

SOCIAL MEDIA CRM

NETIKS
ADVANCED E - BUSINESS

 Microsoft Dynamics CRM

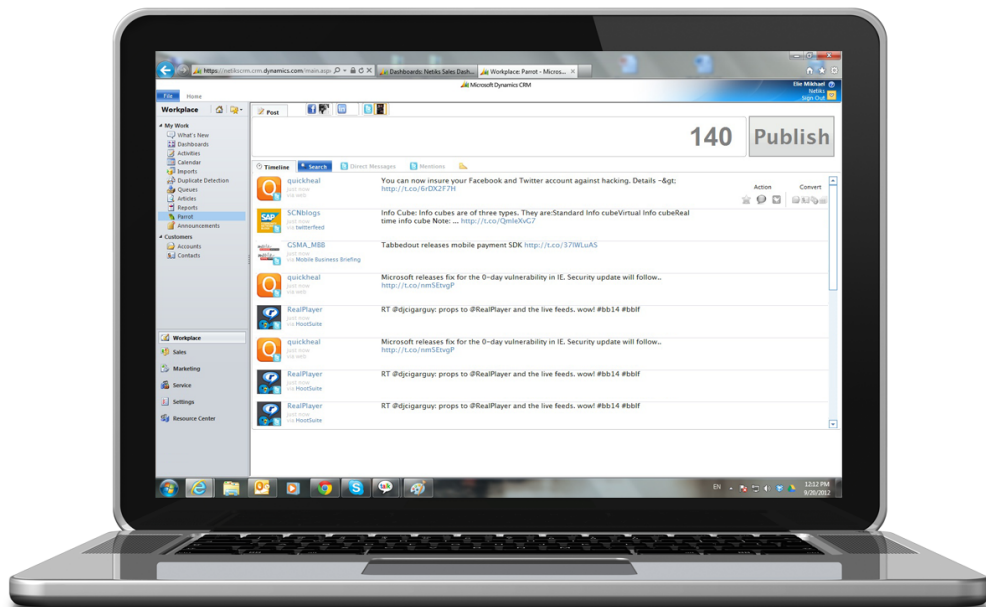


SOCIAL MEDIA CRM

In the world of today, **Social Networks** such as **Facebook, Twitter and LinkedIn** have become more than a trend yet a necessity and a place where almost each individual spends hours on daily basis for multi purposes: entertainment or business.

Netiks International introduces **Microsoft Dynamics CRM** integrated with **Social Networks** providing the possibility to monitor, search, manage and market your Facebook, Twitter and LinkedIn pages through Microsoft Dynamics CRM in a simple and user-friendly interface.

Netiks International
introduces **Microsoft**
Dynamics CRM
integrated with **Social**
Networks.



01

FUNCTIONALITY

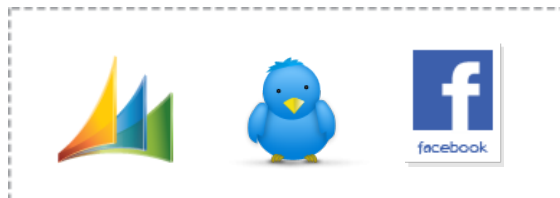
- A single integrated interface for Facebook, Twitter and LinkedIn.
- Saved conversation searches to aid with trend tracking.
- Automatic URL length reducer.
- Character length monitor specific to each social site.



01

FUNCTIONALITY

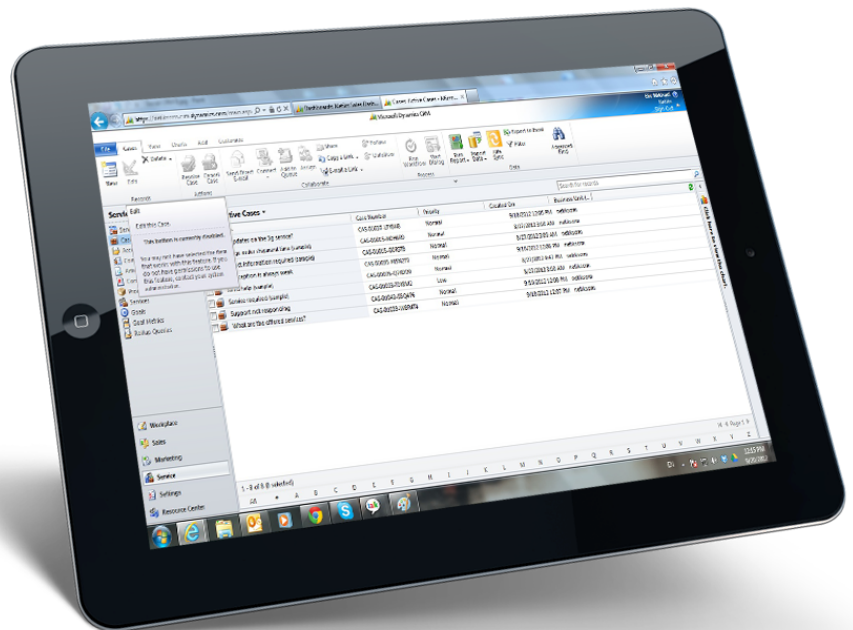
- One console that allows you to manage multiple brand or organizational conversations simultaneously.
- Ability to automatically create cases, contacts, accounts, and leads in CRM from real-time conversations.
- CRM graphical dashboards to track social media effectiveness and utilization.
- Powerful CRM tools to help you track social media marketing ROI and sales conversions and manage marketing campaigns.
- Ability to capture social media profile information directly into CRM contacts, leads, cases, or accounts.
- Workflow Automation directly from a Tweet or Facebook message into Cases.



02

BENEFITS

Netiks CRM adapted for Social Media keeps you close to your competition and closer to your customer, with an ecosystem of information shared free online, Netiks with the power of **Microsoft Dynamics CRM 2011** retrieves relevant information about your brand, customers, customers to be and ditch it all inside one single, user friendly view allowing users to interact freely with the outside world without barriers or roadblocks.



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03

■ WHY NETIKS SOCIAL CRM?

- **More Sources:** With more sources for leads, you can achieve more with less.
- **More Accurate:** We deliver your social media right from your social tidbits.
- **More Detailed:** Most current, complete contact data – including phone and email.
- **More Intelligent:** We search and make sense of unstructured data converting it to business critical intelligence and alerts.
- **More Connected:** We scan more social networks and give you a comprehensive view - finding common friends, colleagues and friends-of-friends that help open doors.