

Best Practices in

# Leveraging The Power of Social Media

What does your company recommend as a strategy?



Coming in  
*CRM* magazine's  
August 2009 Issue

Reservations/Copy Due:  
June 16, 2009

thought leadership & lead generation

## Best Practices Series

# LEVERAGING THE POWER OF SOCIAL MEDIA

## What does your company recommend as a strategy?



Twitter, Facebook, YouTube, blogs and wiki's are part of the communications landscape these days. Many CRM vendors have already dabbled in integrating these applications and services into their solutions because they are convinced that this new phenomenon holds tremendous potential for interacting with customers but there doesn't seem to be a clear road map to success.

In this special supplement to CRM magazine, we invite you to offer our readers your best practices for deriving business benefit from tapping into social media using your tools. Innovation customer case studies, best practices for creating a strategy, how to assess the effectiveness of social media strategies, or case studies detailing how your clients have achieved success.

Let's face it, most companies haven't figured out how to leverage to the power of social media in their business plans. Intuitively, they know that they will benefit if their approach is on target, but few know exactly how that approach should be navigated, and most companies' strategies are tentative at best.

The August issue of CRM magazine offers your company the chance to influence how organizations adopt social media strategies and positions you as a thought leader in an area where people are seeking guidance. This section will also be comprehensively marketed online to generate actionable leads to fill your sales and marketing pipelines.

### CRM MAGAZINE ROUND-TABLE WEBCAST

**Date:** August 12, 2009

All participants in this special supplement are invited to also participate in a round-table webcast on the same topic. The total number of vendors will be limited to just four companies. This round-table webcast will include:

- No more than four participants
- Moderated by CRM editor-in-chief, David Myron
- Complete marketing program which includes print, email invitations, onsite advertising
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#### Entree to our audience and leads

Your sponsored essay, white paper, or case study will be printed in a special section of CRM magazine's August 2009 issue on 80# stock, preceded by an introduction by our editorial director, David Myron, with extensive distribution via our magazine and website, [www.destinationCRM.com](http://www.destinationCRM.com).



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- A behind-the-scenes look at your technology solution and why it's important

WESTERN TERRITORY

**Dennis Sullivan**

**800.248.8466 x538**

email: [dennis@destinationCRM.com](mailto:dennis@destinationCRM.com)

EAST AND MIDWEST TERRITORY

**Adrienne Snyder**

**201.327.2773**

email: [adrienne@destinationCRM.com](mailto:adrienne@destinationCRM.com)