



The Small Business' Guide to Social CRM

Craig M. Jamieson

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Smart businesses are taking advantage of new technologies to overcome the challenges and secure the opportunities arising from recent shifts to buyer behaviour. The single biggest challenge for businesses today is to retain the loyalty of your existing customers and to find a way of extending your reach to find new ones. Social CRM allows you to do precisely that, offering a platform from which you can manage your current customer base while building and extending it.

Craig Jamieson, an expert in social sales, wants to unlock the power of Social CRM for your business. With this book he takes you through the process of integrating Social CRM within your business strategy. He explores how to evaluate your needs, and discusses choosing the right Social CRM system for your business, before looking closely at how to successfully implement the system with best practices to bring increased revenues.

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