



## Social CRM For Dummies

*Kyle Lacy, Stephanie Diamond, Jon Ferrara*

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# Social CRM For Dummies

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**Social CRM For Dummies** Kyle Lacy, Stephanie Diamond, Jon Ferrara

Discover great ways to engage your customers through the social web

Social CRM is an evolving tool to help you engage your customers, interact with them, and develop deeper relationships. This handy guide teaches you how to make the most of it, whether your business is a small shop or a large corporation. In a friendly, easy-to-understand style, it explains how you can create new marketing communications and develop smart, applicable content that produces results from your online community. You'll learn to use data to drive results, create social Key Performance Indicators for different business units, and a great deal more. Today's consumer uses technology to select relationships with companies; this book teaches business owners how to use social CRM to create relationships that customers want to maintain Explains how to integrate social media into your CRM mix Shows how to use data and information gathered through social sites Helps you develop social KPIs and create content that gets results from your online community

"Social CRM For Dummies" helps businesses large and small use social media to develop and maintain productive customer relationships.

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