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ISM Introduces Social CRM Practice

Fortune 1000 Organizations Rely on ISM for Best Practices in Expanding CRM Investment via Rapidly Growing Social Media Capabilities

BETHESDA, MD, January 25, 2011 – After three years of highly lauded social CRM projects with more than two dozen Fortune 1000 organizations including AAA, Vopak, and Kraft Foods, ISM (www.ismguide.com) is formally introducing its Social CRM practice. The new practice will help guide global organizations to reap additional generous returns from their CRM investment via social media services.

“The explosion of social media has left BtoB organizations desperate to harness its power in communicating on a deeper level with customers and increasing their loyalty and walletshare,” said Kathy Barton, senior vice president and Social CRM practice lead. “The real trick is integrating social media into your existing CRM strategy to create a meaningful community and extend conversations, while still protecting customer data. For B2B companies, Facebook and Twitter are not the destination, but rather the entrance ramp that drives website and community engagement.”

ISM’s Social CRM practice is based on the advisory firm’s proprietary CRM methodology. Beginning with a Social CRM Executive Briefing to align key stakeholders in the organization, ISM’s team then develops a strategic Social CRM Strategy and Implementation Roadmap and performs Engagement Management/Implementation Services for targeted execution.

Added Barton Goldenberg, president of ISM, “For the past 25 years, ISM has directed massive global CRM initiatives – primarily for BtoB organizations – with the chief goal of achieving maximized ROI from their investment. Based on that rich experience, the ISM Social CRM practice is devoted to helping organizations leverage the value of social media as a natural extension of their CRM and marketing strategies.”

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.

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, ExxonMobil, Giorgio Armani, IBM, Kraft, McGraw Hill, Nike, PepsiCo, Pfizer, Roche, Samsung, Sara Lee, T. Rowe Price, United Way, Xerox, the US Department of Defense and many others. To learn more, go to www.ismguide.com or call (301) 656-8448.

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