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## ISM Reveals Top 5 Pragmatic Best Practices for Social CRM

### *ISM President Barton Goldenberg Warns Hype Will Continue to Cloud Industry and Slow Adoption for B2B Organizations*

BETHESDA, MD, April 12, 2011 – Providing much needed clarity for B2B organizations looking to integrate CRM and social media for increased customer engagement, ISM ([www.ismguide.com](http://www.ismguide.com)) shares the top five pragmatic best practices for Social CRM.

“There still is a tremendous need to continue to educate people on exactly what is social media and Social CRM, the differences, the best ways to apply this technology, and the business return that can be expected,” said Barton Goldenberg, president, ISM. “Too often, this topic is hyped with very little substance and it needs to be brought down to earth using pragmatic, relevant examples for the business community.”

Based on significant in-the-trenches consulting with dozens of Fortune 1000 global organizations, ISM shares the top five practical best practices to social CRM:

- 1) **Right Mix** - Getting the people/process/technology mix right is as important to successful social media and social CRM as it is to successful CRM implementations. The 50 percent people, 30 percent process and 20 percent technology rule is still viable for success.
- 2) **B2B Organizations Should Invest** - Social media/social CRM is as relevant for B2B as it is to B2C organizations despite the majority of applications currently focusing on building B2C communities.
- 3) **Social Media Integration** - The most effective social media/social CRM efforts tightly integrate community feedback with customer profiles in CRM applications.
- 4) **Own the Community** - Unless the primary goal is branding, organizations need to own the community (and therefore the data) and not solely rely on social media sites like Facebook to drive the engagement.
- 5) **ROI is Still King** - Social media communities need to be tightly tied to business

metrics as all communications can be turned into profitable ventures with meaningful ROI.

ISM applies a unique approach that allows organizations to begin applying social CRM and social media in a very cost-effective and controlled way. To learn more about ISM's Social CRM Practice and related services, please see our [Business Social Media Briefing Paper](#) and contact Tracey Hoston at (301) 656-8448 or [Thoston@ismguide.com](mailto:Thoston@ismguide.com).

#### **ABOUT ISM**

Founded in 1985, ISM has established itself as the premiere strategic advisor to organizations planning and implementing CRM and Social CRM initiatives. Companies, non-profits and government agencies receive hands-on guidance from the most experienced CRM and Social CRM team in the world. ISM annually publishes The Guide to Mobile and Social CRM and Top 15 CRM and Real Time CRM software reviews. Barton Goldenberg, founder and president of ISM, is the author of CRM in Real Time (published by Information Today) and CRM Automation (published by Prentice Hall) and is a columnist for a number of publications including CRM Magazine. Our list of clients includes the American Automobile Association (AAA), Amtrak, Giorgio Armani, IBM, ExxonMobil, Kraft, Marriott, McGraw Hill, Nike, PepsiCo, Roche, Samsung, Sara Lee, T. Rowe Price, United Way, Xerox, and the US Department of Defense. To learn more, go to [www.ismguide.com](http://www.ismguide.com) or call (301) 656-8448.

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