Publication Title: Social CRM as a business strategy

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Authors: Neil Woodcock; Andrew Green; Michael Starkey and The Customer Framework TM

Presented by: Mana Azamat





Motivation

Social Customer relationship management (SCRM) as a business strategy.

SCRM is the business strategy of engaging customers through SM with goal of building trust and brand loyalty.

SM provides the opportunity that marketer and customer get to know each other well enough to trust each other.



Part 1: Social media and CRM.

•Consumers of all ages interact with SM

- Blogs
- -Social networking sites such Facebook, LinkedIn, Twitter, YouTube
- -Photo sharing (for example, Flickr)
- -Interactive applications (for example, mobile apps)
- -Discussion groups / user forums
- -Company websites
- -Search (for example, Google)



• Part 2: Goal of SCRM

SCRM should lead to increased sales (through increased awareness and engagement) and decreased costs.

• Part 3: Three reasons to be cautious when implementing SCRM.

