

Social CRM: A solution for engaging with customers on social media



Make every customer conversation count

Businesses can no longer ignore the enormous potential of social media for customer and prospect engagement. Integrating social media activity with CRM can further increase that potential, making it easier to gain valuable customer insights, create collaborative experiences, and build mutually rewarding customer relationships.

When you use social media built within Sage CRM, you can better listen, learn, and immediately engage with your customers.

By making your daily social media activity an integrated part of a CRM system, you can enable your sales, marketing, and customer service teams to become more customer-centric and communications focused. And you can begin to unlock market insight that drives competitive advantage.



Find out more about how Sage CRM can help your business by [downloading our "social CRM" e-book](#) and watch this quick video that outlines the benefits of social CRM for your business: bit.ly/1ppSnzj

Benefits snapshot

- Helps your sales teams to better target prospects and prepare for meeting and sales calls
- Uncovers leads and networking opportunities by listening to relevant social media conversations
- Helps your customer service teams become more proactive, identifying issues as they arise and responding quickly to customer complaints
- Enables businesses to identify how online conversations are affecting their brand
- Drives productivity and increases employee engagement through shared information with business collaboration

“It’s an extra avenue to generate leads and generate interest. If people are finding you in multiple places, they’re more likely to come to you when they’re ready to buy.”

Mike Bowers
Managing Director, Cellular Solutions



Leverage the power of social media to engage more effectively with your customers across Facebook, Twitter, and LinkedIn

Accelerate your business success with our free 30-day, no-obligation trial.

Visit: NA.Sage.com/Sage-CRM

Sage CRM for Facebook

The integration of Sage CRM with Facebook allows you to gain insights into customers' Facebook profiles from within Sage CRM. This enables you to better understand your customers and manage your relationships with them.

Sage CRM for Twitter

Using this Sage CRM tool, you can:

- Manage your Twitter communications with prospects and customers.
- View Twitter feeds for specific companies and people.
- Save the contents of the tweet to a note.
- Update your company Twitter feed.
- Track your brand or company mentions.

Sage CRM for LinkedIn

The integration of Sage CRM with LinkedIn enables you to research prospects and connect with customers from within Sage CRM. With Sage CRM and LinkedIn, you can achieve a wide range of sales and marketing objectives. You can identify qualified prospects, generate leads, research prospects prior to sales calls, and establish your company and employee presence on LinkedIn.

Business collaboration through Yammer

Business collaboration across teams using Sage CRM is made easy with social-style collaboration tools available through Yammer. Your employees across the business can now collaborate and share knowledge effectively, making business conversations on opportunities, leads, and support cases more social and transparent, providing greater visibility for all employees.

About Sage CRM

Over 15,000 small and medium-sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity, and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies, and productivity, and gain a single, customercentric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at: NA.Sage.com/Sage-CRM

For more info, visit: Sage.com
or contact us at 866-530-7243