



# The Navigator

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## At Last - Social CRM Hits Its Stride

For many years I have been promoting the integration of Social Media (both public and private communities) with CRM, know as Social CRM. This usually involves gathering “social insight” from Social Media communities and integrating it into an existing CRM system. Social insight is information that a customer or prospect shares with other members of a Social Media community about your company and/or its products and services. Typically, this insight is attitudinal in nature. For example, “I really like Company X’s friendly service and support,” “I wish they offered a product that worked under these conditions,” or “I had a good/bad experience with them.” Social insight complements the more transactional information already stored in CRM such as purchases, service calls, etc. Adding social insight to your CRM profiles gives your company a more complete picture of your customers’ needs and desires and puts you in a much better position to market, sell to and service them.

CRM vendors are finally offering more Social CRM options. For example, Salesforce offers its impressive Community Cloud that seamlessly integrates with its CRM core offering (<http://www.salesforce.com/communities/overview/>). Microsoft Dynamics announced that its latest version seamlessly integrates with the Lithium Social Media platform, and I recently reviewed the Higher Logic community platform that is seamlessly integrated with Salesforce.com ([www.higherlogic.com](http://www.higherlogic.com)). All are worth a look. There are also many other CRM vendors – small and large – that have developed or are pursuing Social Media integrations.

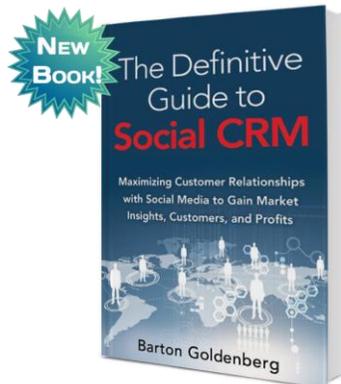
If you have not yet looked into integrating social insight from public and private Social Media communities into your CRM system, now is the time! At ISM, we are familiar with virtually all major CRM and Social CRM platforms and our advice is always 100% vendor-independent. We would be happy to assist you in evaluating the best approach for adding this additional dimension to your digital marketing strategy. Let us know how we can help.

## Social CRM Webinar in collaboration with Salesforce.com

Join us Thursday, June 30th, 12:00-1:00PM, EDT.

ISM President Barton Goldenberg and Salesforce experts will discuss how Social Media communities, public and private, can impact sales, marketing and customer-service strategies. Discover Salesforce's market-leading Community Cloud platform for re-imagining customer, partner and employee engagement. Learn other important key concepts from Barton's book, *The Definitive Guide to Social CRM*. Click to [register](#).

At ISM, we wrote the book on Social CRM. Contact Tracey Hoston ([thoston@ismguide.com](mailto:thoston@ismguide.com)) to schedule a time to discuss your organization's Social CRM efforts or any other related topic of importance.



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