

**SEMINAR REPORT ON “SOCIAL MEDIA MARKETING & CUSTOMER RELATIONSHIP” ON 13<sup>TH</sup> SEPTEMBER-2018 AT EPCH HOUSE-MORADABAD.**

The Export Promotion Council for Handicrafts (EPCH) Organized the seminar on “Social Media Marketing & Customer Relationship” at Moradabad, Uttar Pradesh. entrepreneurs and EPCH Exporters members are participated with keen interests of knowledge/awareness on the export understandings.

**HEADED BY**

**Dr. Mosam Sinha [Corporate Trainer], Moradabad**

**Dr. Mosam Sinha Guest Faculty** - described the topic in an interesting way to the participants. **What is The social Media :-** Social Media has been used in several contexts related to different technologies and what they accomplish. Social media may be defined as the production, consumption and exchange of information across platform for social interaction. Social media has taken the web world by storm. It has completely revolutionized the ways communication used to take place even a decade ago. It makes use of web- based technologies to transform and media monologues into social media dialogues. This technology is mostly of grate interest to those that are interested in search engine optimization and internet marketing. The Social media technology also supports the democratization of knowledge and information transforming people from mere content customers to content producers. People now rely more on social to lern about events and influenced more than ever by their peers. As a result social medias now play a significant role in forming public opinion.



### Three Ways to Use Social Media for CRM :-

There are three great ways to use social media when working with customers.

The first way is to use it for managing complaints. Social media is a good platform for complains. This is because it is easier to deal with detailed complaints in writing compared to working over the phone. To deal with complaints, you should follow a two-step process. In step one, you need to respond to the public message posted by the customer. This is crucial because it allows other people to see that you do respond to these messages.

In step two, you move the conversation into the private sphere. The best thing to do is to try to resolve it via direct messaging on the platform. Only if the situation is too complicated should you ever move away from the social media network. Social media in CRM does not need to be all about complaints. In fact, you should also use it positively. A good way to do this is to reward loyal customers. Customers who engage with your brand online are valuable to you and expend a lot of [brain power](#) in advocating your business. Thus, you can and should provide them with the rewards and incentives to continue doing so. You can reward them online by liking or sharing their posts. However, do not skip the offline rewards. You can reach out to your favorite followers to collect their details to send them special gifts.

Finally, you can use social media to create more value in your products. There are opportunities online for you to both [upsell and cross-sell](#) your products. Using social media for upselling is not about the sales pitch itself. It is about taking advantage of the right opportunities at the right time.

This is why it is important to keep up with what your customers are saying. You will then see these opportunities begin to come up organically. This provides you with a moment to swoop in, offering a valuable solution to those in need. Your customers are already online. If you choose to meet them, you can use social media to build deeper relationships that benefit you both.

Social Media CRM (SCRM) :- SCRM is a Social Customer Relationship Management. The integration of social media with customer relationship management (CRM) strategies –is the next frontier for organization that want to optimize the power of social interactions to get closer to customer. With the worldwide explosion of social media usage , business is feeling extreme pressure to be where their customer are. The social CRM from technological standpoint bridges social media with the traditional CRM.

CRM customization allows your social media accounts to be linked and managed through your customer relationship management software. It helps business in devising business strategy using the insight gained from societies. The benefits offered by SCRM or social CRM are:-

1. Improved peer – to peer interaction in offering customer support.
2. Market feedback research.
3. Idea Management.
4. Brand positioning and promotion
5. Product launching.

Benefits of social CRM:- Several benefits are observed such as it raises marketing return on investment and development of product quality . Improve effectiveness of marketing through innovation and creativity. Encourages companies to identify new business opportunities through new and existing customer through social networking, reduction in sales commission costs through community building around a product or service. Increase research and Development capabilities and innovative social customer's initiatives. Create abilities to increase customer loyalty through promotion of transparent dialogue and also encourage employee/customer interaction. Ability to decrease customer's service costs through self helping communities.

