

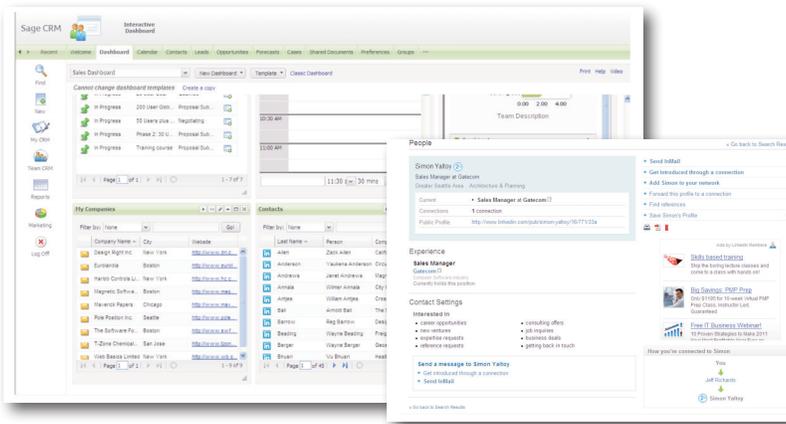


Sage CRM | Social Media and Sage CRM

Engage and interact with your customers

In today's business world, timely and relevant communication is key. As social media adoption continues to grow it provides businesses with a new way of interacting with customers catering to their needs instantly. Traditional two-way conversations have evolved and with these new platforms come collaborative and social connections with customers, partners, and even competitors.

By taking advantage of social media, you can make your business more accessible, more personable, and maintain long term connections as well as generate word of mouth marketing. Additionally, social media gives rich insights into your market by providing you with an opportunity to 'listen in' to the conversations being openly discussed online.



Discover endless networking opportunities through Sage CRM's out-of-the-box integration with LinkedIn.

The challenge facing SMEs, then, is to leverage social media technologies and channels to ensure their business gains a competitive edge: increasing sales, profits, and lead generation, while also maximising customer service levels and competitive advantage. Sage CRM integrates with key social media applications to enable users to engage with prospects and customers in a collaborative manner in order to generate leads, foster loyalty, build customer retention and increase revenue.

Out-of-the-box integration with LinkedIn enables users to tap into the endless possibilities of social networking for instant knowledge about customers and prospects. Sage CRM for Twitter enables companies to manage their communications with prospects and customers directly from within Sage CRM. Thanks to the website gadget on the Sage CRM interactive dashboard, users can browse social media sites from within Sage CRM, removing the need for users to switch between applications.

BENEFITS SNAPSHOT

Enables sales teams to better target prospects and prepare for sales calls

Uncovers leads and networking opportunities quickly and easily

Enables users to update and read Twitter timeline and feeds directly from within Sage CRM

Extends conversations and collaboration with prospects and customers to social media channels

Enables users to identify how online conversations are affecting their brand

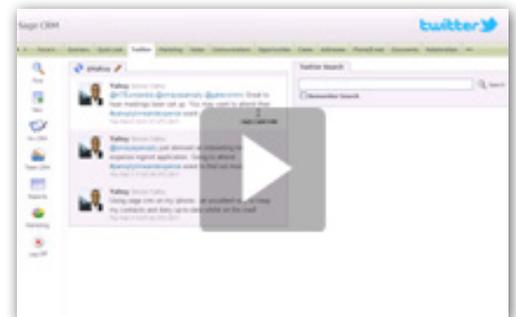
Helps organisations to identify their biggest online champions and influencers

Enables users to participate in online conversations with an engaged audience without ever having to leave Sage CRM

Helps organisations to build and strengthen relationships with their community of customers and prospects

Provides marketing teams with the ability to extend and link marketing campaigns to social media channels

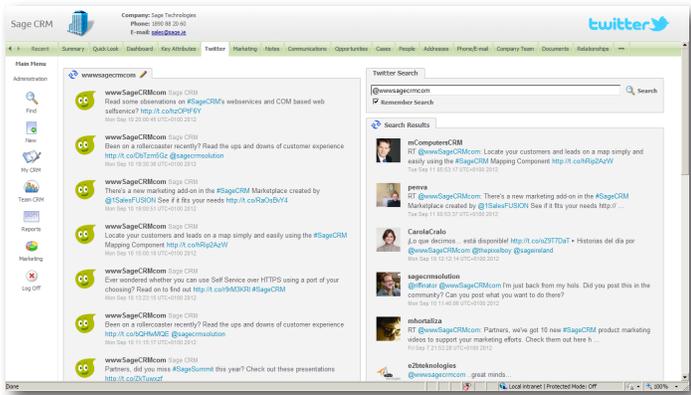
Enables users to easily manage and track competitors by monitoring their public online conversations and blog articles



Watch our quick video and see how Sage CRM for Twitter can benefit your business, bit.ly/sagecrmtwitter

Manage your Tweets from within Sage CRM

Twitter is a fast growing, global social networking site that has all of the advantages of marketing's most effective tool: word of mouth. Sage CRM for Twitter enables users to post or reply directly to a Tweet from within Sage CRM. Users can view Twitter feeds for specific companies and people and can then save the contents of the Tweet to a note within Sage CRM. Not only is Twitter a great way to find people talking about things you're interested in (keyword searches) or to find people who live nearby (geographic searches), but it can also be used to track brand names, user mentions and company mentions, all from within Sage CRM.



- Sage CRM for Twitter enables users to reply to and save Tweets directly from within Sage CRM.

Unlock sales opportunities with LinkedIn

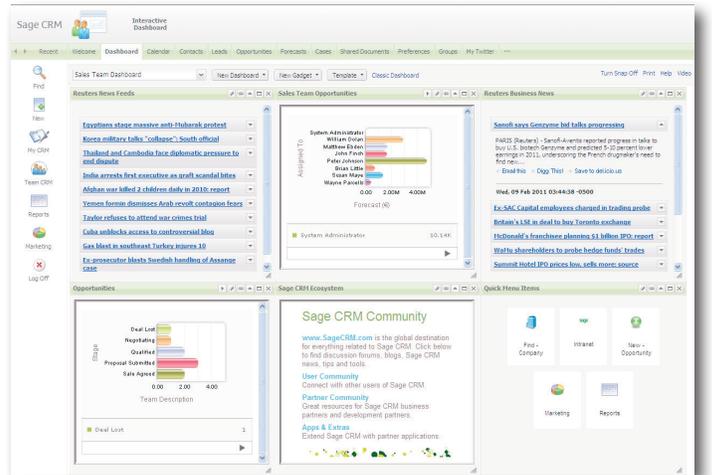
LinkedIn is known as the social network for professionals and it's recently reported as having over 100 million members from over 200 countries. LinkedIn is an invaluable tool for small and medium businesses helping you find new customers, research suppliers, contact vendors and grow your business in the international market.

As well as building a connection network, LinkedIn users can identify prospects or generate leads directly through a LinkedIn search. Sales people can search for the LinkedIn profile of contacts directly from the Sage CRM Interactive Dashboard, thanks to its out-of-the-box integration with LinkedIn. Using the Sage CRM LinkedIn integration, users can identify possible connections, opening doors to new business partnerships, attracting potential clients, and discovering a wealth of information on existing customers and prospects.

Monitor blogs and websites from Sage CRM

Sage CRM enables users to display RSS and website feeds directly on their Sage CRM Interactive Dashboard, giving users instant access to blogs or websites that are relevant to their role. Users may also display tweets from any given Twitter account or view an organisation's official Facebook account and manage it directly from their dashboard.

Sage CRM and the social media capabilities it provides delivers a true 360 degree view of your customers and prospects while enabling you to better listen, respond and engage with key stakeholders in a compelling manner, all from within Sage CRM.



- The Sage CRM Interactive Dashboard enables users to subscribe to RSS feeds and display websites of interest for ease-of-access.

About Sage CRM

Sage CRM is used by over 12,000 organisations in 70 countries worldwide to manage their critical sales, marketing and customer service activities every day.

Sage CRM is optimised specifically for businesses with 20-2000 CRM users. Easy to use and quick to deploy in the cloud or on-premise, it delivers a rapid return on investment so you see a positive impact on your business straight away. Plus, it can be easily adapted by you to make it fit how you work, saving you time and money, both now and in the future. In this way, we help you get the most from your CRM investment and accelerate your business growth.

Visit our business partner CRM2care via www.crm2care.nl or just send an email to info@crm2care.nl for more information or a free trial.

The CRM2care Difference

- The leading supplier of Sage CRM in The Netherlands
- Over 5,000 Sage CRM seats activated
- Customers in great variety of segments
- Over 20 Sage-certified consultants available for implementation and support
- 20 years experience
- Successful local and International implementations



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