

SugarCRM: Sixty Second Sugar Snippets: Twitter & CRM

Podcast Script: Outsiders Take of the Week for March 31, 2009: Leveraging Twitter in a CRM Deployment

Copyright © 2008 SugarCRM Inc.

Hello and welcome to this sixty second Sugar Snippet, the latest installment of the CRM Outsiders Take of the Week. The Take of the Week is a weekly distillation of trends and events in the CRM world, an offshoot if you will from the CRM Outsiders blog myself and Colin Beasty write up every day at www.crmoutsiders.com.

I have talked a lot about social media and web 2.0 apps in recent podcasts, and discuss this topic at length on my blog. But one social media feature that has exploded in recent weeks is Twitter. Who would have thought that the ability to communicate to the world 140 characters at a time would become so huge? But this amazing amount of voluntary communication between individuals, and between individuals and companies creates an amazing amount of opportunity from a CRM perspective.

Imagine it this way – with Twitter you have the ability to make a few tiny brand-oriented statements, and reach potentially thousands of your customers in an instant. Or, you can reach out to people that have shown interest in your brand right through Twitter. For example, if you search and find that someone is Twittering about evaluating products and yours is one of the products listed- you could message them offering more data or a promotion. Also, the fact that there are millions of people potentially talking about your brand gives you a great tool to measure market visibility, consumer awareness and attitudes towards your brand.

Now the Twitterverse, as I like to call it, is vast. Tracking all of the talk going on about your company can be difficult. But – if you embed the Twitter talk around your brand in your CRM system and track it, or track your employees Twitter exchanges in a CRM system you can start to make sense of the Twitterverse, and begin to make standard procedures to optimize Twitter for your organization.

To get started on your way to mastering Twitter, I recommend getting used to the Sugar Feeds that come standard in SugarCRM. This “internal Twitter” allows you to hone the way you communicate, becoming efficient in your delivery of messages. Once you are ready to start delving into the Twitterverse at large, check out the GetSocial Twitter integration on SugarForge. It’s a fast and simple integration that lets you leverage Twitter and all its capabilities right from inside SugarCRM.

And that, my friends, is your Outsiders Take of the Week...

Copyright © 2009 SugarCRM Inc.

www.sugarcrm.com

This document is subject to change without notice.

License

This work is licensed under the Creative Commons Attribution-Noncommercial-No Derivative Works 3.0 License (“License”). To view a copy of this license, visit <http://www.creativecommons.org/licenses/by-nc-nd/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

Disclaimer

Your Warranty, Limitations of liability and Indemnity are expressly stated in the License. Please refer to the License for the specific language governing these rights and limitations

Trademarks

All SugarCRM logos in this document are registered trademarks of SugarCRM Inc. See the SugarCRM trademark policies at <http://www.sugarcrm.com/crm/open-source/trademark-information.html> for more information on how SugarCRM trademarks can be used.