



Turning Social Media into Profits in the Beer Business

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Today's Speaker

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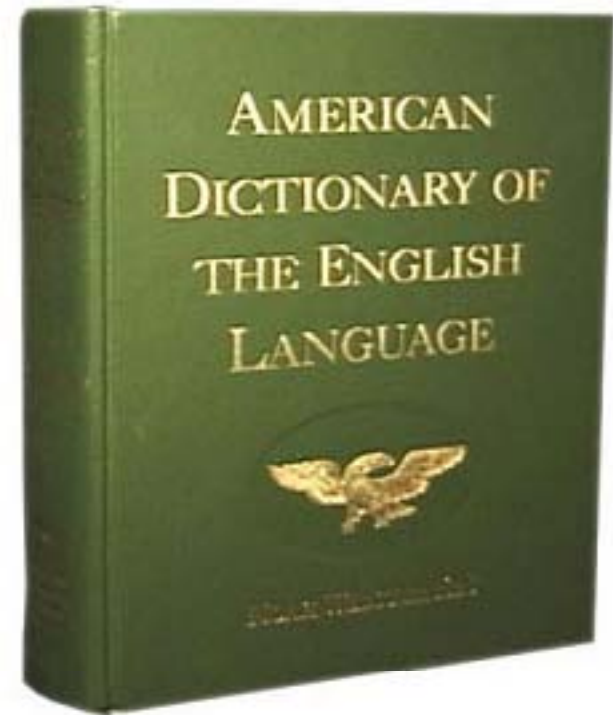
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Definitions

- Social CRM

A philosophy and a business strategy, supported by a technology platform, business rules, workflow, processes and social characteristics, designed to engage the customer in a collaborative conversation in order to provide mutually beneficial value in a trusted and transparent business environment.

It's the company's response to the customer's ownership of the conversation.



Definitions

- Social Media

Social media includes the various online technology tools that enable people to communicate easily via the Internet to share information and resources.

Social media can include text, audio, video, images, podcasts, and other multimedia communications.



Definitions



- How are they different?

Social Media refers to the channels customers are using to talk to friends, family, peers, businesses and other entities

Social CRM is business's strategy for capitalizing on these new channels

SCRM in a B2B context

- Number of customers is smaller
- Requires a higher degree of intimacy
- Communications must be about the needs of the customer



SCRM in a B2C Context



- Number of customers can be vast
- Requires less specificity, but more care in tailoring a message for the masses
- Needs of customers still critical – but so is engagement

What SCRM looks like in practice



- Few businesses have start-to-finish strategies
- Many are scraping social data into CRM
- Few are engaging yet
- Two-way interactions make SCRM powerful

Mobile CRM



- Moves CRM off the desktop
- Makes CRM a tool for more users
- Paves the way for better CRM adoption
- Opens the door for interesting new applications of CRM

Mobile expands CRM's “how and who”



- Not just a tool for field sales
- Service and delivery personnel can benefit
- Workers don't just work at their desks anymore

Mobile CRM: distributors and manufacturers

- Mobile allows access to a more complete set of data
- Mobile keeps all people in the field up to date
- Mobile allows rapid responses to customer circumstances



Technical Concerns

- Security
- Usability
- Off-line Use
- “BYOD”



The convergence of social and mobile

- Much customer content in social media comes from mobile devices
- Capturing and understanding that data allows businesses to become more responsive
- It's a two-way medium



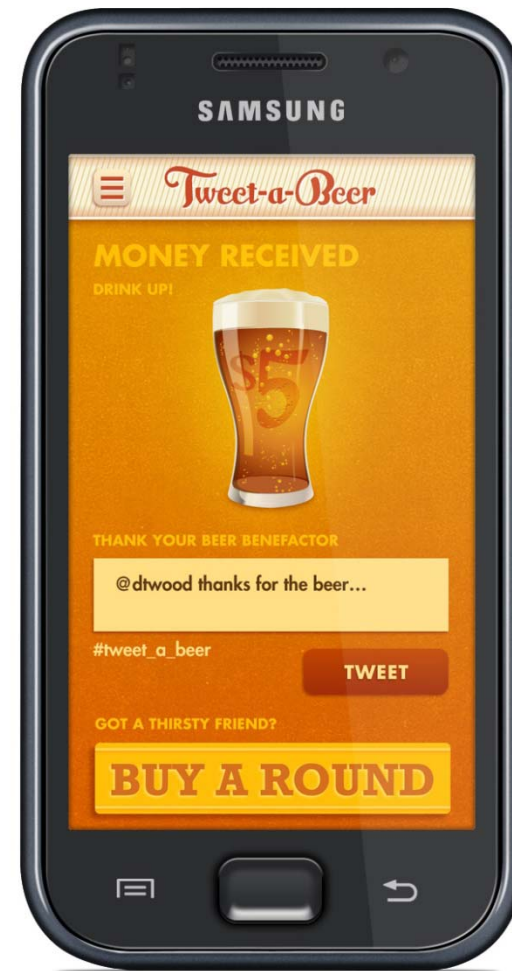
Social and Mobile encourage customer engagement



- Mobile Offers and promotions
- More data for sentiment analysis
- Data closer to “where it happens”

Social and Mobile amplify each other's impact

- Time
- Place
- Relationships in Real Time



Unique opportunities in beer

- Introduction of new products
- Timely tracking of sentiment
- Loyalty-building programs
- Chances to spot new customers



Customers and customer loyalty



- Mobile Contests
- Engagement via Twitter
- Facebook

Product co-creation

- Virtual Focus Groups
- Naming Contests
- Grade Seasonal Brews
- Ask for Suggestions



Feedback from the field



- What are people saying about your product and your loyalty efforts?
- More importantly: what are people saying about your **COMPETITORS** products and loyalty efforts?

New, powerful sales data



- Social + Mobile: who's saying what about your product – and where
- How are promotions being viewed by customers?
- Where are people NOT talking about your products?



Questions?

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Going to NBWA's Annual Convention?

- San Diego, October 14-17
- “Social Media 102: The Next Step” – Monday, October 15 at 7:30am.
- Visit Booth 417 for a free website marketing evaluation!

More Resources for the Beer Business

- Recorded webinars
 - Paperless Processing
 - Brand Protection and Trademarking
- Beer Brief Whitepapers
 - Reducing Costs and Gaining Efficiencies with Supply Chain Automation
 - Strategies for Improving Relationships and Revenues for Brewers and Distributors
 - Build a positive work culture

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