



The Social-Powered Enterprise

How social media is transforming your most important disciplines.

A Salesforce.com overview for growing businesses



Welcome to the brave new (social) world

Note to CEOs: your lurking suspicions are true. Your customers and employees, your prospects and partners are all talking about you behind your back.

They're doing it on Facebook, Twitter and YouTube. They're blogging, commenting, reviewing and joining user communities. And as they do so, they're determining the value of your brand and your business.

The social media revolution has amplified the voice of every customer and empowered us all to take greater control of our relationships with the companies and brands we choose to do business with.

Now, as a business leader, it's your turn to choose. You can ignore this global groundswell, dismissing it as hype, or you can decide to understand it, rise to the challenges and seize the opportunities.

This eBook is for CEOs and business strategists ready to do the latter – to harness the power of social media and put it to work throughout the company.

It's based on our experience helping tens of thousands of companies of all sizes put the power of social media to work across their businesses.

If you're still convinced that Twitter is just for celebrity-watching and Facebook for teenage gossip, we hope you'll keep reading.

Youtube write
Facebook
Commenting
Bloggi



Not just another channel

Social media is much more than just a new medium for broadcast-style messages to an amorphous marketplace.

It's a rich, many-to-many platform that gives all of your stakeholders a voice every other stakeholder can hear. It's also a new medium that opens the door to instant dialogue between your people and your customers, prospects, partners and market influencers.

And it's not just popular, it's a juggernaut...

What do we mean by 'social media'?

Social media includes any online environment in which users can create and share content, including:

Public social media services – such as Facebook, LinkedIn, Google+ and online forums

Blogging and micro-blogging – including Twitter, personal and industry blogs

Social bookmarking – like Digg, Stumble Upon and Delicious

Content sharing sites – like YouTube, Vimeo, Flickr and Slideshare

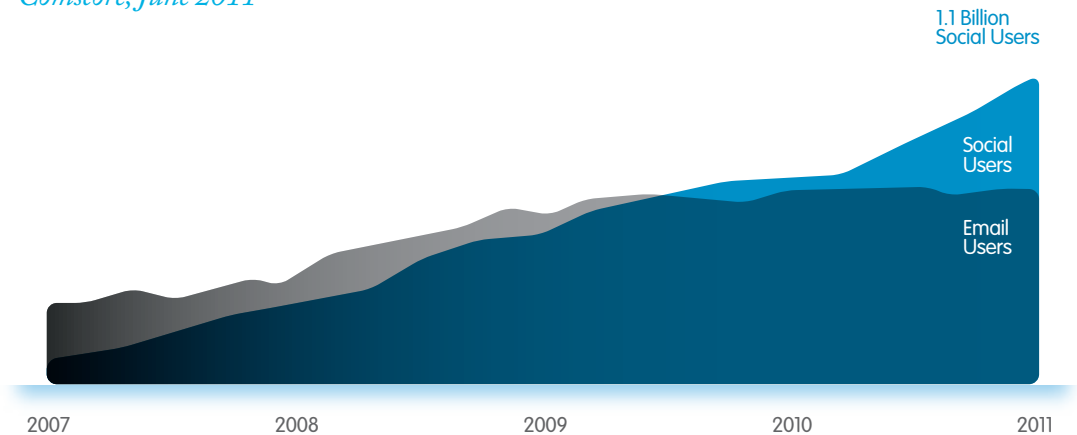
Social commerce – including ratings & reviews sites and services

Social enterprise apps – such as Salesforce Chatter, wikis or social CRM

They're all user-driven; they're all multiplied by 'network effects'; and they're all places where your business is being shaped today.

Social Revolution: Social Networking Surpasses Email

Comscore, June 2011



Data storm: this is big

56%
of US consumers feel
a stronger connection
to and better served
by brands that engage
with them online.

Cone Inc.

LinkedIn has
120M
members.

LinkedIn

78%
of business are actively
using social media.

Corporate Social Media Report,
Digital Brand Expressions, June 2010

1.5bn
Facebook posts a day.

Facebook

44%
of UK internet users aged
16 and over have their own
social networking page or site.

Office for National Statistics, November 2010

200M
Tweets a day.

Twitter

Nearly
23%
of UK internet time
– one in every
4.5 minutes –
was spent on social
networks and blogs
in 2009.

UKOM / Nielsen, May 2010

Nearly
250M
people use Facebook
on a daily basis.

Econsultancy, July 2010

Social networks
account for
11.6%
of all UK internet visits
in September 2010.

Hitwise, October 2010



An opportunity or a threat? It's both.

Social media is a threat

- If you ignore it and allow your competitors and new market entrants to steal the advantage.
- If you allow vocal detractors to drive the social conversations around your business.
- If your sales teams are going into new business 'blind' and your marketers fail to engage with prospects in their chosen forums.
- If your support teams know less about your own customers' issues than your competitors do.
- If your dispersed project teams are stuck using static, one-way communications.

Social media is an opportunity

- If you engage in the conversations around your brand – positively and constructively.
- If you encourage your most loyal customers to actively promote you – and reward them for it.
- If your sales teams start every new conversation knowing all about each new prospect.
- If your support people respond instantly to customer complaints on social forums, turning angry customers into fans.
- If your knowledge workers make better decisions, faster, because they're collaborating more efficiently and intelligently.
- If you can spot trends early and act on them more quickly than your competitors

In short, mastering the art of social media is far from a soft skill. It's a powerful way to increase revenue, loyalty and lifetime customer value while driving down the cost of sales, marketing, customer service and collaboration.

To us, that seems worth taking seriously.

Time-wasting?

Embracing social media can turn a potential problem – employees spending hours in Facebook for personal reasons – into a plus. Empower employees to engage with your stakeholders in social channels and that time will be re-invested in the business.

To younger employees, this is second nature – they're 'social natives', so they're more likely to interact positively in the channels they're most comfortable with.

Taking social seriously

A recent Cone Business study compared informal, ad hoc social media companies with strategic social media businesses. The strategic users were twice as likely to expect revenues to increase in 2011 (43% vs 22%). And 63% of the strategic users reported generating new business leads from social vs 36% of informal user companies.

[Radian6: Strategically Social report](#)

The front line

The three areas where social will make the most impact in your business today.

There are few areas of your business that wouldn't benefit from an injection of social media engagement. In this eBook, we'll touch on what we consider to be the top three:

Sales

Where social media opens up new sources of intelligence as well as new ways to initiate and deepen relationships

Marketing

Where social is changing the very idea of the brand and creating new ways to engage with potential customers

Customer Service

Where social is revolutionising your ability to respond to customer issues (and let other customers help out)

Clearly, social media can play just as profound a role in your human resources, product development, partner relations, field service and cross-discipline project teams. But if your business is just starting to explore the potential of social media, the Big Three are a great place to find the juiciest, lowest-hanging fruit.

Only for the big boys?

Some of the world's most successful brands have made huge strides in their social media practices. But that doesn't mean the social playing field will be dominated by the largest companies.

In fact, quite the opposite is true. Social media gives nimble, smaller businesses the exact same tools as the big brands.

You might not be able to fund a central social media command centre, but if you're smart about it, you can use social media to run circles around your largest competitors.



Social-Powered Sales

Social-Powered Sales

Social-Powered Marketing

Social-Powered Customer Service

Kieran Woods, one of your best salespeople, just noticed an interesting post on an online industry forum: a cry of frustration about a competitor's product.

In seconds, Kieran had looked up the angry customer's profile on LinkedIn. He noticed that he and the customer went to the same university and had a friend in common. He followed a trail to the customer's Twitter feed where he learned about specific issues on a recent project. And he discovered a blog post where the customer exposed his wish list for a new kind of service.

By the time Kieran picked up the phone, he was armed with everything he needed to start a great conversation and win a new contract.



The social-powered sales team

Listening pays dividends

Customers everywhere have the same complaints about the way they're sold to: not enough salespeople take the time to really understand their needs before launching into their standard pitches.

Before social media, the research process was limited to asking around the office and doing a website trawl. No wonder pitches tended to be generic.

Today, social-powered sales research generates an enormous amount of insight into each opportunity – even before a prospect has been engaged.

Why? Because more and more of your prospects are participating in forums and groups; or blogging, tweeting and posting to Facebook. They're sharing an enormous amount of information about themselves, their challenges and their preferences. And any sales team that isn't harvesting this insight is at a serious disadvantage against any sales team that is.

Social-powered sales includes

Today's most effective sales teams are using social media to:

- Discover opportunities
- Research prospects & companies
- Reach out to new prospects
- Collaborate internally to direct pitches
- Detect warning signs in existing accounts
- Spot competitive moves early
- Target pitches to specific decision-makers
- Make deeper, more personal connections earlier

Sales intelligence increases win rates by 17%.

CSO Insights

Social-Powered
Sales

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Marketing

Social-Powered
Customer Service



The benefits of social-powered selling

Social media helps sales people offer the right solution at the right time to the right people while continually deepening relationships. That pays off in measurable ways, including:

Greater reach

seeing more opportunities

Higher productivity

focusing on hot prospects

Better close rates

with more targeted pitches

Deeper relationships

through better listening

Better return on knowledge

through intelligent collaboration

Action Points

Find your social forums – Empower your sales teams to find out where your prospects spend time – forums, blogs, social sites & groups, etc

Tune in – Listen to the conversations. Set up Google alerts, join groups and forums, use LinkedIn, follow Twitter conversations

Socialise your CRM – Integrate social profiles and activities into your customer relationship management system – including most recent tweets, posts & forum comments

Social-power your collaboration – focus your company knowledge and experts around each open opportunity using internal social networks

Track social-driven sales – measure the return on your social investment

Quick Case

IBM listens for leads

In 2009, IBM asked employees to spot social conversations around topics like server replacement and storage system purchasing. The program, called 'Listening for Leads' brought in millions of dollars in new business.

“Social media quickly establishes the credibility and trust you need to build meaningful relationships.”

Christina Weil, Sales Exec, global tech company

Social-Powered Marketing

“

Tim Kessler left his job at Gigantor to start up a new company. His idea for a new smartphone app was fantastic, but his marketing budget was... non-existent.

So Tim focused on social media marketing. Within six months, his blog and Facebook page were buzzing with engaged users and his Twitter followers hit 9,000. All from less than 10 hours a week of his own time plus one part-time hire.

As the company grew, the social media mindset remained at the heart of the brand. They didn't just have users, they had fans. It showed in their 5-star ratings & reviews, in their web traffic and in their social engagement metrics.

Today, Tim's company has a five-strong social media team – and it still hasn't spent a single penny on traditional advertising.

”

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Sales

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Social marketing: a new kind of brand

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Quick Case

[A family wine juggernaut](#)

Gary Vaynerchuk grew his family business – a New Jersey based liquor store – from \$4m to \$50m in sales using social media promotion alone.

Marketing by engagement

No discipline has felt the impact of the social media revolution more than marketing. In a few, very fast years, social media has gone from an experiment at the fringes of the marketing plan to the very heart of marketing strategy.

Yesterday's brand was the sum of everything you said and did. Today's brand is the sum of everything people say about you.

The transition from broadcast-style marketing to personal engagement and community-building has been a revelation for the brands that are leading the way. Today, consumers and B2B buyers alike expect you to be in the forums and social sites where they spend their time (but they don't expect you to carry your 'hard sell' marketing practices into the new social domain).

Social-powered marketing includes:

Social media marketing is a broad, rich palette of tactics including:

- Blogging and micro-blogging (Twitter)
- Facebook brand pages and LinkedIn groups
- Social sharing sites like YouTube and Slideshare
- Social commerce around user ratings & reviews
- Online communities like this one
- Online PR and reputation management

In all these places, brands are encouraging their target audiences to engage with them, offer feedback, share their experiences with friends and participate in communities, contests and social games. And all of this can be streamlined behind the scenes with a new generation of social collaboration tools that accelerate marketing processes and empower teams.

As 'soft' as this kind of marketing may seem, it's actually proving to deliver measurable returns (just look at the rise of social monitoring tools like Radian6).

90% of online consumers trust recommendations from people they know; 70% trust unknown users, 27% trust experts, 14% trust advertising, 8% trust celebrities.

Erik Qualman, Socialnomics



The benefits of social-powered marketing

Social-powered marketing harnesses the power of crowds to deliver tangible benefits, including:

Greater exposure where your audiences spend their time

Increased engagement and deeper relationships with customers

Increased web traffic and conversions and higher search rankings

High-quality inbound leads that turn into revenue faster

More efficient marketing budgets with higher returns

Faster marketing campaigns with better targeting

Action Points

Listen and monitor – Track the online conversations around your brand, your market and your competition

Start dialogues – Don't hide behind the brand; come out and meet people where they're already gathering

Identify influencers – And build bridges to keep them on side

Share your stories – let people inside, through blog posts, tweets and social pages

Make it easy for people to share your content – and encourage them to do so

Inject social commerce trust – by inviting ratings, reviews and comments

Social-power marketing teams – with social collaboration tools that share best practice and encourage innovation

Quick Case

Rackspace gets involved

In 2009, Rackspace, the IT hosting company, started to engage with IT managers on Spiceworks, a leading IT community.

They started with low-key participation – answering questions and posting technical papers – before experimenting with a 10% discount off its hosted email service. The results were excellent, showing a 2-month ROI. And a subsequent promotion out-performed a nine-person sales team.

“Conversations among the members of your marketplace happen whether you like it or not. Good marketing encourages the right sort of conversations.”

Seth Godin

More than 60% of marketers agree that overall marketing costs decreased when social media was used.

*Social Media Examiner,
April 2011*

Social-Powered
Sales

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Marketing

Social-Powered
Customer Service



Social-Powered Customer Service

“ Ryan Flanagan was having a bad day. On a business trip to New York, he left his wallet in his hotel room. The hotel’s social monitoring tool spotted his exasperated tweet on Twitter, opened a case and alerted the customer service team.

In less than ten minutes, the customer service agent tweeted Ryan back offering to get his wallet to him at his next meeting. Later that night, Ryan told the story on Facebook and it went viral, receiving 340 ‘Likes’ and being re-posted 120 times.

A travel blogger picked up on story and gave it another week’s life, touching 170,000 people.

”

Social-Powered
Sales

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Customer Service



Customer service comes out from the call centre

Social-powered satisfaction

Five years ago, the only way you heard about customer problems was in a retail outlet or in your call centre. Today, customers don't automatically contact you any more. They're more likely to turn to the cloud with their problems – posting on Facebook, tweeting or searching self-service support sites.

The brands that are winning hearts and minds in every market are the ones that are learning to embrace all these social channels as part of their customer support efforts – and their support costs are actually coming down.

For these social-powered brands, social media provides:

- An early warning system to spot brewing problems
- A way to respond to & resolve customer issues
- A way to increase positive sentiment, satisfaction and referrals

New metrics

Today's most progressive customer support operations combine traditional customer service metrics (like satisfaction ratings, defection rates and first-time resolutions) with social support metrics (sentiment, conversation volumes, 'likes' and retweets) and business metrics (revenues, costs).

The result is a new attitude to customer support as a primary business driver rather than a cost centre.

Social-powered customer service includes:

- Actively listening for support opportunities on social sites
- Including social profiles on contact centre screens
- Encouraging people to self-support
- Rewarding customers who actively help others
- Letting people vote on the most helpful support content
- Collaboration tools to connect agents to expertise

“Social media represents a new dynamic in customer experiences in which the company, its products, services, reputation and the way it treats its customers become highly visible to millions of people.”

Dr Natalie Petouhoff and Kathy Hermann,
Calculating the ROI of Social Customer Service

“Social media has changed customer service from being a support function to being an extension of marketing.”

ClickZ,
February 2011

The benefits of social-powered support

Happier customers

who know you're looking out for them

Lower support costs

as calls are deflected to self-support or solved before they escalate to a call

Increased agent productivity

by connecting them with the right knowledge

Increased first-time resolutions

even before a case is created

Enriched knowledge bases

that customers help create

40% of corporate Twitter accounts engage in some kind of customer service.

Burson Marsteller on Social Media Today, June 2011

Action Points

Engage with customers where they are – and encourage them to use the right support channel for their issue

Encourage 'one and done' support – with rapid response to tweets and Facebook posts

Automate social listening – with a system that grabs social posts and assigns them to an agent

Maximise your knowledge assets – make it easy for customer-facing people to access your expertise

Social-enable your online support portal – rewarding users who help other users

Integrate all channels – so agents see traditional and social channels together in one view

Quick Case

Boingo responds

"Boingo, the WiFi service provider, connects with customers on Facebook, Twitter, Flickr and LinkedIn.

On Twitter, representatives scan the web for mentions of the brand and reach out to customers with both positive and negative feedback. They're quick to find people reporting technical issues and often offer to connect by e-mail.

Kind words about the brand will often see a retweet or note of thanks in a sincere, non-corporate tone. Each of the three social media customer service representatives have their name and headshot on the @boingo profile page, adding to the transparency of their tweets."

[Mashable Business](#)

"All companies should focus on listening and monitoring first as this is the bedrock for deciding what then to do."

Warren Buckley, Managing Director
BT Customer Service

Principles of the Social-Powered Enterprise

That's our whistle-stop tour of the most important disciplines for the social-powered enterprise. Now for six simple principles:



These are guiding principles that apply as you harness the power of social media cross your business. Let's take them one at a time...



Six Principles

Listen

Social-powering your business must start with listening.

Monitor the social media conversations that are happening around your business right now, including conversations around:

Your market – What are people saying about the key issues in your industry?

Your company – What are people saying about you? How are they responding to your news and your messages?

Your brands – Get specific, monitoring conversations around your products, services and brands.

Your competitor – What's the buzz around your competition? Any early warnings or opportunities to gain an advantage?

How do you listen?

Make it somebody's job – or spread it around a team. But make sure it's clear who is monitoring what.

Use monitoring tools – from the free tools (like Google Alerts) to the enterprise-class suites like our own Radian6 (which is pretty amazing if we do say so ourselves).

Ask for regular reports – make sure your social trends are being communicated to the management team in simple top-line reports (with drill-downs for the most interested).

“If you think you are in control, you’re fooling yourself. As soon as you start listening, you realize you’re not in control. And letting go will yield more and better results.”

Charlene Li, Author



Engage

Be wherever your audience is. The biggest crime in the social enterprise is to ignore the people who care enough about you to share their views with others.



But engagement has to be sensitive. You can't control the conversations, so don't even try. Social media's short history is already studded with the burnt brands that tried to contain or control a social media conversation. Bad idea.

The first goal of engagement is to show people that you're listening and that you care about what you hear. You never need to be dragged into public debates to do that.

How do you engage?

Find your natural social engagers – It's often the younger people, who have grown up with social media. But anyone who understands and enjoys social media in their private lives should be good at representing your company, too (with a little guidance).

Develop guidelines – You don't have to limit your engagement to a few social media experts. But if you do let all employees participate, issue carefully developed guidelines based on an engagement strategy.

Start with 'thanks' and 'sorry' – Reward all social promoters with a thank-you. And offer a sincere apology to people who have had a bad experience. It does wonders.

Back up words with actions – Saying the right thing in social channels is a start. Doing the right thing is the real point. Make sure your social engagers are empowered to do things and right wrongs.

“Engaging in an authentic, meaningful conversation with consumers will be the key to marketing success and growth, even if that means acknowledging negative feedback; transparency is paramount.”

Ron Blake,
Rewards Network

“Communicating through social media will become part of everyone's job description.”

Tom Nixon,
Nixon McInnes

Measure

Social media brings with it a whole new set of metrics for your business.



You don't want to be swamped by these strange new performance indicators but you can't just apply traditional metrics to this new world and expect to get a good read on your progress.

Social media metrics will vary by channel (Facebook has 'Likes', Twitter has 'Followers') but here's a sample of some of the metrics you may want to start tracking:

Activity and Engagement Metrics

- Members and Active profiles
- Posts – frequency and density
- Comments and brand mentions (including sentiment)
- Inbound Links
- Tags, Votes, Bookmarks...

Value Awareness and Influence

- Brand loyalty/Affinity
- Media placements
- Share of Conversation
- Sentiment of posts
- Net promoter scores
- Interaction with content...

How do you measure?

Use monitoring tools – Again, you can't really do this manually. Automate, capture and report.

Link to outcomes – Track the effect of your social activity to business outcomes such as revenue, referrals, cost-per lead, customer retention rates, cost savings and issue resolution times. That's where real ROI comes from.

Don't ignore the qualitative – Numbers are seductive but qualitative measures can give you insights that raw data may miss.

Check it out

The Radian6 eBook "[Social Media Listening, Measuring and Engagement Primer](#)" is an excellent place to start as you develop the most relevant metrics for your business.

“Quit counting fans, followers and blog subscribers like bottle caps. Think, instead, about what you're hoping to achieve with and through the community that actually cares about what you're doing.”

Amber Naslund,
Social Media Today

Integrate

Social media is too important to live in its own silo at the edge of your business.

The most successful social-powered businesses integrate social media into their core business processes and the technologies that support them.

If you use CRM, social-enable it. If you're marketing a piece of content, do it across all social communities. Integration means making social a part of everyday activities, not a separate discipline.

How do you integrate?

Re-engineer key processes – You can't really harness the power of social and expect to leave every business process alone. Be ready to re-think processes (from recruitment to product management to call centre).

Use social-powered technology – Companies who use traditional, on-premise CRM software are struggling to go social. Cloud-based CRM is social-native. Similarly, why have a collaboration intranet if it doesn't support social engagement tools?

Build social metrics into the business – We've talked about metrics but the key here is to integrate your social metrics and link them to your most-used business metrics. That which gets measured gets managed.

“If the Army can figure out how to do secure social networking and break down silos and encourage informal problem solving within a rigid hierarchy, surely your business can.”

Mark Drapeau,
Cheeky Fresh blog

“Social media touches every facet of business and is more an extension of good business ethics.”

Erik Qualman,
Author of “Socialnomics”

Collaborate

Not all social media is prospect- or customer-facing. It can also turbo-charge your internal collaboration, knitting far-flung, multi-discipline project groups into tight teams.

Today's social intranets or web-based collaboration spaces are a far cry from the static, first generation content dumps. And people use them much, much more because of it.

How do you collaborate socially?

Add social power to your intranet sites – Let people create profiles, upload content, share ideas and comment on everyone's contributions.

Include your people's expertise & experience – Social collaboration makes it easy for people to identify the experts in your organisation. So you get the most from your knowledge assets.

Encourage two-way content flows – Collaboration can't be top-down. If everyone can't contribute, it's not really collaboration.

Allow updates to trigger alerts – Make sure your collaboration space alerts participants by email, Twitter or text messages so they know when to come back.

Chatter pays

Okay, this is a blatant plug but [Salesforce Chatter](#) is a perfect example of integrating social media into the fabric of your business.

It's essentially a private social network for your company (or any project team) and it makes it really easy to collaborate across geographies, disciplines and hierarchies. How does 27% fewer meetings and 30% fewer emails* sound?

*MarketTools survey of 6,000+ Salesforce customers



Don't just sell... help

It's tempting to approach social media as you might approach traditional channels: as opportunities to shove your agenda on to a remote target audience. That doesn't work.



Social media is more like a community gathering. It's bad manners to march up to someone you never met, shove your business card in their hand and tell them about the new features in your latest product release.

You might feel you're getting your message across, but you're actually alienating people.

Yes, social media can be an effective sales and marketing channel, but it's most effective when you turn the tables and make it all about the other person, not all about you.

The best thing your company can do in social media is to be helpful to your customers, prospects, stakeholders and influencers.

So don't use every social media interaction as an opportunity to sell. Be helpful to customers and prospects and the good will comes back to you many times over.

How do you help?

Start with your community's needs – Think about how you can make their lives easier, help them achieve their goals or do their jobs better. That's the spirit of social.

Always be transparent – Never let your people pretend to be someone they're not; never let them hide their connection to your company; never try to disguise yourselves as happy customers. It will backfire. And it should.

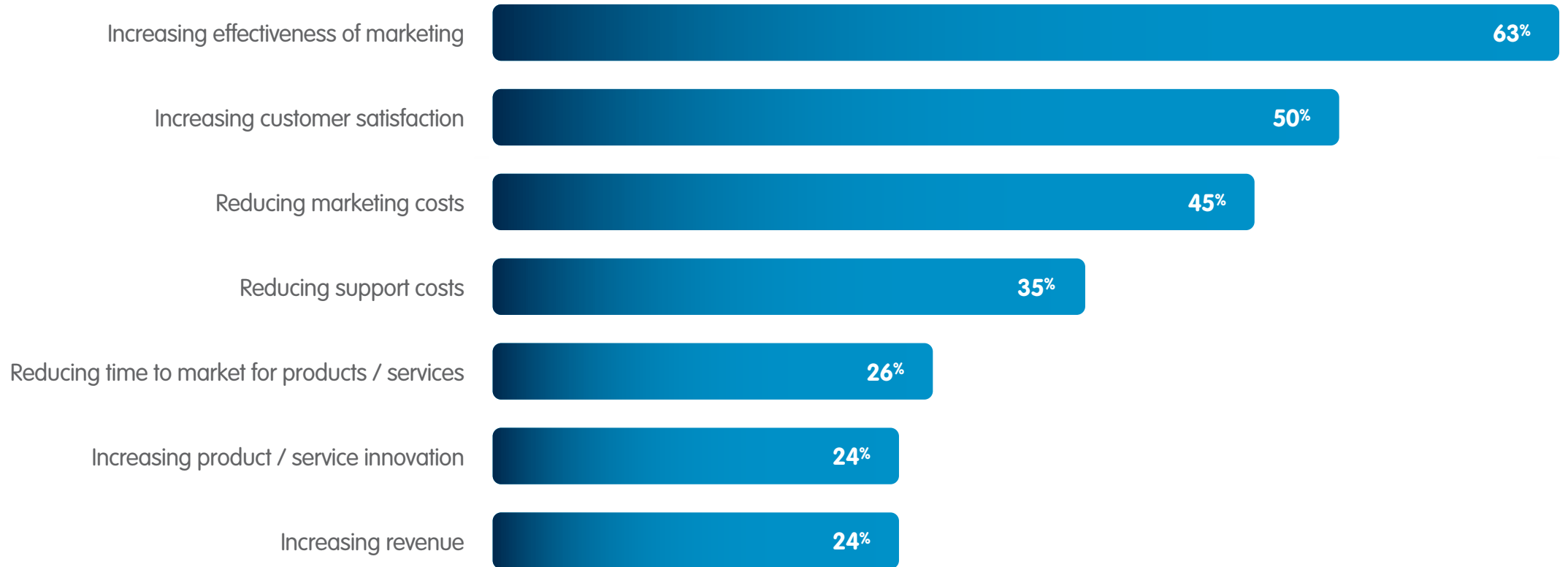
Do unto others... – If you want retweets, retweet other people's tweets. If you want blog comments, get out there and comment on other blogs. If you want backlinks, link out to others.

“Social Networking that matters is helping people achieve their goals – doing it reliably and repeatedly so that over time people have an interest in helping you achieve your goals.”

Seth Godin

Return on Social Media

Companies who use social media report some pretty important benefits:



Conclusion: this is now

Social media is a both a buzzword and bandwagon. But despite all the hype surrounding it, there can be no mistake: something big is happening and it's already affecting the way you do business.

In this short eBook, we hope we've helped you to identify some of the most important places that social media can make an impact on your own business – whether it's a start-up or a thriving market leader.

Social media is more than a channel or a set of online services. It's a new mindset that embraces the power of the customer instead of resisting it.

We think that's a very big idea indeed and we'd love to help you put it to work.

“We need to stop interrupting what people are interested in and be what people are interested in.”

Craig Davis, J Walter Thompson



How Salesforce Can Help You Achieve Social Success

[Salesforce.com](https://www.salesforce.com) is the secret ingredient inside many of the world's most successful social enterprises – including everything from start-ups to major global brands.

Because all of [Salesforce.com](https://www.salesforce.com)'s products are engineered with social-media built in, they're all ready to help you reach out and engage with your stakeholders wherever they are.

Our vision of how companies can effectively transform to embrace the fast moving trends and new forms of engagement is called the Social Enterprise. It's built on three key steps.

The Customer Social Profile

In order to engage and better sell to and service your customers with the Sales Cloud and Service Cloud, you first need to know who they are, what they like and what public social networks they are active on. This full view of a customer's social footprint, including company and contact data from our Data.com solution provides improved data quality and accuracy for leveraging customer relationships.

Employee Social Networks

Social networks have taught millions of users worldwide a fundamentally more efficient collaboration paradigm. With profile pages, status updates, document sharing, groups, the ability to follow business records and real-time instant messaging, Chatter drives greater transparency, visibility and cooperation between employees wherever they may be, and from mobile devices such as iPhone, iPad, Android and Blackberry.

Customer and Product Social Networks

In order to harness the potential of social engagement, you first need to understand what is being said about your brand, products and services before you can effectively join the conversation. Our Radian6 social media monitoring and analysis platform allows you to listen to and engage more effectively through public social networks, blogs, forums, video and content sharing sites. Additionally, the power of the force.com and Heroku platforms for building social and mobile apps allows you to reach out to customers in new and exciting ways, through their channel and device of choice.

And it all happens in the Cloud, so there's no software or hardware to buy, deploy, manage and maintain.

At Salesforce, we're a social-powered business ourselves So we're ready, willing and able to help you become one, too.

[Talk to us](#)



Did we mention this was big?

More than

24hrs

of video are uploaded
to YouTube every minute

There were nearly

2bn

people searches
on LinkedIn last year

Flickr members
upload more than

3,000

images every minute

The average
Facebook
user creates

90

pieces of content
each month

More than

1M

companies have
LinkedIn Company Pages



Resources

These are some of our favourite bloggers and resources relating to the social-powered enterprise:

[Social Boom! How to Master Business Social Media](#)

By Jeffrey Ditoer

[Social Media Today](#)

An excellent resource that covers the entire social media spectrum

[The Social Sales Revolution](#)

A Salesforce slideshare.

[Six Ways to Take Your Contact Center Social](#)

A quick interactive tour

[Econsultancy.com](#)

The digital marketing community and publisher

Thanks

To these friends for their help, input and review:



[Paul Dunay](#)
[@PaulDunay](#)

Author and [Social Media Darwinism](#) blogger

Paul Dunay is an award-winning marketing expert with more than 20 years' success in generating demand and creating buzz.

Paul is the Chief Marketing Officer of Networked Insights, a leader in social media analytics, and author of four "Dummies" books: *Facebook Marketing for Dummies* (Wiley 2009), *Social Media and the Contact Center for Dummies* (Wiley Custom Publishing 2010), *Facebook Advertising for Dummies* (Wiley 2010) and *Facebook Marketing for Dummies* 2nd Edition (Wiley 2011).



[Maria Pergolino](#)
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[Marketo](#) guru and B2B blogger

Maria is senior director of marketing at Marketo and an experienced CRM, social media, search marketing, and marketing automation specialist.

Maria contributes to many marketing blogs and her posts and papers are widely read. She has a marketing degree and MBA from the School of Business at Rutgers University, is a [Salesforce.com](#) Certified Administrator and user group leader, and a speaker at numerous marketing events.



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Jacob is a thought leader and community leader in social business. He co-founded Chess Media Group, a social business consultancy focused on Social CRM, Enterprise 2.0, and Social Media.

Jacob's book, [Twittfaced – Your Toolkit for Understanding and Maximizing Social Media](#) was entirely co-authored through online collaboration. Jacob is currently working on another book for McGraw Hill due out 2012 on enterprise collaboration.

Jacob's blog is ranked among the top 100 most influential marketing blogs in the world by AdAge and is widely syndicated.



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Salesforce.com is the enterprise cloud computing company that's leading the shift to the Social Enterprise – helping over 100,000 companies connect to customers and employees like never before. Our social tools include:



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- [Sales Cloud](#), for social-powered sales force automation and contact management
- [Data.com](#), B2B sales and marketing account and contact data



Deliver amazing service

- [Service Cloud](#), for social customer service and support solutions



Join the conversation

- [Chatter](#), a secure, private social network for your business
- [Radian6](#), social media monitoring and engagement



Build killer apps

- [Force.com](#), the cloud platform for custom app development
- [Database.com](#), the trusted cloud database
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Cloud Computing Marketplace

- [AppExchange](#), the leading marketplace for enterprise cloud computing applications



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