



# ***The 10 Golden Rules of Social CRM***

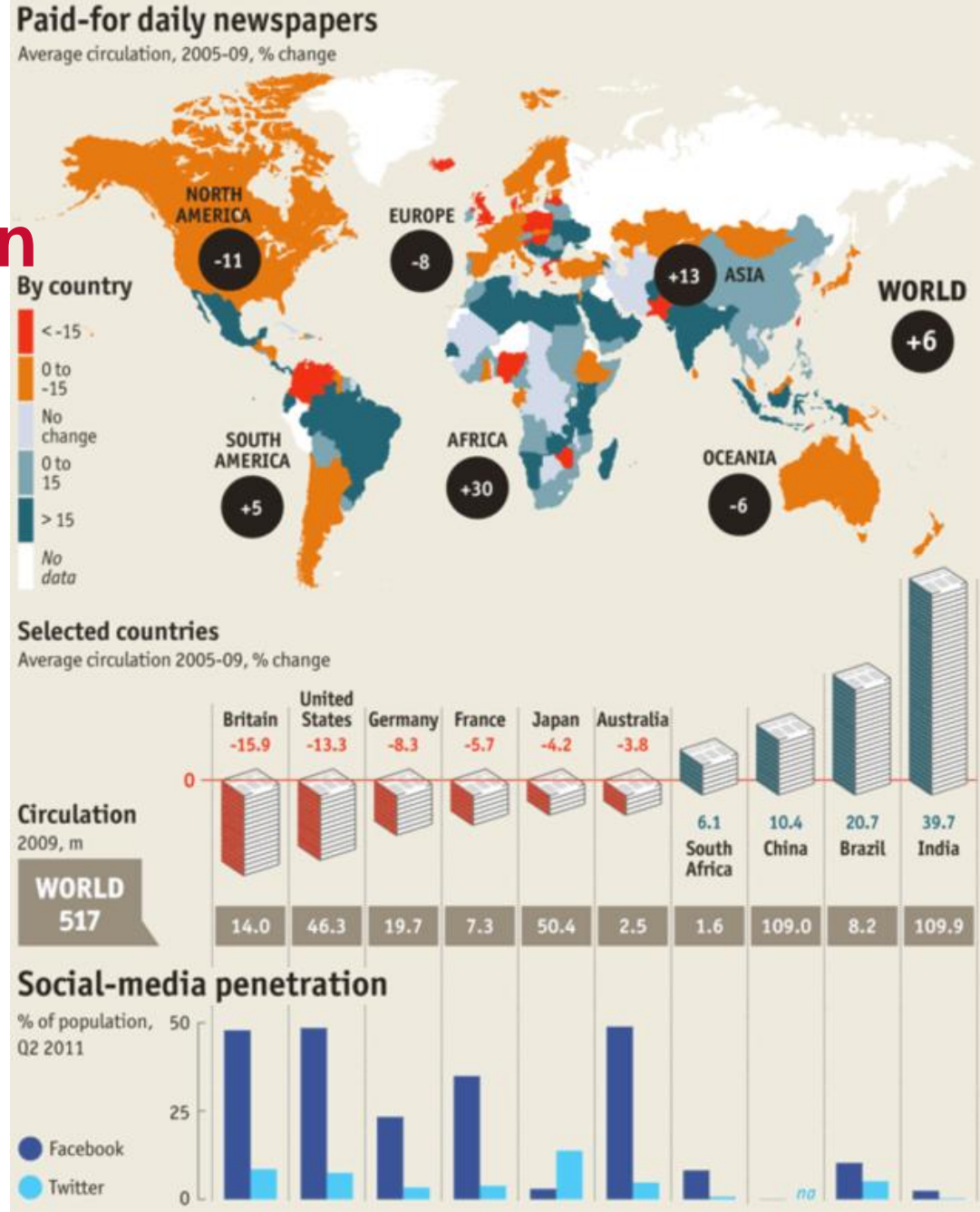
**Tom Schuster**

**General Manager**

**SugarCRM Europe, Middle East & Africa**



# Change: Newspaper Circulation



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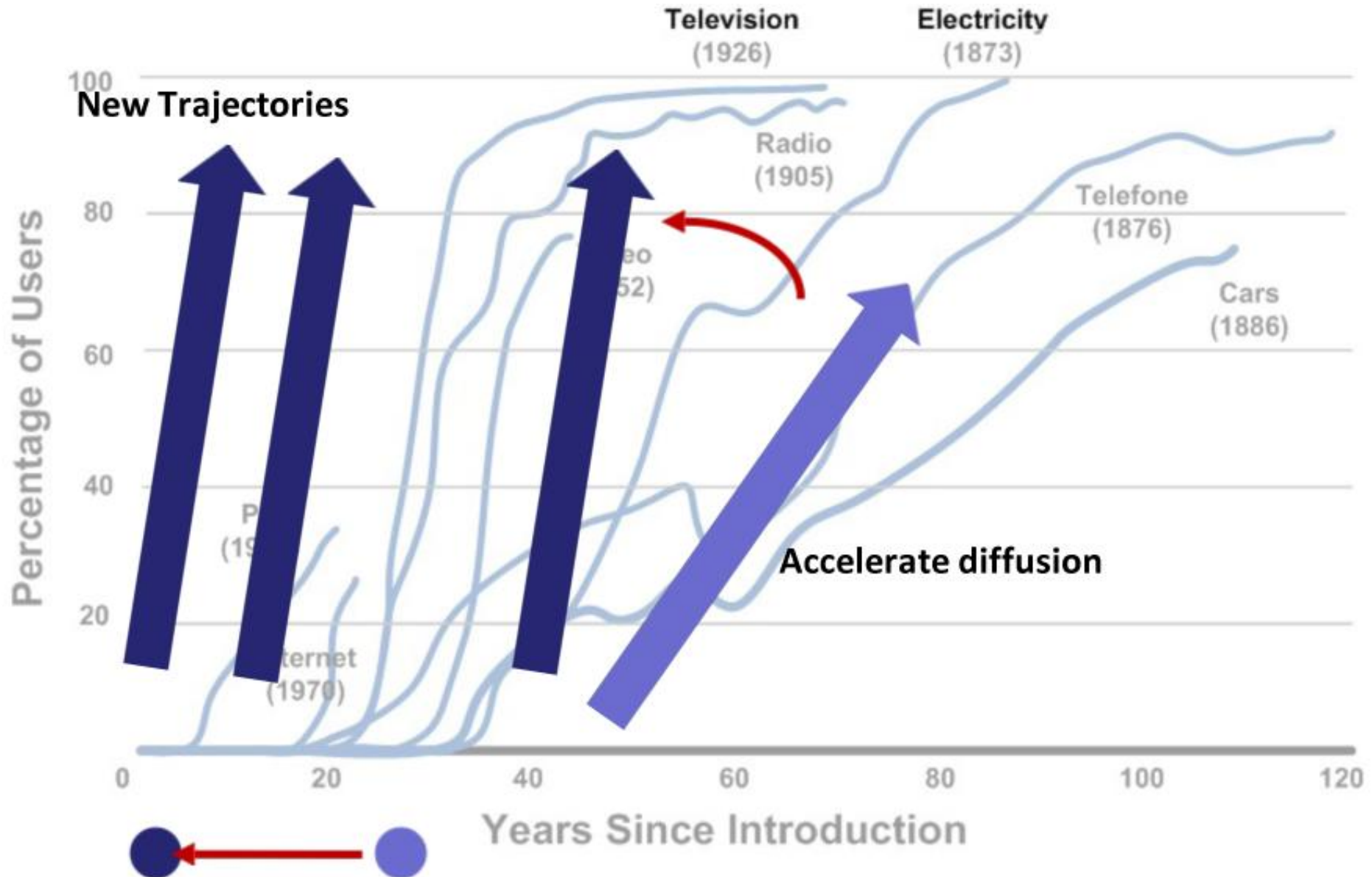
# Change: Egypt's Facebook Revolution



# Change: Occupy Wall Street Revolution



# Change: Accelerated speed to going Critical





# Change: Facebook rapid adoption



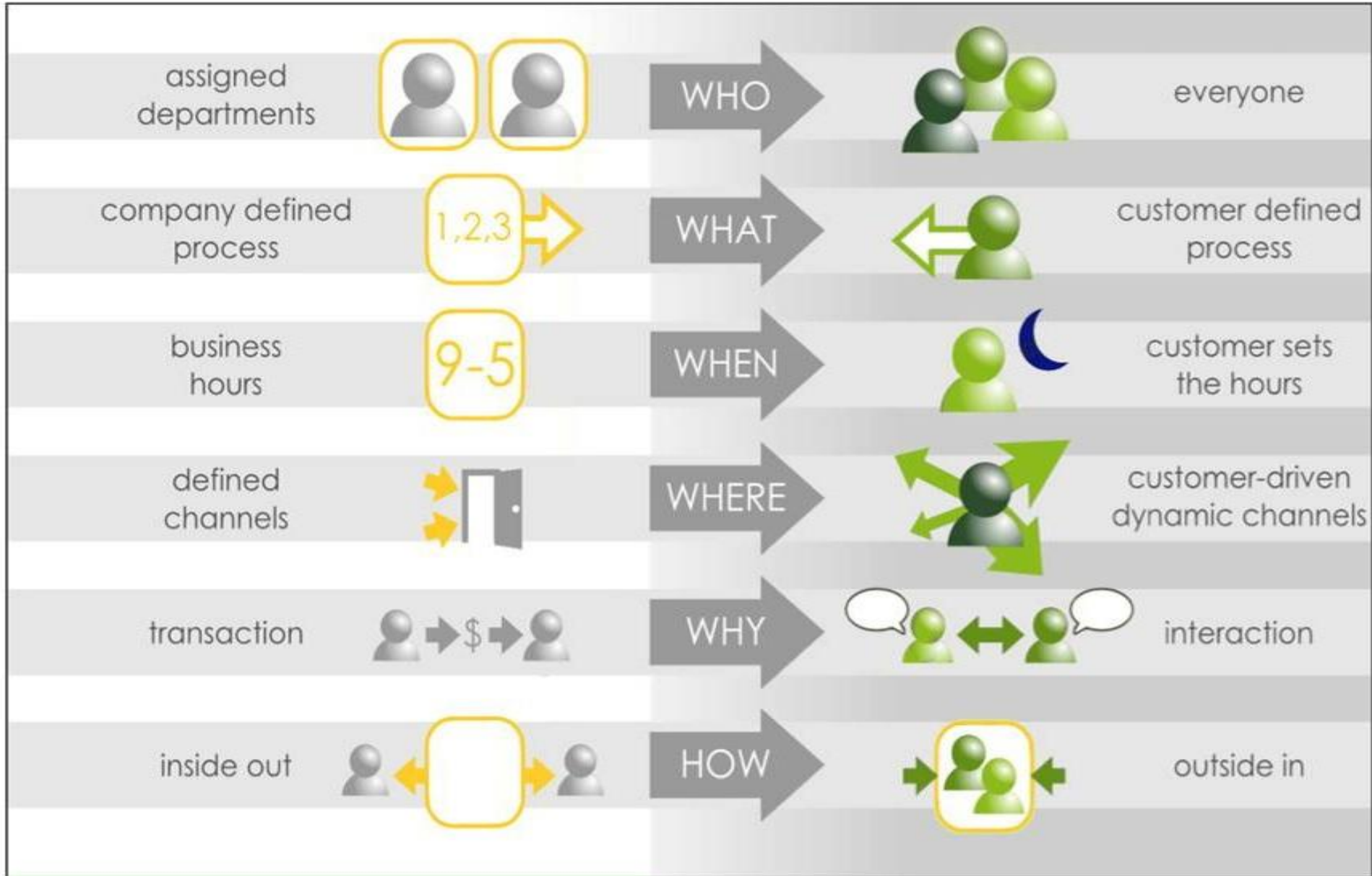




Source: Brett Tischler, 2007 (<http://gallery.photo.net/>)



# Change: Social Evolution



# The New Rules

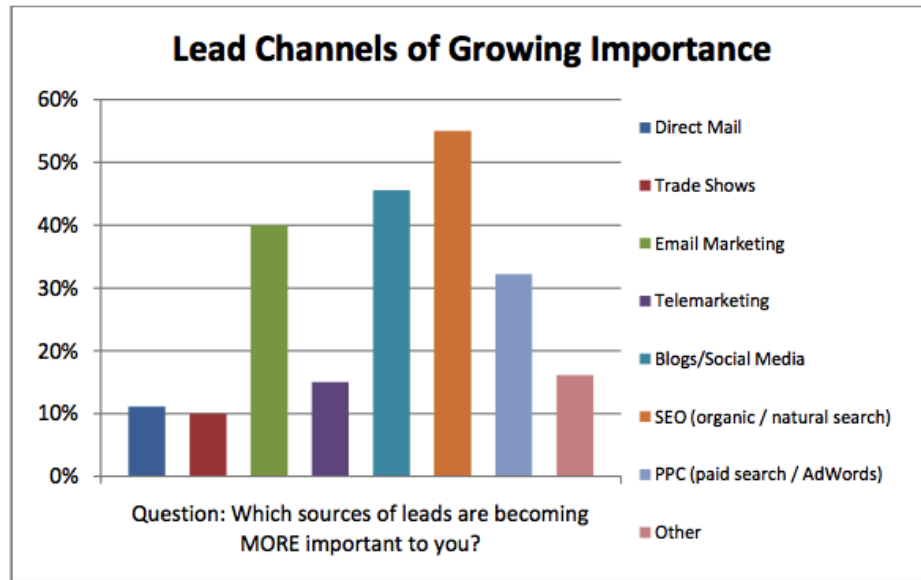
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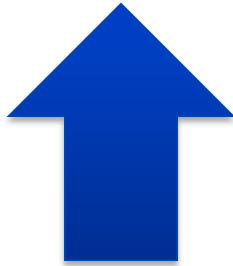
# Rule #1: You Are Not In Control



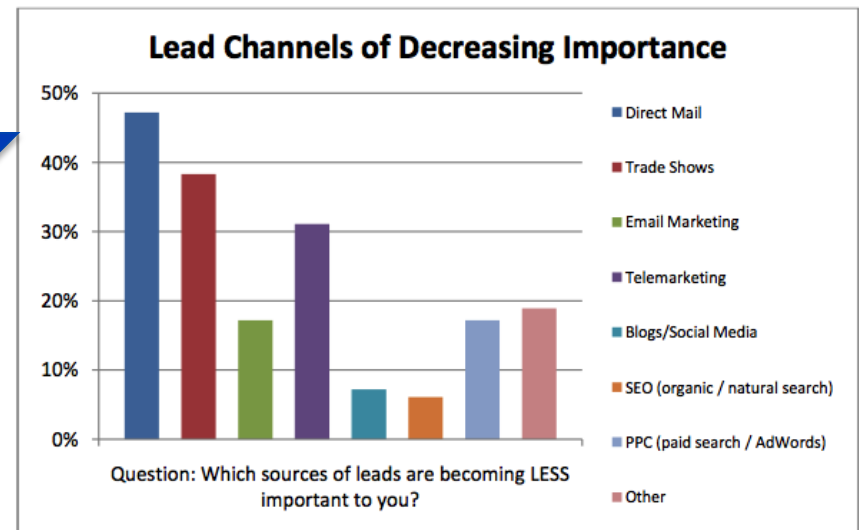
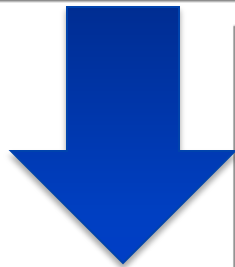
# Rule #2: People Connect with Companies



Inbound  
Permission  
Customer-Driven



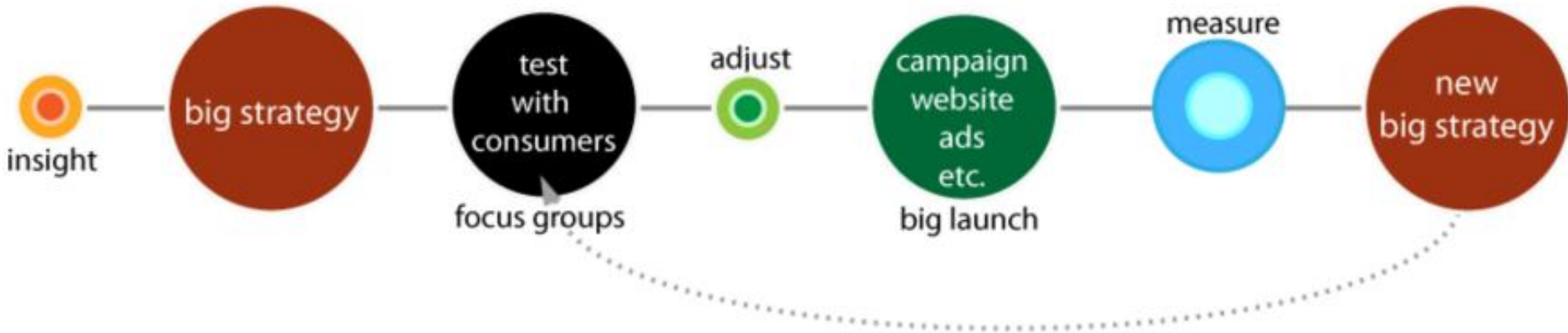
Outbound  
Interruption  
Vendor-Driven



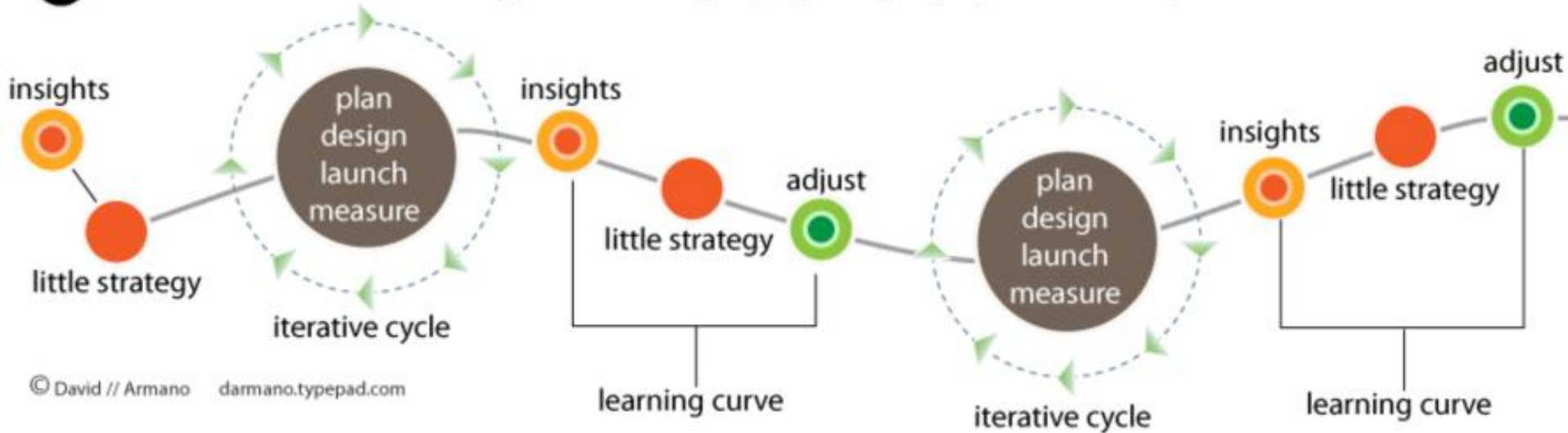


# Rule #3: Conventional Marketing is Declining

## 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

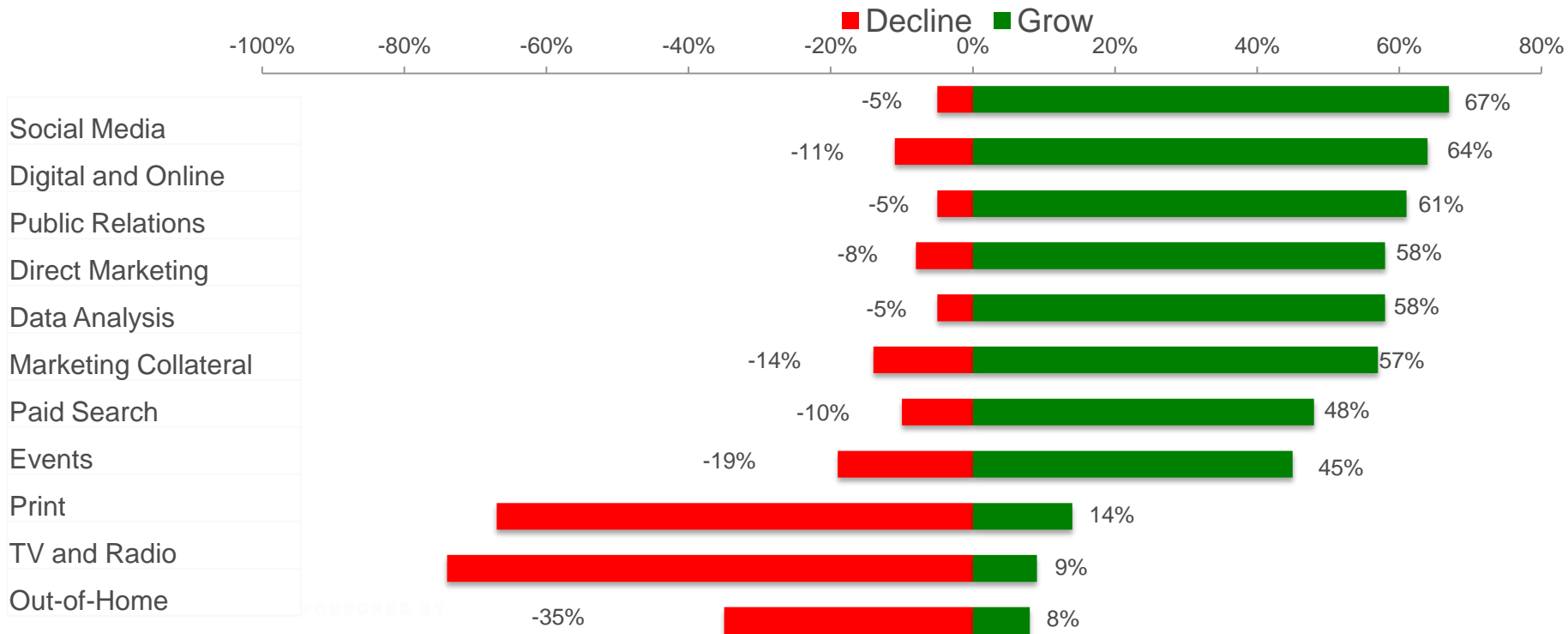


**INSTEAD OF FOCUSING** on how to allocate spending across media, marketers should target stages in the decision journey.



# 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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start a Live Chat

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11/29/2011  
The Social Business Roadshow

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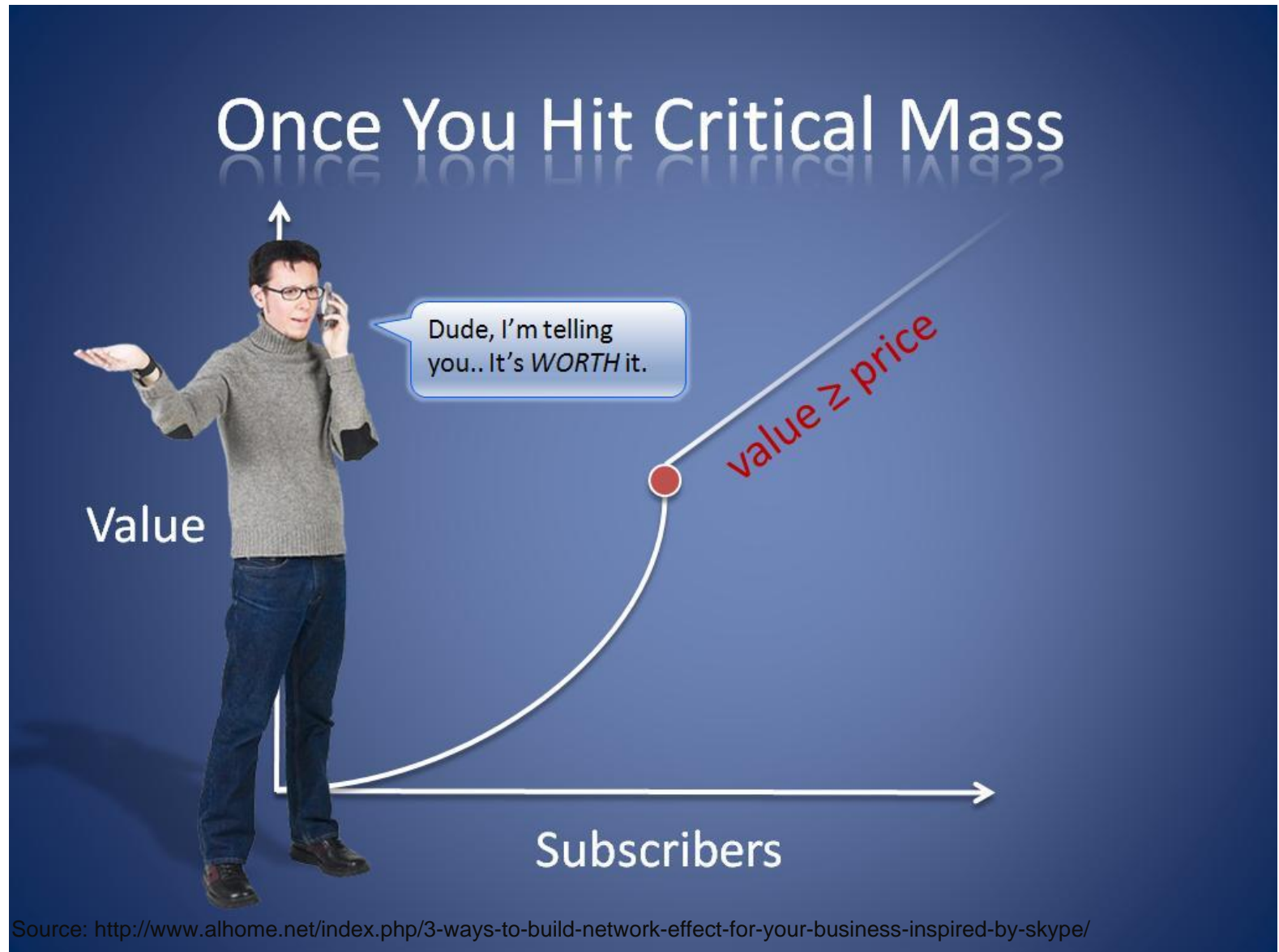
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# Rule #7: Customers listen to customers



Source: <http://www.alhome.net/index.php/3-ways-to-build-network-effect-for-your-business-inspired-by-skype/>



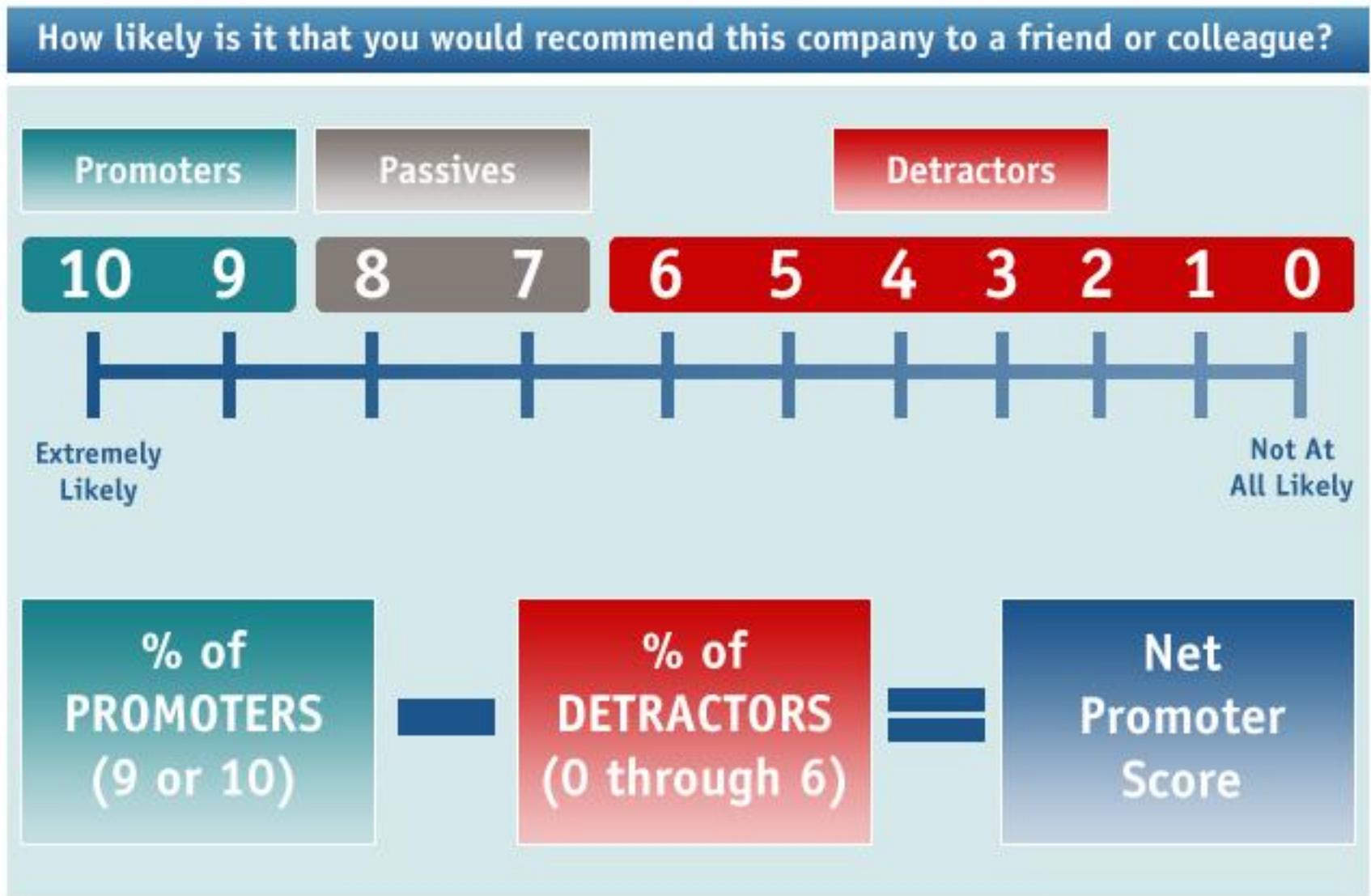
# Rule #8: Join the Conversation



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/>