

Social Networking Accelerator



The Social Networking Accelerator for Protech CRM for Members allows association executives to analyze members' conversations on social networking sites and, as a result, provides real-time status updates about your member relationships and services.

The Social Networking Accelerator allows CRM for Members users to discover online conversations, identify influential people, and engage with them on social networking sites using their member system of record—CRM for Members.

Additionally, the Social Networking Accelerator includes the same easy-to-use interface and industry leading analytics that allow associations not only to capture data but also make sense of it. Marketing professionals can identify their most influential advocates and better manage the brand. Member recruitment professionals can discover new potential members and zero in on key data points, and member service agents can proactively identify and address issues.

This accelerator enables you to capitalize on widely used social networking tools—like Twitter—by:

- Discovering important conversations between your members and other key constituents
- Identifying influential people
- Engaging with participants to drive successful member service and valuable relationships

KEY BENEFITS

Increase brand awareness. The first step in engaging social customers is to listen to what they're saying. While social networking sites provide a rich source of customer opinions and attitudes, the challenge is to capture this information in a useful form and in a way that benefits your organization. The accelerator helps increase brand awareness by identifying key influencers, automatically tracking public conversations within CRM for Members, measuring online reaction to new services, announcements or developments, and using social networks as a source of market research by creating online focus groups.

Measure results. As social networks continue to emerge as a viable marketing vehicle, organizations will need flexible analytical tools to take that information and turn it into actionable insights. With these tools, social networking data can greatly enrich and expand upon information from traditional sources. The accelerator helps you capture useful data by identifying and tagging public online conversations about your services and industry, analyzing message effectiveness by measuring impressions, replies and other key metrics, and using powerful analysis capabilities to identify the biggest online champions, influencers and detractors.

Find and connect with new prospective members. Social networks provide a rich resource for identifying new members. Unlike traditional channels, social networks provide the added benefit of allowing associations to gauge a prospect's interest through their online profile before communication is initiated. The accelerator allows you to focus your marketing efforts and find potential members by tapping into social networks to jumpstart "warm" prospecting efforts and identifying prospects by focusing on conversations and topics relevant to your association's goals and services.

Engage in more meaningful conversations. While they will not replace traditional relationship-building activities, social networks do provide organizations with a new tool to build and enhance relationships with members. With the ability to quickly identify and integrate key online data points with the main customer data repository, salespeople can engage prospects and customers with all the relevant information at their fingertips.

Better understand your members. Social networking sites can also provide a wealth of information about members and their interests, lifestyles, and attitudes—data that might otherwise be difficult or impossible to acquire. Paired with the right analysis capabilities, publicly available member data from social networking sites can provide an additional layer of insight into member preferences, behaviors, and sentiment, which can lead to more successful relationships.



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Social Networking Accelerator

The Social Networking Accelerator for Protech Business Solutions allows you to quickly view and track your constituents' networking statuses right within your CRM for Members database. You can retrieve replies and re-tweets (forwarded messages) from Twitter, categorize inbound messages (statuses) with a positive, neutral or negative sentiment rating, and convert social networking data into core CRM for Members records such as leads, contacts and cases.

The screenshot displays the Microsoft Dynamics CRM interface for the Social Networking Accelerator. The left-hand navigation pane includes sections for Marketing, Workplace, Sales, Marketing, Service, Settings, and Resource Center. The main area shows a list of social media statuses with columns for User, Message, Created At, In Reply to Screen Name, Social Networking User, User Follower Count, and Sentiment.

User	Message	Created At	In Reply to Screen Name	Social Networking User	User Follower Count	Sentiment
crm4r8	Demoing live...	7/28/2009 5:12 ...			145	Neu
@BarryGivens	what do I gotta do to have my reply show ...	7/28/2009 3:24 ...	BarryGivens	tekoppele	618	Neu
barrygivens	We're Tweeting live from #tr9	7/28/2009 3:22 ...			200	Neu
barrygivens	Applause for automatic #mscrm to Twitter posts during th...	7/28/2009 1:56 ...			199	Neu
barrygivens	Watching @reubenk explain xRM at #tr9. Good crowd, I ...	7/28/2009 1:15 ...			199	Neu
	Microsoft Dynamics CRM Implementation Guide now on bo...	7/28/2009 12:1...		arvindraman	436	Neu
	RT @MSDynamicsCRM: Dynamics CRM Implementation Gui...	7/28/2009 11:2...		SanjayJain369	182	Neu
	RT @MSDynamicsCRM: http://tinyurl.com/mg45ou - Imple...	7/28/2009 11:1...		atzmon	204	Neu
	@MSDynamicsCRM is the social networking accel. coming ...	7/28/2009 9:26 ...	MSDynamicsCRM	rush0	169	Neu
msdynamicscrm	New blog post: http://tinyurl.com/mg45ou - Implementati...	7/28/2009 9:20 ...			700	Neu
	RT @MSDynamicsCRM: New blog post: http://tinyurl.com/...	7/28/2009 9:20 ...		MicrosoftPress	4,238	Neu
msdynamicscrm	New blog post: http://tinyurl.com/mdm2km - CRM Scalabili...	7/28/2009 8:58 ...			700	Neu
	3fifteen CRM team wins multi country #CRM project! For...	7/28/2009 12:3...		3fifteen	33	Neu
	@BarryGivens Looking forward to it Barry! I always feel n...	7/28/2009 12:2...	BarryGivens	dauidem	247	Neu
barrygivens	I think I'm preped for #TR9 Tues. Topic: #mscrm innovati...	7/27/2009 10:2...			193	Neu
	Well done to the #CRM team @3fifteen! Just won a globa...	7/27/2009 9:36 ...		thatCRMguy	92	Neu

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Social Network Status: Demoing live...

Information

General Administration

Social Network User: **crmxlr8** Social Network Contact: []

Direction: Incoming Outgoing Announcement Date: []

Status Message: Demoing live... []

User Follower Count: 145 Network: Twitter

Classification

Sentiment: Neutral Subject: []

Status: Active

Send outbound messages (statuses) to Twitter directly from CRM for Members.

Analyze the social networking data in CRM for Members through reports & dashboards to derive member trends as well as determine who the key influencers or detractors are for your organization.

Social Network Dashboard

Social Networks Dashboard

Followers and Friend counts across all networks over the last 12 months

Sentiment across all networks over the last 12 months

Message traffic over all networks over the last twelve months

Activity by Screen Name			Recent Conversations		
Name	Followers	Messages	Message	Replies	Network
reubenk		3	We're Tweeting live from #tr9	1	Twitter
barrygivens		76	New blog post: http://tinyurl.com/mdm2km - CRM Scalability Benchmark	1	Twitter
crmxlr8		17			