



# Social CRM

## Course Type

On-demand

## Duration

90 Minutes

## CEUs

2 Credits

## Module Overview

This module focuses on the convergence of social media and customer relationship management, as well as on the strategies for using SCRM to build customer relationships.

## Module Objectives

- Distinguish between social media marketing and social customer service
- The definitions for the activities that create social customer service management
- Identifying why customers are using social media to interact with brands
- Keep tabs on conversations by learning monitoring methods
- Build a social business that combines technology with human analysis of consumer sentiment
- Assemble and integrate social media between business units to help manage and track the brands conversations
- Preparing a SCRM plan for the 2020 customer
- Know your objectives from the start, so that you can measure success and allocate resources more effectively

## Module Outline

### Social Media + Customer Relationship Management = SCRM

- Social + CRM Defined
  - Beware! Social Customer Relationship Management Imposters
  - Social Media Strategy versus Social Business Strategy
  - How does Social Customer Relationship Management work?
  - Business Units Inventory Activity
  - Now Becoming Your Customer
  - The Growth of Multi-Channel Customer Managed Relationships
- Where are our social customers and who are they?
  - Where are the Customers? Customer Relationship Management...
  - Meeting Customers where they are: Social Media Roadmap
  - Which Demographics Use Social Media?
  - Your Customer's Digital Footprint

- Assignment- Creating Customer Personas
- What do customers want from social media?
  - Reasons Consumers Go to Social Media or Social Networking Sites
  - Online Reviews: Reputation Management
  - Who to Believe “Friends” or Brands?
  - Discounts on Social Media
  - Best and Worst Social Media Practices
  - Good Social Media Practices
  - Employees as Brand Ambassadors
  - Listening & Responding as a SCRM Strategy

### **Social in Your Organization**

- Building A Social Business
  - Who Owns the Social Channels? And What are They Getting Out of it?
  - Marketing, Sales, Public Relations & Technology Departments and Social
  - Who Owns the Customer Relationships?
    - Who *Should* Own It?
  - Which Direction is the Funnel Going in?
  - Creating Brand Ambassadors Through Sales and Marketing Integration
- Business Functions Working Together
  - Understanding the Marketing Initiative
  - What does the Sales Team need?
  - Public Relation’s Role
  - Technologists
  - Customer Service
  - Overlap of Process, People, and Technology
  - The Technology of Customer Relationship Management
  - The Ideal: Social Customer Relationship Management

### **Your Social CRM Plan**

- Preparing for the 2020 Customer
  - Extreme Customer Centricity
  - Social for Prospective Customers
  - Social for Loyal Customers
  - Social to Build Community
  - Social to Make the Sale
  - Social for Technological Assistance
  - Social for Customer Support
  - Social to Resolve Complaints
  - Selling Without Selling
  - Using Technology as a facilitator
  - Social Customer Relationship Management Automation
- Tips for Achieving Success
- A Note on Privacy and Consumer Trust

## Registration Rates

DMA member \$99

Non-member \$149

## Instructor

### **Neil Feinstein**

Neil is an award-winning Digital Creative Director turned Brand, Digital and Creative Strategist. Along the way, he helped some of the bluest chip brands in America create unforgettable customer experiences, including American Express, Disney, The New York Times, Medco (now Express Scripts), Conde Nast, Constant Contact, Merrill Lynch and Wounded Warrior Project.

Neil has worked for big, small and medium-sized agencies, and currently works for one of the most prestigious universities in the US: New York University. Since 2003, Neil has been an Adjunct Professor of Integrated Marketing, teaching a Masters-level class on Campaign Planning, Strategy and Execution.

In addition, Neil has lectured worldwide on multichannel marketing, integrated advertising and digital and creative strategy. He is a top-rated speaker at marketing conferences and has written articles for several marketing publications. Neil served on the International ECHO Awards Board of Governors for 10 years, and was Chairman from 2008 to 2010.

When Neil is not behind a laptop or lectern, you'll find him in front of a stove. He loves food and believes that it is the purest manifestation of one's affections. Neil's mantra: we feed because we love. Neil brings the same passion to his marketing, delivering results clients continually savor.