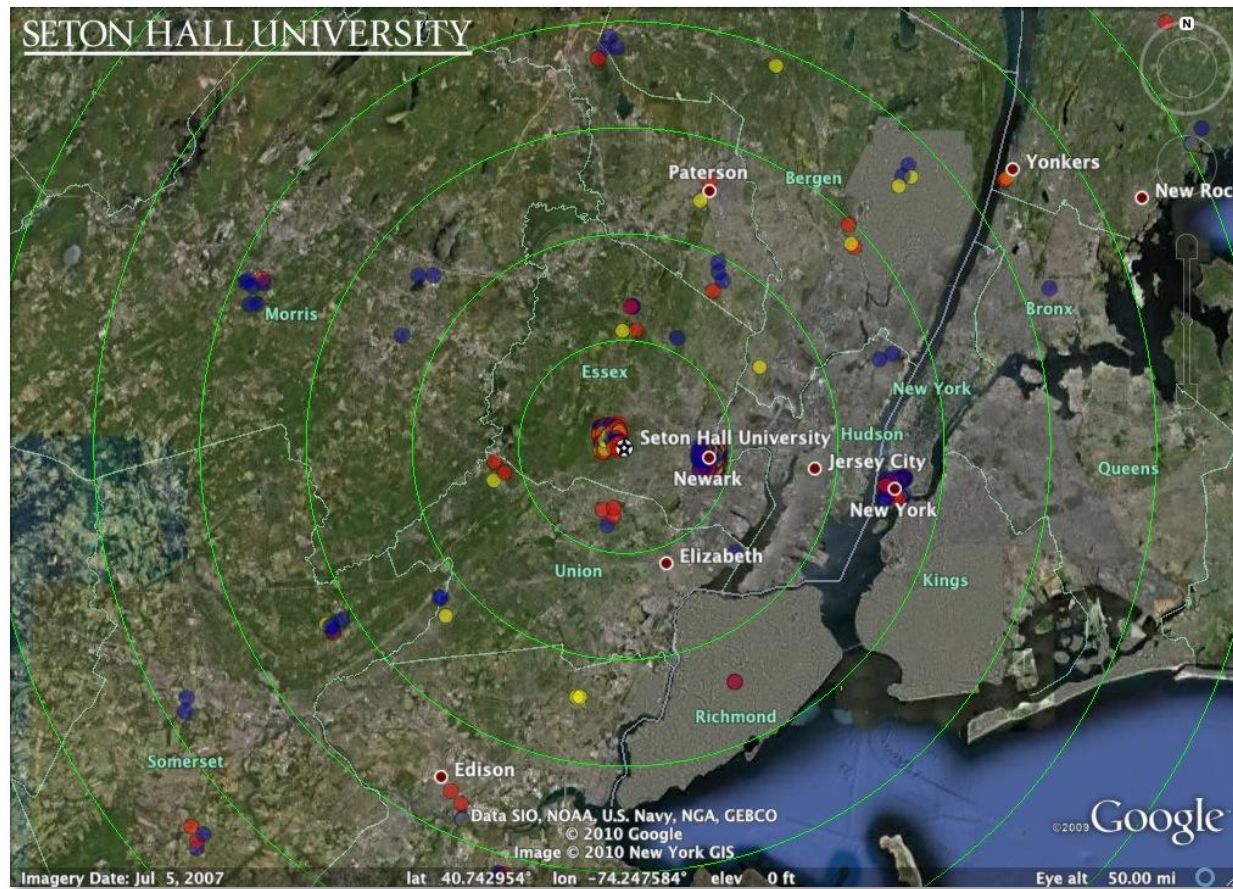
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$$\text{Session Loyalty} = \frac{\text{30 day Backwards Looking First Click Sessions}}{\text{Sessions Same Session}}$$

Facebook Besucher sind motiviert zu konvertieren

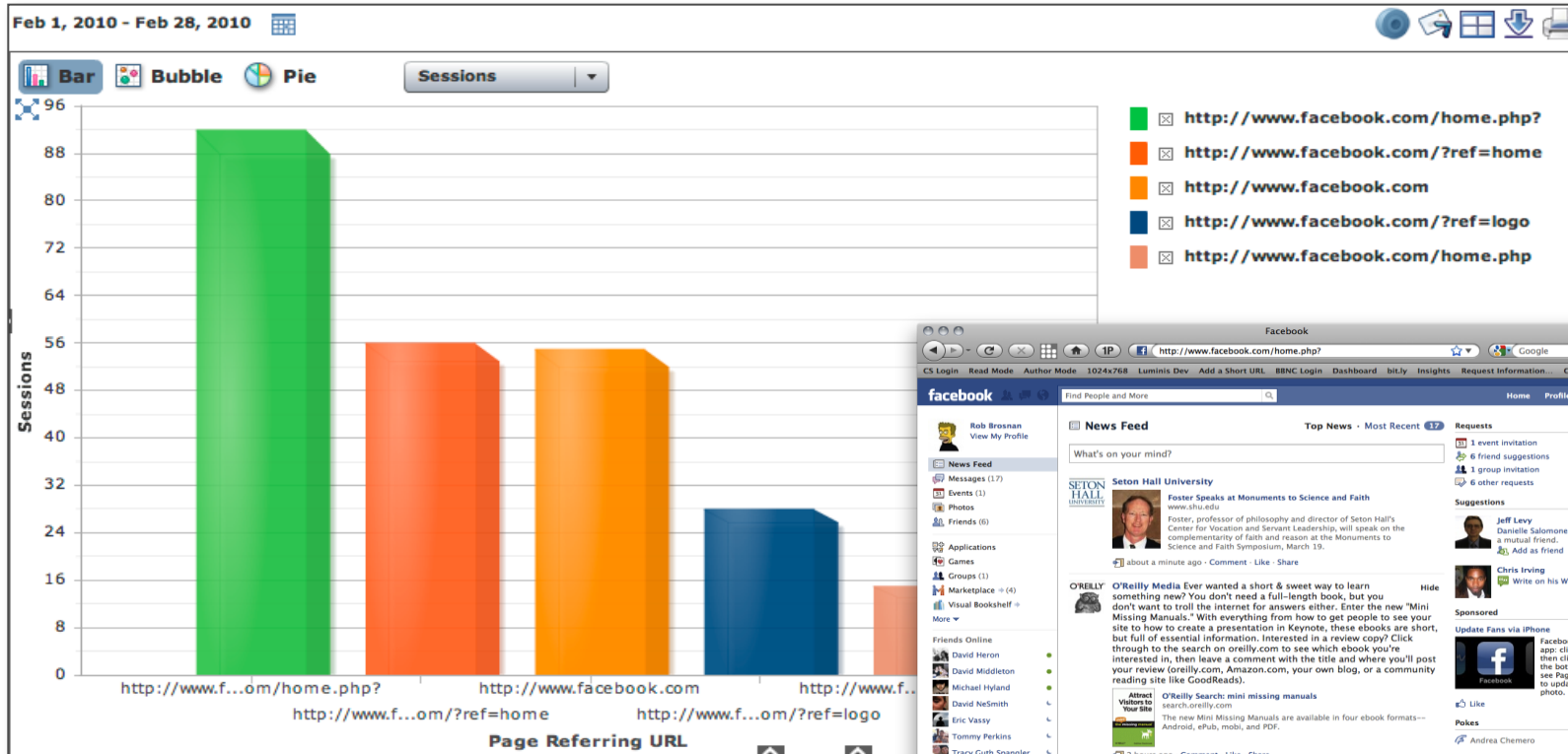


$$\text{Conversion Efficiency} = \frac{\text{Event Completing Sessions}}{\text{Sessions}}$$

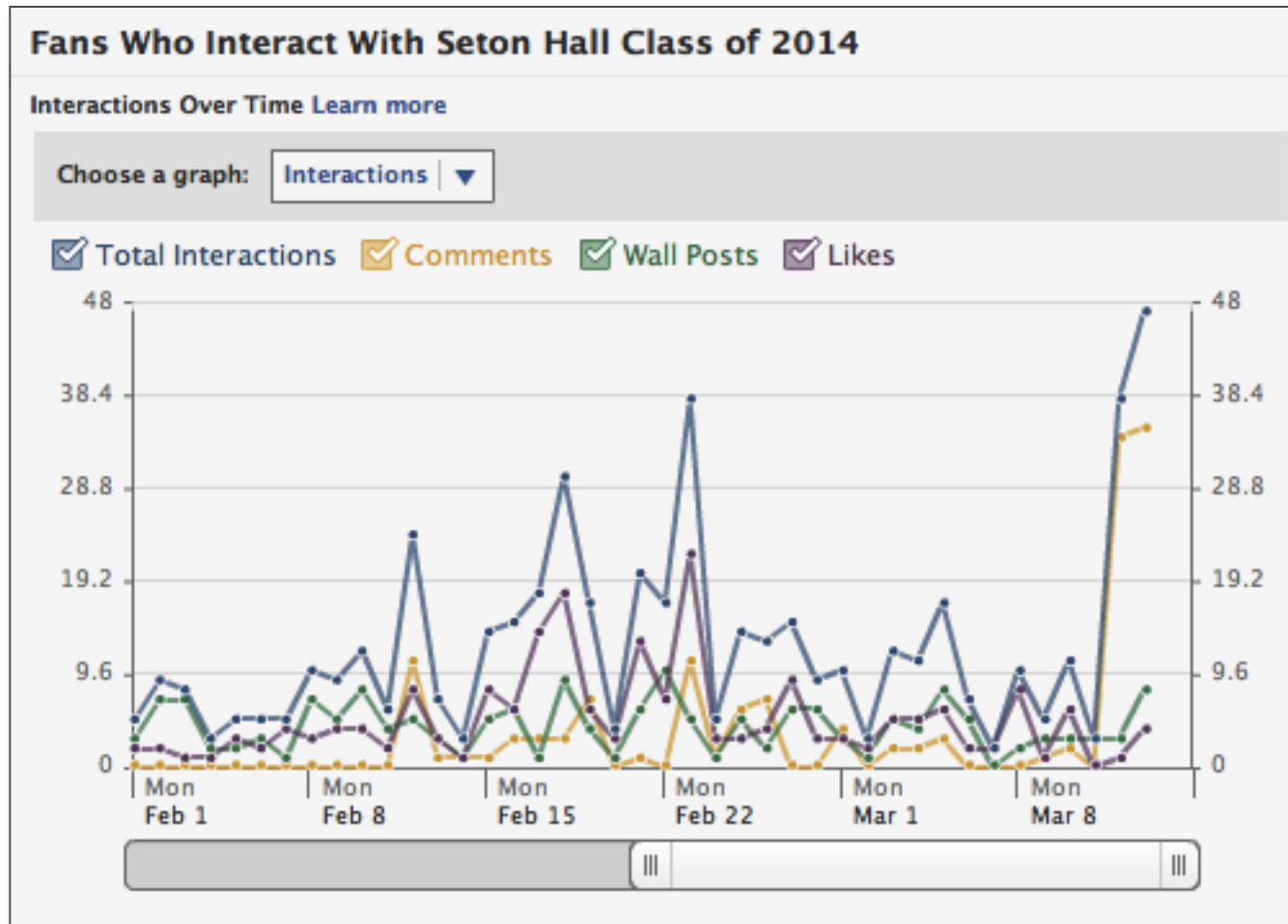


FINDING 3: FACEBOOK Besucher sind mehr “lokal”

Referenzierende URLs



Facebook Insights?



Kultivierung, Nicht Clicks

The screenshot shows a Facebook page for the 'Seton Hall Class of 2014'. The page is viewed in a browser window with the URL <http://www.facebook.com/business/insights/?pages&i=3301481>. The page header includes navigation links like 'Home', 'Profile', and 'Account'. The main content area features a 'Wall' tab with a post by 'Aubrey Daniels' asking about financial aid. Below this, a post by 'Raj Cheema' mentions receiving a scholarship report. Further down, a post by 'Karyn Gutierrez' expresses concern about attending Seton Hall. A comment by 'Peter C. Nancy' provides information about the financial aid package. The sidebar on the left contains an 'Edit Page' section, a 'Seton Hall University' link, and an 'Information' section stating the university was founded in 1856. The bottom of the page shows a '31.9' rating and a 'Chat (8)' button.

Facebook | Seton Hall Class of 2014

http://www.facebook.com/business/insights/?pages&i=3301481

CS Login Read Mode Author Mode 1024x768 Luminis Dev Add a Short URL BBNC Login Dashboard bit.ly Insights Request Information... Campaigns

facebook Find People and More Home Profile Account

Seton Hall Class of 2014 Become a Fan

Wall Info Photos Discussions Boxes Events >> +

What's on your mind?

Attach: Everyone Share

Seton Hall Class of 2014 + Fans Just Seton Hall Class of 2014 Just Fans Settings

Aubrey Daniels I sent my FASFA in mid January, when will I receive my financial aid package? 3 hours ago · Comment · Like · Report

Raj Cheema I already received my financial aid report and the scholarships i qualified for but not my admittance letter/package 5 hours ago · Comment · Like · Report

Karyn Gutierrez hi, i've sent in my FAFSA about a month ago and haven't gotten any feedback from it so i'm a bit worried. could you let me know about it because it's seems about 99% i will be attending seton hall :) Yesterday at 7:37pm · Comment · Like · Report

Peter C. Nancy Hi Karyn, your Financial Aid package was completed on the 16th of March. You should be receiving in in the mail by the end of next week. If you have any questions please call the Admissions Advisor listed on your Award letter. 13 hours ago · Delete · Report

Write a comment...

Heath Hrl Rossner Hey everyone! I am Heath - I work in Housing & Residence Life with first year students! I will be looking forward

Get More Fans
Get more fans for your Page with Facebook Ads! Preview below.

Seton Hall Class of 2014
For more than 150 years, Seton Hall University has been a catalyst for leadership, developing the mind, heart and spirit of its...
Rob Brosnan is a fan.
Become a Fan

Seton Hall University
Home for the Mind, the Heart and the Spirit.
<http://www.shu.edu>

Information
Founded: 1856

Insights
See All

31.9 ★★★★★
Past Quality






Transferring data from profile.ak.fbcdn.net...

IBM Digital Marketing Suite - Impression Attribution



Embedding the Impression Tag Call

Seton Hall on the Web




Seton Hall on Facebook

Seton Hall University
Alumni & Friends
Class of 2014
Honors Program
MLK Jr. Scholars
Pirate Athletics
School of Health and Medical Sciences
Whitehead School of Diplomacy


Photos

2 of 6 albums [See All](#)




Sunny days at The Hall


Yesterday at 11:30am




Aubrey Daniels I sent my FASFA in financial aid package?
Thu at 3:56pm · [Comment](#) · [Like](#) · [Report](#)



Seton Hall Class of 2014 Hi Au records we have not received you you included SHU's code on your would suggest reaching out to o office to figure out why you have Their number is 1-800-222-718
Yesterday at 6:52am




Raj Cheema I already received my i qualified for but not my admittan
Thu at 1:33pm · [Comment](#) · [Like](#) · [Report](#)





Peter C. Nacy Raj, you should be letter/package with in the next w
Yesterday at 6:04am

Fan Page Wall

Get Social
The Social Business Roadshow

 **SUGARCRM.**

 **IBM**

 **KINAMU**
THE KINAMU GROUP

Embedding the Impression Tag Call

The image shows a Facebook fan page for 'Seton Hall on Facebook'. The page header includes the text 'Seton Hall on the Web' and icons for Seton Hall, Facebook, Twitter, YouTube, and a generic app icon. Below this, the page name 'Seton Hall on Facebook' is followed by 'Seton Hall University Alumni & Friends Class of 2014 Honors Program MLK Jr. Scholars Pirate Athletics School of Health and Medical Sciences Whitehead School of Diplomacy'. A 'Photos' section shows '2 of 6 albums' with a link to 'See All'. A post from 'Aubrey Daniels' is visible, mentioning 'I sent my FASFA in'. An application overlay is positioned in the center, featuring a green double-headed arrow icon and the text 'facebook'. The overlay has tabs for 'Wall', 'Info', 'Reviews', and 'Discu'. The 'Info' tab is selected, showing 'Static FBML' and a 'Become a Fan' button. Below the tabs, there are links: 'Add to my Page', 'Add to My Page's Favorites', and 'Suggest to Friends'. An 'Information' section displays a star rating of 4.1 out of 5 based on 1194 reviews. The 'About Static FBML' section explains that the application adds advanced functionality to the page. The 'Friends using this Application' section states 'No friends are using this application.' A blue arrow points from the application overlay to the 'Seton Hall on Facebook' text on the page.

Seton Hall on the Web

Seton Hall on Facebook

Seton Hall University
Alumni & Friends
Class of 2014
Honors Program
MLK Jr. Scholars
Pirate Athletics
School of Health and Medical Sciences
Whitehead School of Diplomacy

Photos

2 of 6 albums See All

Sunny days at The Hall

Yesterday at 11:30am

Aubrey Daniels I sent my FASFA in

Static FBML Become a Fan

Wall Info Reviews Discu

About Static FBML

Add advanced functionality to your Page u application will add a box to your Page in Language) for enhanced Page customizati

Friends using this Application

No friends are using this application.

Information

★★★★★ (4.1 out of 5)
Based on 1194 reviews

Add to my Page

Add to My Page's Favorites

Suggest to Friends

letter/package with in the next w
Yesterday at 6:04am

Fan Page Wall

Application

Image Tag durch Facebook FBML

Seton Hall on the Web – FBML

[Edit](#) · [Application Settings](#) · [Remove Application](#)

Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customization.

*Fan Page
Settings*

SPONSORED BY

Image Tag through FBML

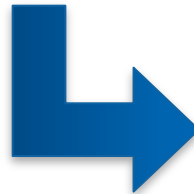
Seton Hall on the Web - FBML

[Edit](#) · [Application Settings](#) · [Remove Application](#)

Add advanced functionality to your Page using the Facebook SDK. This application will add a box to your Page in which you can render Facebook Markup Language (FBML) for enhanced Page customization.

FBML Editor

*Fan Page
Settings*



Edit FBML

Box Title: Seton Hall on the Web

FBML:

```

```

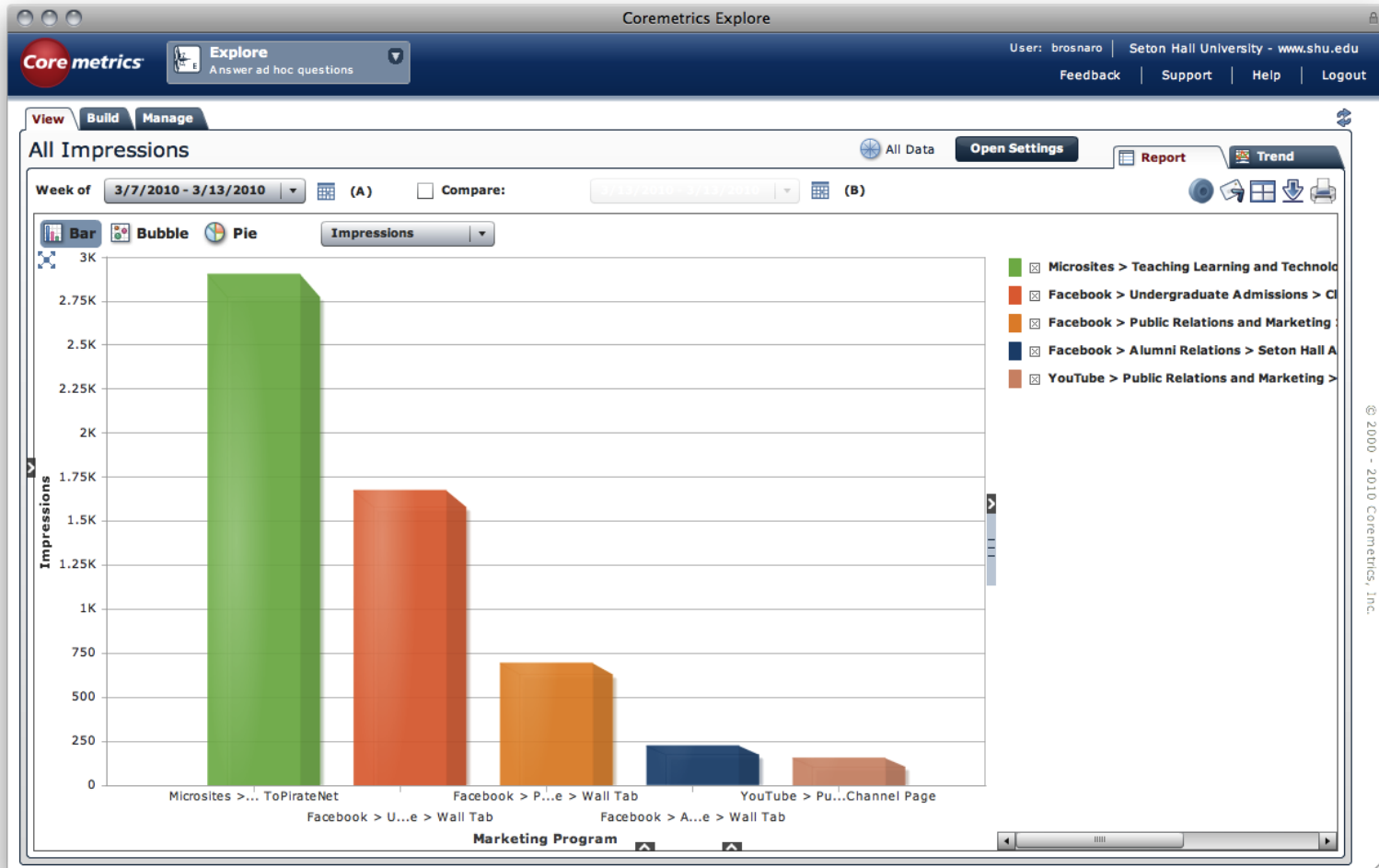
Save Changes

Cancel

```

```

Vergleich von Mediaquellen




Insights for 2014




Strategic Implication: Collaboration


Pages You Admin [+ Create Page](#)




Seton Hall Class of 2014
[Edit Page](#) | [Advertise Page](#) | [View Insights](#) | [Delete Page](#)




Seton Hall Class of 2015
[Edit Page](#) | [Advertise Page](#) | [View Insights](#) | [Delete Page](#)




Seton Hall Events
[Edit Page](#) | [Advertise Page](#) | [View Insights](#) | [Delete Page](#)




Seton Hall Martin Luther King Jr. Scholars
[Edit Page](#) | [Advertise Page](#) | [View Insights](#) | [Delete Page](#)



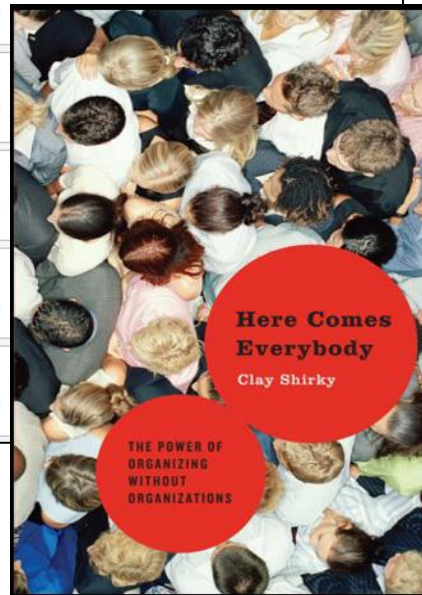
Seton Hall Residence Life
[Edit Page](#) | [Advertise Page](#) | [View Insights](#) | [Delete Page](#)



Seton Hall University
[Edit Page](#) | [Advertise Page](#) | [View Insights](#) | [Delete Page](#)



Seton Hall University Alumni
[Edit Page](#) | [Advertise Page](#) | [View Insights](#) | [Delete Page](#)



Seton Hall on Facebook



Seton Hall on Facebook
Seton Hall University
Alumni & Friends
Class of 2014
Honors Program
MLK Jr. Scholars
Pirate Athletics
School of Health and Medical Sciences
Whitehead School of Diplomacy

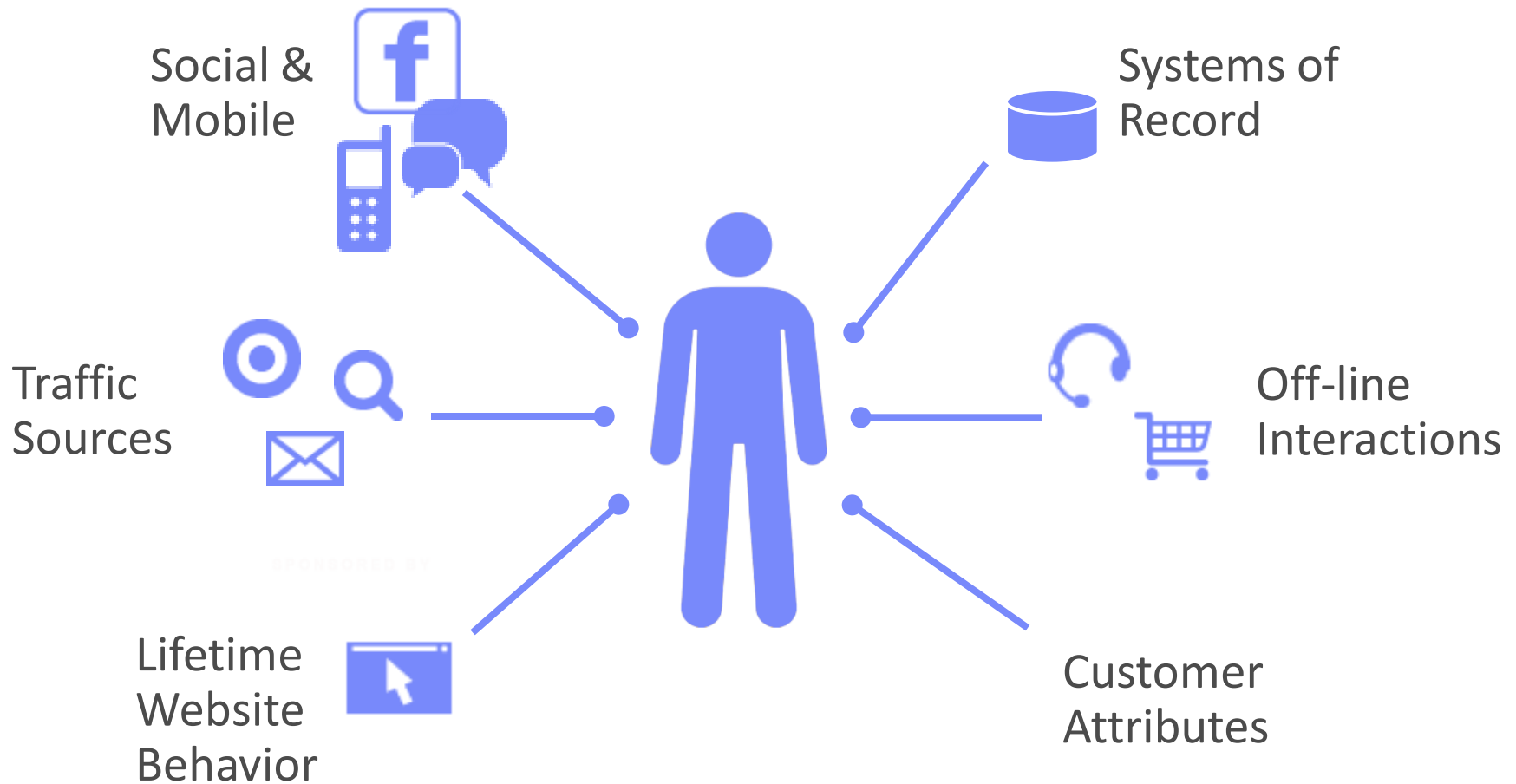
Photos
2 of 6 albums [See All](#)



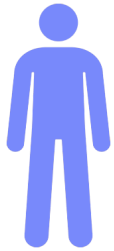
Sunny days at The Hall



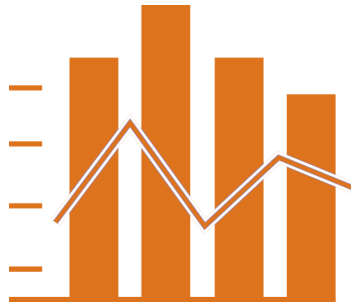
IBM Coremetrics LIVE Profile bietet ein komplettes Bild aller lifetime interactions Ihres Kunden/Prospects mit Ihrem Business



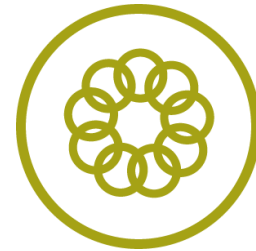
IBM Coremetrics Digital Marketing Optimization Suite



Customer
Profiles



Web Analytics



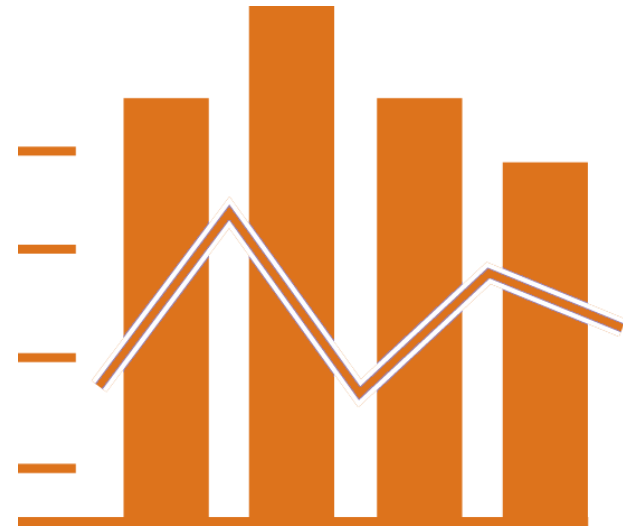
Digital
Marketing
Execution

SPONSORED BY

Eine **compelling experience** für den Kunden über seinen gesamten Lebenszyklus.

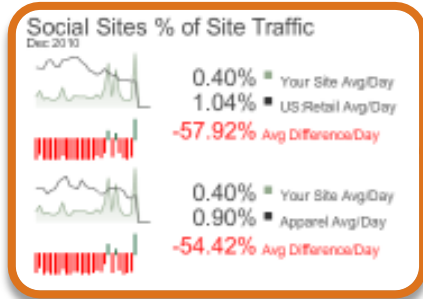
Web Analytics bietet Marketiers Antworten um den ROI von Marketinginvestitionen zu erhöhen

- Web, social, and mobile analytics
- Advanced segmentation
- Impression attribution
- Multichannel analytics
- Customer lifecycle visibility
- Benchmark against peers



IBM Coremetrics zur Optimierung des Social Media Marketing

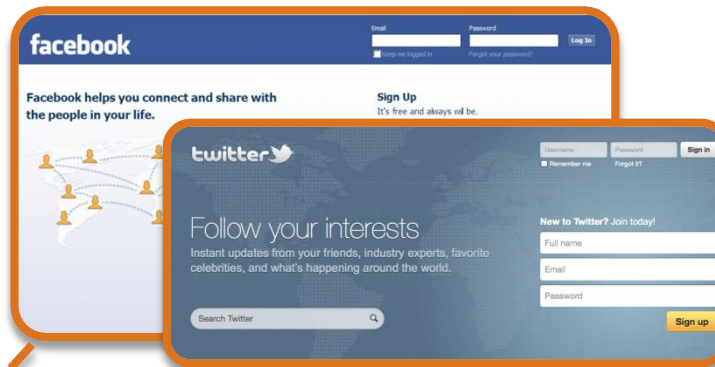
Track online behaviors for visitors from social sites



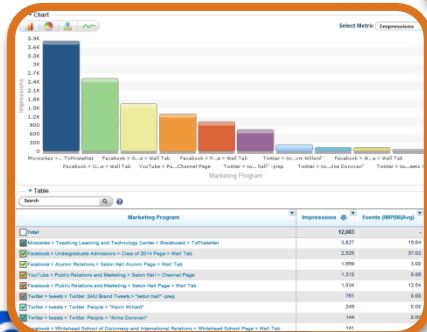
Listen and track communications from social channels

Term / Tweet	Count	Feed Name
furniture	17	-
ashley	2	-
chocolate	2	-
didn	2	-
#busyday	1	-
11	1	-
allergic	1	-

Optimize social presence & communication



Analyze the downstream impact of social media impressions



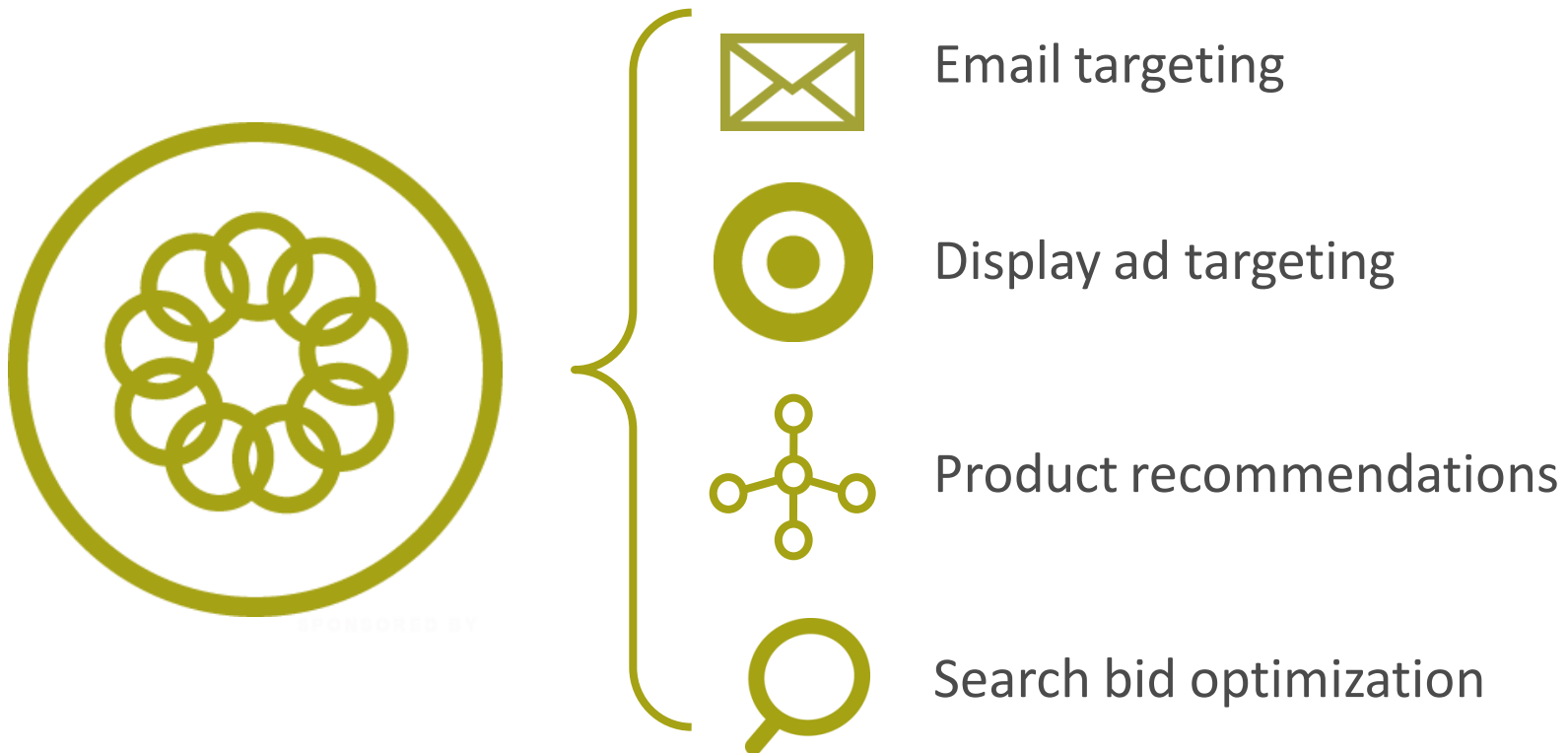
Measure social ROI relative to other digital marketing efforts

Social Products

Period: 11/28/2010 - 1/3/2011

Social Site	Product Name
Facebook	14K WHITE GOLD RING AQUAMARINE (1-1/3 CT. T.W.) AND DIAMOND ACCENT
Facebook	MICHAEL MICHAEL KORS HANDBAG LARGE HAMILTON CHAIN TOTE WITH SILVER HARDWARE
ShopStyle	KENNETH COLE REACTION COAT LONG SLEEVE WITH FAUX FUR HOOD
Facebook	LE VIAN 14K GOLD RING CHOCOLATE DIAMOND (1/4 CT. T.W.) AND WHITE DIAMOND PAVE (1/8
Facebook	KENNETH COLE REACTION COAT LONG SLEEVE WITH FAUX FUR HOOD

Digital Marketing Execution ermächtigt den Marketier dem Kunden eine "compelling experience" über seinen gesamten Lebenszyklus zu bieten



Stärken der IBM Digital Marketing Optimization Suite

- **Sessionübergreifende Besucherprofile** statt einzelner Sessions
 - Kampagnenanalyse
 - Nicht nur der letzte Click (erster, letzter, alle / 1, 7, 14, 30 Tage)
 - Postview-Analysen (Facebook, Youtube, Display-Ads, ...)
 - Lebenszyklusanalysen (Customer Journey)
 - Interessenbasiertes Marketing
 - Personalisierte Produktempfehlungen
 - Targeting / Retargeting per E-Mail
 - Retargeting mit personalisierten Display-Ads
 - Lebenszyklusbasierte Kampagnen
 - Vollständige Sicht des Kunden

Käufe im stationären Handel und Call-Center (Import)

2,100 Leading Brands \$20 Bill. Transactionvolume

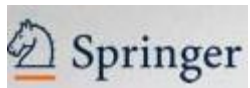
B2B

Content

Financial Services

Retail

Travel & Hospitality



Key Takeaways

- Messen Sie jedes Marketing Investment
- IBM Coremetrics Digital Marketing Optimization Suite ermöglicht die Messung des gesamten online Impacts (impressions + clicks)
- Konzentrieren Sie sich auf business-impacting metrics
- Verwenden Sie analytics data um die ganze Organisation auszurichten

SPONSORED BY



SPONSORED BY

September 2011

IBM Coremetrics Digital Marketing Optimization Suite

SPONSORED BY



Overview

09:00 – 09:10	Begrüßung, Einführung	Christian Knoll Kinamu Business Solution AG
09:10 – 09:40	The 10 Rules of Social CRM	Tom Schuster, SugarCRM
09:40 – 10:30	Optimised Digital Marketing	Rupert Schaffarz, IBM
10:30 – 11:00	How Do You Get Started	Tom Schuster, SugarCRM
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11:30 – 12:00	Customer Testimonial: B&R Automation	Owen Davies, B&R Automation
12:00 – 12:45	A Day in the Life of Social Business <small>POWERED BY</small>	Andrey Andreev & Christian Paul, SugarCRM
12:45 – 13:00	Q & A	All



Social Business & Social CRM

Tom Schuster
General Manager
SugarCRM Europe, Middle East & Africa

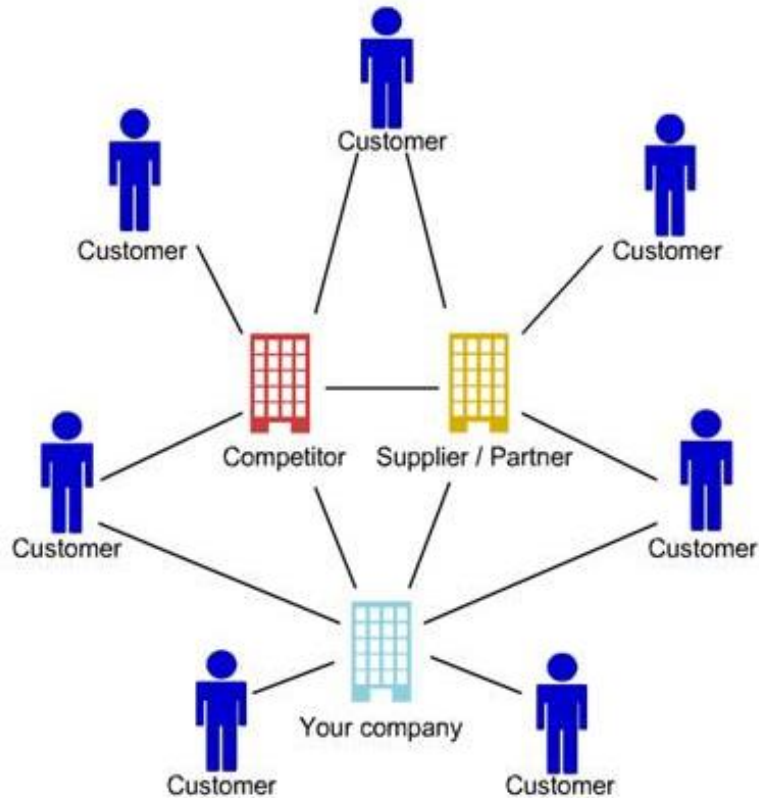
Social Business and Social CRM

- The business context
- The essential characteristics
- Getting started
- A live example
- Recommendation

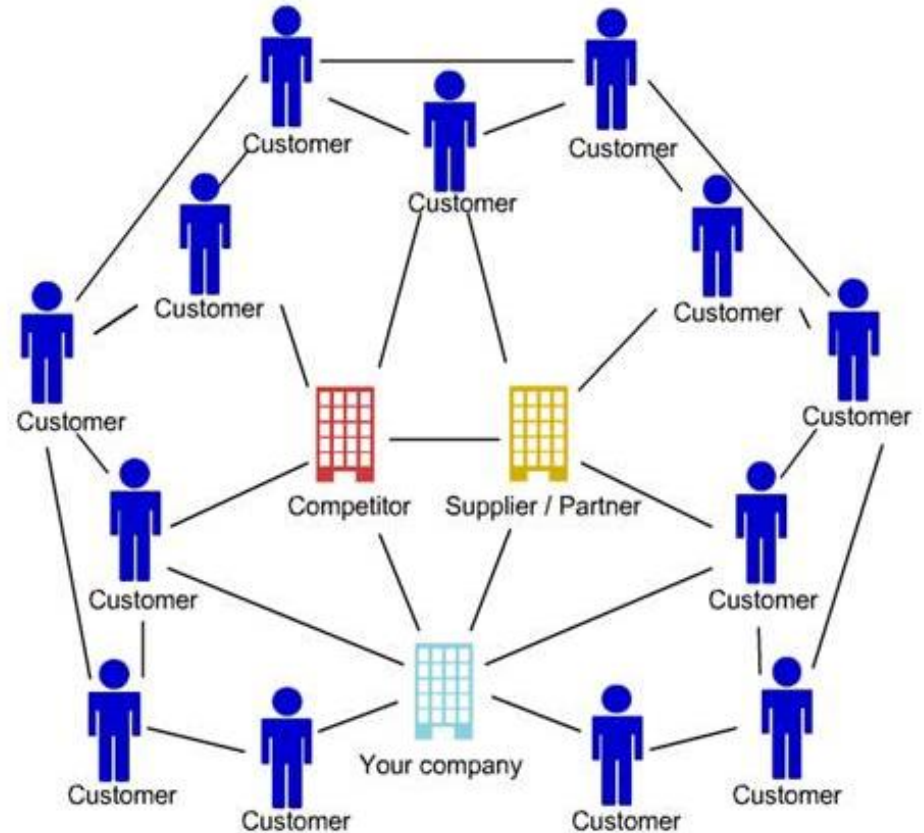
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Evolution of the CRM Landscape

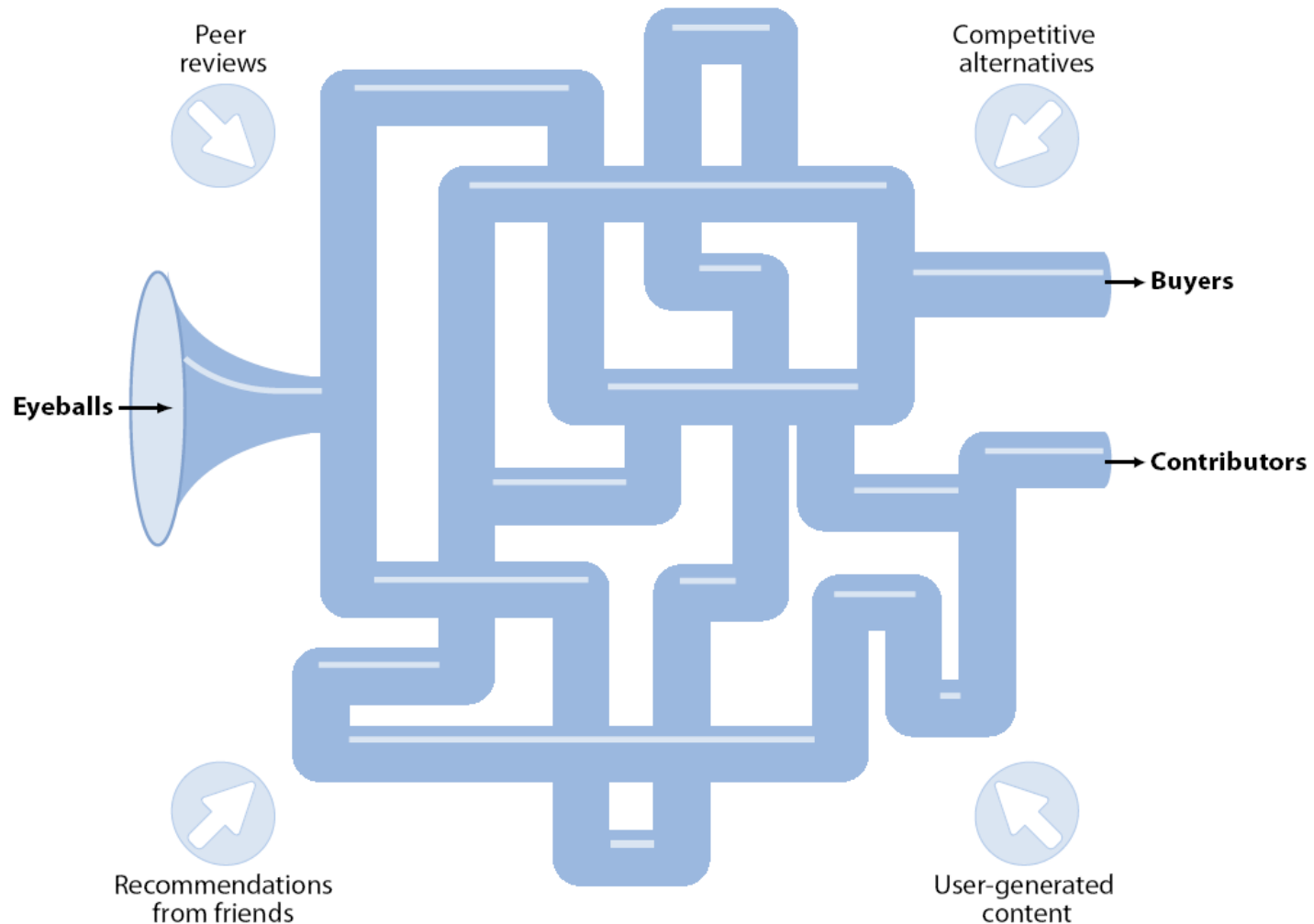
Old World CRM



Social CRM



Complex Social Buying Model



Start With the Customer



Start with
the customer



Put the customer at the center



CRM

Customer Relationship Management

SPONSORED BY

CRM

CRM is about **Customers**

SPONSORED BY

CRM is about **Acquiring, Retaining and Growing** Customers

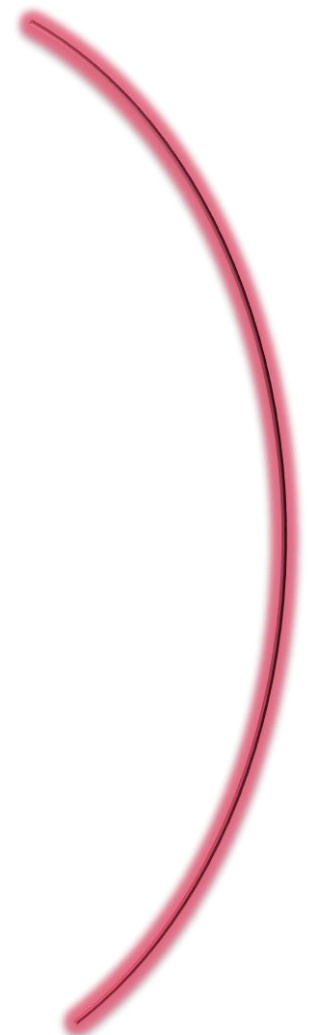
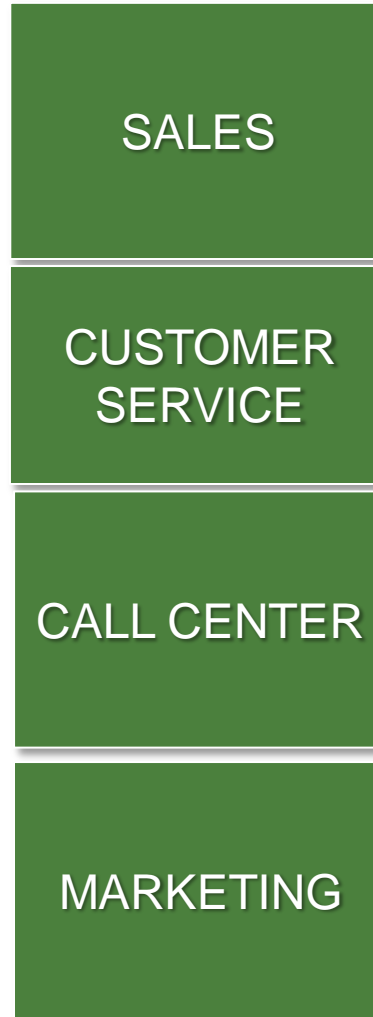
SPONSORED BY

Enable the sales edge

INNER CORE

SALES EDGE

CUSTOMERS



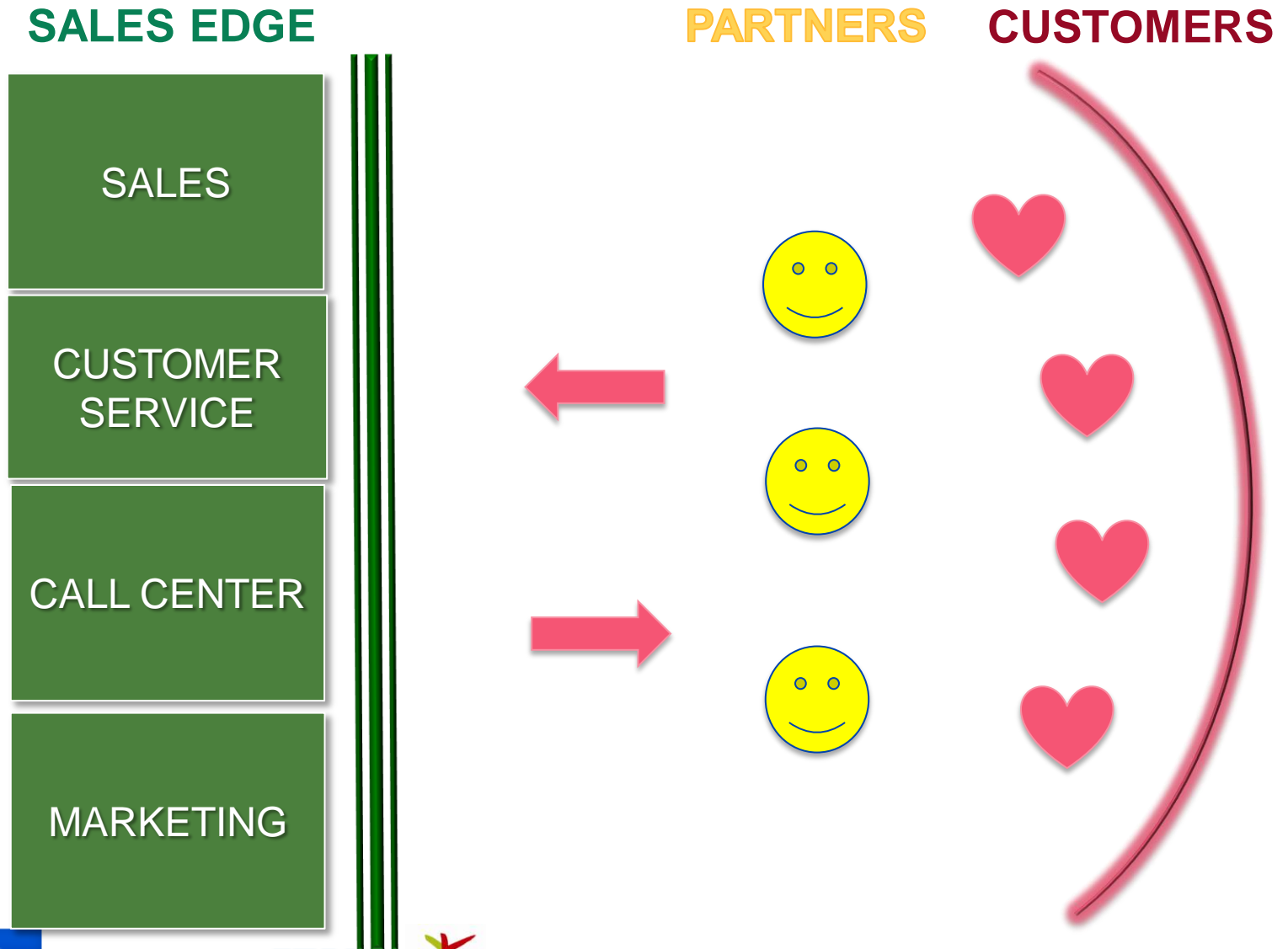
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Introducing Social CRM



SP

CRM Made Social: Enable the customer edge



Social CRM



Social CRM is an extension of, not a replacement for, CRM

©2010 CHESS MEDIA GROUP

CRM made Simple

SPONSORED BY

CRM Made Simple

Social CRM

Intuitive

Open

Flexible

SPONSORED BY

6 Steps to Getting started with Social CRM

Step 1: Implement an Open CRM System

Step 2: Customise the user interface and processes

Step 3: Integrate the essential back end systems

Step 4: Implement a flexible infrastructure

Step 5: Provide collaboration tools

Step 6: Use the Social Tools of choice

SPONSORED BY

Getting started with Social CRM

Social CRM

Step 1: Implement an Open CRM System

Step 2: Customise the user interface and processes

Step 3: Integrate the essential back end systems

Step 4: Implement a flexible infrastructure

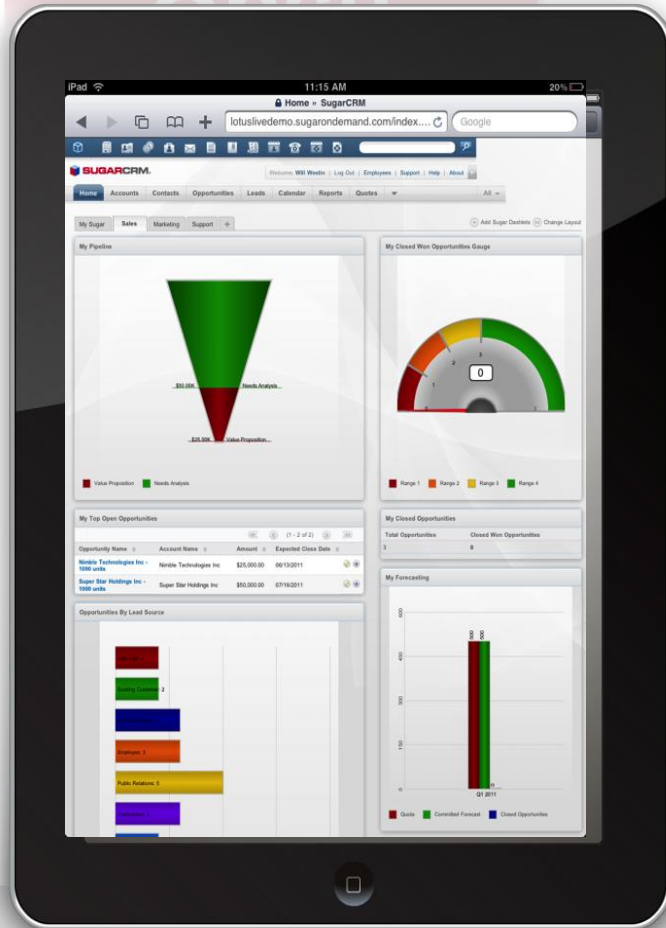
Step 5: Provide collaboration tools

Step 6: Use the Social Tools of choice

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Open

Social CRM



Technology

- Open Systems
- Users Have Control
- Web Standards
- Reasonable, predictable cost

Community

- Hundreds of Extensions
- Qualified Partners



Getting started with Social CRM

Social CRM

Step 1: Implement an Open CRM System

Step 2: Customise the user interface and processes

Step 3: Integrate the essential back end systems

Step 4: Implement a flexible infrastructure

Step 5: Provide collaboration tools

Step 6: Use the Social Tools of choice

SPONSORED BY

Intuitive

Social CRM



For Users

- Web 2.0 User Experience
- Works the Way **YOU** Work

For Administrators

- Simple Customisation
- Seamless Upgrades

Getting started with Social CRM

Step 1: Implement an Open CRM System

Step 2: Customise the user interface and processes

Step 3: Integrate the essential back end systems

Step 4: Implement a flexible infrastructure

Step 5: Provide collaboration tools

Step 6: Use the Social Tools of choice

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Twitter Feeds on Your Dashboard

Latest Headlines | honey-b | honey-g | SugarCRM | SugarCRM Forums | Internal Wiki | VPN | Gmail | SFGate | Getting Started | Sugar Documentation | Admin

Module Builder » Administration... | Create » Accounts » Honey-B S... | Studio » Administration » Hone... | Home » SugarCRM

SUGARCRM. Welcome, Administrator | Log Out | Employees | Admin | Support | Help | About

Home Accounts Contacts Opportunities Leads Calendar Reports Quotes All

My Sugar Sales Marketing Support Tracker + Add Sugar Dashlets Change Layout

My Twitter Feed

Martin Schneider Calling all #crm and #scrm analysts - DM me for info about SugarCRM analyst day in SF on first day of SugarCon
1 Hours 4 Minutes ago

Martin Schneider Have you checked out the #scrm track at SugarCon yet? Amazing series of speakers - DM me for social media discount code! <http://ht.ly/4e6Db>
1 Hours 32 Minutes ago

Jan Sysmans The Jan Sysmans Daily is out! <http://bit.ly/htNnYf> ▶ Top stories today via @leightontjp @asaunders @nprpolitics @scratchex
3 Hours 55 Minutes ago

Angel Magaña Load times for Java apps remind me of load times for Commodore 64 apps.
12 Hours ago

Jan Sysmans The Jan Sysmans Daily is out! <http://bit.ly/fnx7eF> ▶ Top stories today via @mjayliebs @jweinberger @mikemylen @accentgold
Yesterday

Jan Sysmans The Jan Sysmans Daily is out! <http://bit.ly/htNnYf> ▶ Top stories today via @scratchex
2 Days ago

My Calls

(1 - 5 of 50)

Close	Subject	Related to	Start Date	Status	Accept?
x	Left a message	X-Sell Holdings	11/07/2011 05:45am	Planned	
x	Bad time, will call back	Union Bank	10/03/2011 12:15am	Planned	
x	Left a message	Complete Holding	03/20/2011 11:30am	Planned	
x	Discuss review process	Bay Funding Co	03/05/2012 08:30am	Planned	
x	Get more information on the proposed deal	Kaos Trading Ltd	01/17/2012 06:45am	Planned	

My Meetings

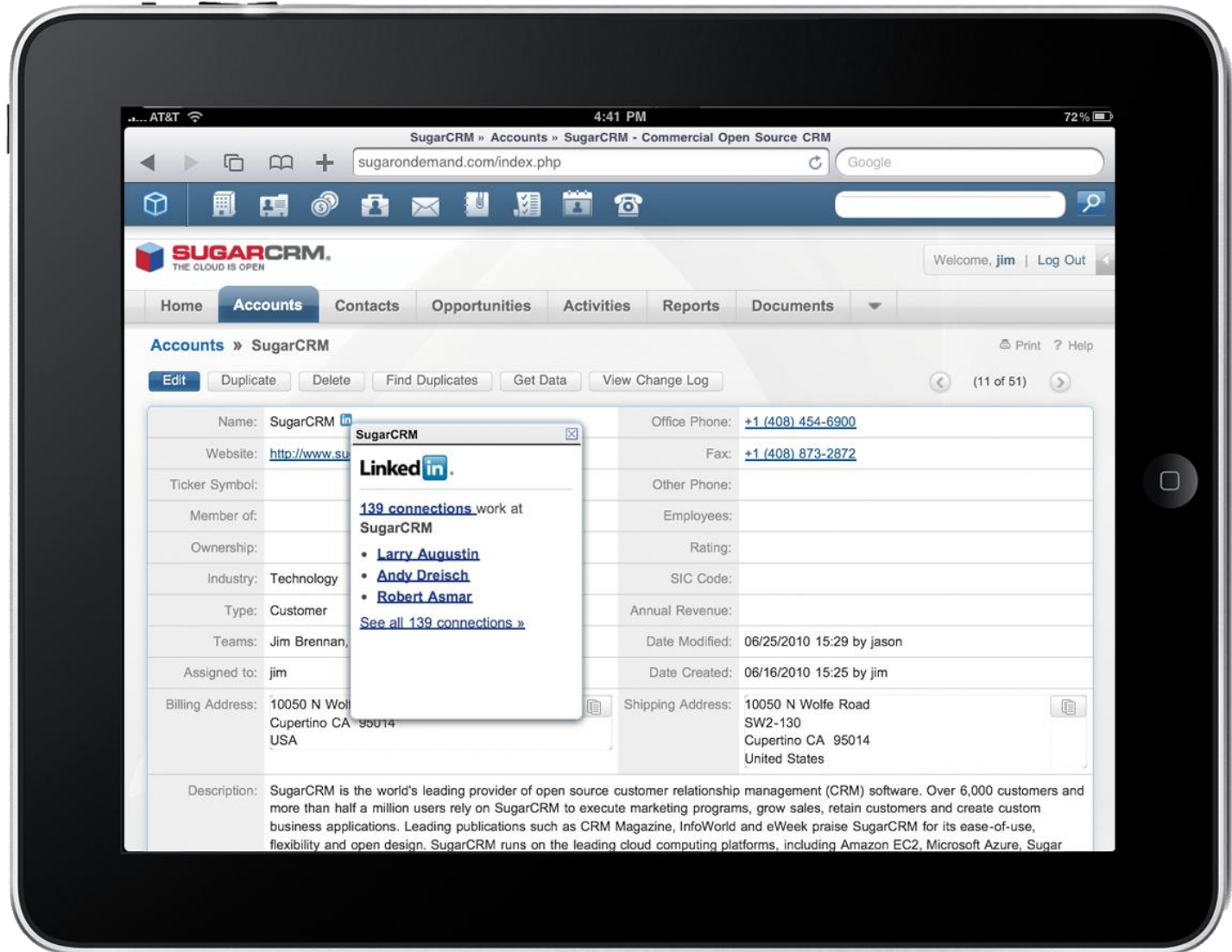
(1 - 5 of 66)

My Top Open Opportunities

(1 - 5 of 39)



LinkedIn Accounts





Google Maps integration

SugarCRM » Accounts » SugarCRM - Commercial Open Source CRM

http://demo.sugarondemand.com/jsysmans_vert/seed1/GMSdemo/index.php?module=Accounts&action=DetailView&reco

SugarCRM » Accounts » SugarCRM...

SUGARCRM. Welcome, jim | Log Out | Employees | Admin | Support | About

Home Accounts Contacts Opportunities Activities Reports Documents Bug Tracker RSS Projects All

» SugarCRM ☆ Print ? Help

Edit Duplicate Delete Find Duplicates Get Data View Change Log

Basic Location

Google Map: Web Images Videos Maps News Shopping Gmail more jsysmans@gmail.com | My Profile | New! | My Account | Help | Sign out

Google maps 10050 N Wolfe Road, Cupertino, CA, 95014, USA Search Maps Show search options

Print Send Link

Traffic More... Map Satellite Earth

Map showing the location of 10050 N Wolfe Road, Cupertino, CA, 95014, USA. The map displays the surrounding area, including streets like N Wolfe Rd, N Tantau Ave, and Stevens Creek Blvd. Landmarks such as Square Shopping Center, Valico Fashion Park, and Jenny Strand Park are visible.

Question:

What is the Social CRM interface of the future?

Answer:

The social networking site of choice

combined with

SPONSORED BY
The global leading open CRM system




Hillel Uses Social CRM to Connect with College Students

facebook


18

Search

Steve Kaz Home



Hillel: The Foundation for Jewish Campus Life






REACH
Relationship Management


REACH Login


Username:


Password:


Login




**Steve Kaz** is using REACH. about a minute ago


**Alex Martinowsky** used CPI ACC Championship Giveaway. 8 hours ago


**Michelle Yeager** used Game Gift Finder. 11 hours ago

**Laura Ruff** used Your Perfect Plate Quiz. 15 hours ago

**Steve Kaz** used REACH Training. 16 hours ago

Sponsored Story See All

**Rob Gustafson** used Are YOU Interested?

**Are YOU Interested?**
Use

Add additional fields before saving to Sugar

facebook



Search



Hillel: The Foundation for Jewish Campus Life

REACH

Relationship Management

My Contacts

My Events

Logout of REACH

+ Add Friends

My Engagees



Eric Aarons



Dave Adam



Joan Arkins



Ethel Kasinetz



Stephen Kazman

Kathy Allen

Kathy Allen

Kristi Amdur

Lori Arce

Bruce Aronow

David Artman

EJ Asbury

Dan Ascher

Shane Aubrey

Craig Avena

Cari Aves

Susan Axon

Cara Baggett

Marcel Bakx

Deborah Baldwin

Richard Baldwin

Sue Balfus

Julie Bane

Amanda Barcus

Kimiko Barkley

Cara Barr

ew/Create Interactions



ew/Create Interactions


ew/Create Interactions

View/Create Interactions

View/Create Interactions


Add People from Facebook to Sugar

facebook  18 

 **Hillel: The Foundation for Jewish Campus Life**
REACH
Relationship Management






My Contacts **My Events**

Logout of REACH



+ Add Friends


My Engagees

	Eric Aarons	View/Create Interactions
	Dave Adam	View/Create Interactions
	Joan Arkins	View/Create Interactions
	Ethel Kasinetz	View/Create Interactions
	Stephen Kazman	View/Create Interactions

Enter Friend Details in Facebook

Enter Friend Details

+ Add Friends



Kathy Nikki Allen

First Name: *

Kathy

Last Name: *

Allen

Email Address:

kathy123@gmail.com

University:

South Harmon Institute c

Expected Graduation Year:

2011|

Continue

Cancel

Add Interactions in Sugar from Facebook

The screenshot displays the REACH Relationship Management interface. At the top, the Facebook logo and a search bar are visible. The main header area features the Hillel logo and the text "Hillel: The Foundation for Jewish Campus Life" and "REACH Relationship Management". Below this, there are tabs for "My Contacts" and "My Events". A list of contacts is shown, including Kristi Amdur, Eric Aarons, Dave Adam, Kathy Nikki Allen, Joan Arkins, Ethel Kasinetz, and Stephen Kazman. A modal window titled "Interaction Log" is open, showing a form for adding a new interaction for Stephen Kazman. The form includes fields for "Interaction Type" (set to "Campus Group Activity"), "Status" (set to "Completed"), "Interaction Date" (set to 09/27/2011), and "Subject". There is also a text area for "Type your interaction notes here." and a checkbox for "Make the note private". The "Add" button is visible. Below the form, a list of interactions is shown, including "2011-09-22 - Facebook Wall Post" and "2011-09-22 - Met at a bar". The "Close" button is at the bottom right of the modal window.

facebook 18 Search

Steve Kaz Home

Hillel: The Foundation for Jewish Campus Life
REACH Relationship Management

My Contacts My Events

Kristi Amdur

My Engagees

Eric Aarons

Dave Adam

Kathy Nikki Allen

Joan Arkins

Ethel Kasinetz

Stephen Kazman

Interaction Log

Stephen Kazman

Interaction Type: Campus Group Activity

Status: Completed

Interaction Date: 09 / 27 / 2011

Subject: *

Type your interaction notes here.

☐ Make the note private

Add

2011-09-22 - Facebook Wall Post

2011-09-22 - Met at a bar
Interested in

Close

REACH Relationship Management
reach@hillel.org
Copyright © 2010 Hillel: The Foundation for Jewish Campus Life


REACH • Report/Contact this App • English (US)

Match Event Attendees with Contacts in Sugar


facebook

18

Search



Hillel: The Foundation for Jewish Campus Life



Relationship Management

My Contacts

My Events

Logout of REACH

My Facebook Events (not in Reach)

31

Test123-ACTORE
Monday, October 31, 2011 at 5:00pm

Add

31

SEO Optimization
Thursday, August 4, 2011 at 2:30pm





Add

My Reach Events Synched with Facebook

31

Test
Wednesday, August 31, 2011 at 4:00pm
Update Attendees



Contact Profile Page





Hillel: The Foundation for Jewish Campus Life
REACH
Relationship Management

Welcome, [Lee Johnson](#) | [Log Out](#) | [Training Videos](#) | [Help](#)


[Home](#) | [People](#) | [Student Interactions](#) | [Events](#) | [Hillel](#) | [Universities](#) | [Reports](#) | [Expenses](#) | [Tag Categories](#)

 » [Kathy Allen](#) 









STUDENT
Kathy Allen
[kathy@test.net](#)



Gender:		Address:	
Birthdate:		Notes:	
Jewish:	Yes	Date Created:	09/27/2011 09:34am by Lee Johnson
Birthright Eligible:			
Class Of:	2011		
Major:			
Dorm:			
Student ID:			
FERPA Hold:	No		
Other ID:			
Primary Team:	Hillel at South Harmon Institute of Technology		

**South Harmon Institute of Technology**
123 Main Street
Anytown, OH 43211 USA



Hillels



Engagers (1)
 Remove Me  Add Others  Refresh
Lee Johnson 
No Interactions



Interests
 Edit  Refresh
No Data










Immersive Experiences
 Refresh
No Data

Recent Activities

Interactions
 Add  Refresh
No Data

Next Steps
 Add  Refresh
No Data

Events
 Add  Refresh
No Data

facebook
 Profile
 Wall Post
My Facebook Engagees
 Stephen Kazman
 Rory Thayers
 Ethel Kasinetz
 Andrea Hoffman
 Dave Adam
 Joan Arkins
 Eric Aarons

Get Social
The Social Business Roadshow



Write Comments to Facebook Wall from Sugar

The screenshot displays the SugarCRM interface for Hillel: The Foundation for Jewish Campus Life. The top navigation bar includes links for Home, People, Student Interactions, Events, Hillel, Universities, Reports, Expenses, and Tag Categories. The user is logged in as Lee Johnson. The main content area shows the profile of Kathy Allen, a student, with a 'facebook' section on the left. A 'Wall Post' dialog box is open, allowing the user to write a message that will appear on Kathy Allen's Facebook Wall. The dialog box includes a 'Message:' text area and a 'Save' button. A red warning message states: 'This message will appear on the Person's Facebook Wall. It is public and not private'. The background shows the student's profile details, including gender, birthdate, Jewish status, birthright eligibility, class of, major, dorm, student ID, FERPA hold status, other ID, and primary team.

Hillel: The Foundation for Jewish Campus Life
REACH
Relationship Management

Welcome, Lee Johnson

Home People Student Interactions Events Hillel Universities Reports Expenses Tag Categories

» Kathy Allen

STUDENT

Kathy Allen
kathy@test.net

Gender:
Birthdate:

Jewish: Yes
Birthright Eligible:

Class Of: 2011
Major:
Dorm:
Student ID:
FERPA Hold: No

Other ID:
Primary Team: Hillel at South Harmon Institute of Technology

facebook

Profile
Wall Post
My Facebook Engagees
Loading

Wall Post

Message:


This message will appear on the Person's Facebook Wall. It is public and not private

Cancel Save

South Harmon Institute of Technology
123 Main Street
Anytown, OH 43211 USA


Hillels

Link Existing Contacts to Facebook Friends



**Hillel: The Foundation for Jewish Campus Life**

REACH
Relationship Management

Home **People** Student Interactions Events Hillel Old Sugar Reports Universities ▾

 » handy manny ☆

No Photo Available

 Actions

STUDENT BOARD MEMBER

handy manny


Gender:
Birthdate:

Jewish: Yes
Birthright Eligible:

Class Of: 2014
Major:
Dorm:
Student ID:
FERPA Hold: No


Other ID:
Primary Team: Hillel at South Harmon Institute of Technology


Address:
Notes:
Date:


 **Link To Facebook**


facebook

My Facebook Engagees



 Пашка Семенкин



 Eric Seringo

 Ethel Kasinetz

 **South Harmon Institute of Technology**
, Antigua

▾ **Hillels**









Engagers (1)
 Remove Me ++ Add Others  Refresh

Interests
 Edit  Refresh

Type the names of Facebook friends

Link to Facebook Friend


Link to Facebook Friend




-  Steve Morris
-  Sara Silverstein
-  Steve Smeyne
-  Jennifer Ziev Stein
-  Steve Scott
-  Scott Sterling
-  Michele Gorenstein
-  Scott Gorenstein

Facebook Friend Request

[Home](#) **People** [Student Interactions](#) [Events](#) [Hillel](#) [Universities](#) [R](#)

» Rory Thayers






Actions

STUDENT **INTERN**

Rory Thayers
charris@hillel.org

Gender: Female
Birthdate:
Title:
Other ID:
Primary Team: Hillel at South Harmon Institute of Technology

facebook
 Add as Friend
 Profile
[My Facebook Engagees](#)

Mobile Interactions

Hillel: The Foundation for Jewish Campus Life
REACH
Relationship Management

Select a module
Student Interactions ▼ Go

Student Interactions:

Subject: * Coffee with Rory

Interaction Type: * Coffee date ▼

Assigned to: Lee Johnson

Status: * Completed ▼

Interaction Date: * 09 ▼ 16 ▼ 2011 ▼

Interaction Notes:
Had coffee with Rory
and learned she'd
like to go on an Alt
Break trip.

Save Cancel

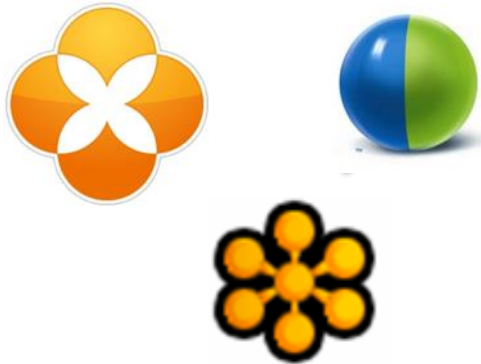
[Home](#) | [Back](#) | [Create Person](#) | [Log Out](#)

“Our newly updated REACH database program powered by Sugar Professional even features a mobile application that allows students and professionals to track their interactions and relationship-building in the fast paced and constantly changing world in which our college students live.”

Wayne L. Firestone
President, Hillel: The Foundation for Jewish
Campus Life

Components of a Social CRM

Conferencing



Cloud



Collaboration



Community

SPONSORED BY

Social Business and social CRM

- Start with the customer
- Choose an Open CRM System
- Enable a flexible, Cloud 2.0 infrastructure
- Integrate Collaboration and conferencing
- Allow Users to use their social tools of choice

The Sweeter Road

Microsoft
Oracle
SFDC



Thank you

Tom Schuster
tschuster@sugarcrm.com



Networking Break

Back at 11:30



Overview

09:00 – 09:10	Begrüßung, Einführung	Christian Knoll Kinamu Business Solution AG
09:10 – 09:40	The 10 Rules of Social CRM	Tom Schuster, SugarCRM
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12:45 – 13:00	Q & A	All

Overview

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12:45 – 13:00	Q & A	All