Social Media Positioning for SAP CRM
Media and Integrated Marketing (MKTG-455)
Agenda

Research
- Web social media
- Personal interviews
- Ideation session

Analysis

Recommendations
Web Social Media
### Web social media - Competitive Analysis

<table>
<thead>
<tr>
<th>Platform</th>
<th>Likes</th>
<th>Followers</th>
<th>Tweets</th>
<th>Videos</th>
<th>Subscribers</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAP</td>
<td>5,000</td>
<td>10,782</td>
<td>13,032</td>
<td>1,018</td>
<td>1,199</td>
<td>46,975</td>
</tr>
<tr>
<td>Salesforce ON DEMAND</td>
<td>84,075</td>
<td>76,147</td>
<td>11,808</td>
<td>179</td>
<td>4,048</td>
<td>2,841</td>
</tr>
<tr>
<td>Oracle</td>
<td>4,094</td>
<td>8,277</td>
<td>573</td>
<td>N/A</td>
<td>2,683</td>
<td>N/A</td>
</tr>
<tr>
<td>IBM</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Microsoft Dynamics</td>
<td>7,076</td>
<td>9,875</td>
<td>508</td>
<td>508</td>
<td>305</td>
<td>465,960</td>
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<tr>
<td>NetSuite</td>
<td>2,841</td>
<td>145,711</td>
<td>2,108</td>
<td>78</td>
<td>70</td>
<td>1,724</td>
</tr>
</tbody>
</table>

Stats taken as of May 20, 2012
Recommendations on web social media

- **Focus** on the best methods to communicate with SAP customers
- **Engage** consistently
- **Create** good content and distribute across platforms
- **Be human** in every platform
Personal Interviews
Personal Interviews

Personal and professional background
- Demographics
- Tell me about yourself and your background?
- Take me through your day from sun up to sun down

Life Goals
- What are your aspirations?
- What do you dream of?

Interaction with Technology
- How do you use technology?
- Why do you use technology?
- What are your aspirations?
Interview Takeaways

Feisal Ahmed
Chief Operating Officer
Personal Systems
Kenya

“I aspire to help and assist youth who have similar goals and together we can build a better product and nation”.

Steve Maloba
IT Manager at A24 Media
Kenya

“When you help someone with technology in making his or her life easier - it gives me great satisfaction”
William "Will" Martin
Former Business Intelligence Analyst, Reporter, Current MBA Student
USA

"I want to do something to change the world, and to promote harmony between human and nature."

Ping "Tony" Yu
Former Commercial Banker/ Management Consultant, Current MBA Student
China

“Shaping good characters among youth between the ages of 16 and 20 meaningful to me, to themselves and to the society"
Interview Takeaways

**Marcelo Ogaz**
Commercial Engineer
Intelligence Analyst, Current MBA Student
Chile

“What I learned from my parents is that whatever I do, always do **something I feel passionate about**”

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"I move around a lot, and Facebook is the way I **stay in touch with my network** in order to celebrate news in their lives"

**Aimee Scott**
Business Management
Current MBA student
USA
Ideation Session
Session Roundup

https://vimeo.com/42943535
Life goal:
Lead a holistic life
Want to leave a social impact.
Value friends and family more than financial success.

Role of Technology
“anytime, anywhere” access to data.
Want to be “in the know” all the time
Mobile phone is an integral tool for communication for the millennial generation.
Agenda

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Analysis

Recommendations
Key Findings

Based on our understanding and analysis of individual and focus group interview, we’ve learned **Social Responsibility** and **Achievement** are two most important goals in our target audiences’ life.
Analysis – the goal, benefits, belief framework

- Life goals
- Benefit
- Differentiating belief

- Consumer experiences
- Product Attribute
<table>
<thead>
<tr>
<th>Product Attribute</th>
<th>Experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Requisites</strong></td>
<td><strong>Key</strong></td>
</tr>
<tr>
<td>Meaningful, holistic</td>
<td>An efficient system to manage time and resources to lead a socially responsible life</td>
</tr>
<tr>
<td>Simplify to efficiency</td>
<td></td>
</tr>
<tr>
<td>Create Connections</td>
<td></td>
</tr>
<tr>
<td>Customize specific needs/interests</td>
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Recommendations
Marketing Tactic – ‘SAP Social CRM’

Give it a social spin by making it free and open

- Repository of relevant contacts
- Marketing campaign launcher
- Crowdsourcing platform
SAP CRM Engagement Model
What will users get out of it

- Search for people who are influential within a social cause area
- A repository of such influencers
- Turnkey packages for launching marketing campaigns for social causes
This is Julia

Julia is interested in developing free online educational content. She is a subscriber of SAP “social” CRM which is a free service for finding people who are interested in/or are actively doing social work. She is listed as an educator in the CRM.
Julie creates her project description with tags "education," "website development," "video." She searches for contacts in the following domains: education, website development, video developers.

Adds relevant contact to help with project:
John, a web developer, contacts her. He is interested in doing this. Julia adds him to the project members list.

Adds more relevant contacts:
She also adds Jason, a video developer she met at a coffee shop, to the project members list.

Through SAP CRM they create an online marketing brochure requesting for funds.
Expected Benefits to SAP

- Socially relevant narratives -> Social Media Buzz
- Creating brand awareness
- Helping consumers utilize SAP in ways they never imagined
THANK YOU

Questions?
Appendix
More Social Media findings
<table>
<thead>
<tr>
<th>Blogs</th>
<th>SAP</th>
<th>Salesforce</th>
<th>IBM</th>
<th>Oracle</th>
<th>Microsoft</th>
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</table>

**Key observations and takeaways:**

- Blogs are very useful in driving all social media to a centralized blog. As a client, it can also be easier to follow as well.
- The SAP blog should be a space to include useful articles, original content and other links to other SAP projects or links.
- While this is currently the case in SAP, other tools like Facebook and Twitter should lead to the blog first, then other external links – not directly to the external site.
Overall positive online sentiment

Primary research – Key learning (I)
Competitive set chosen for comparison
## SAP does pretty well on web Social Mentions

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<th>Microsoft</th>
<th>Netsuite</th>
</tr>
</thead>
<tbody>
<tr>
<td># of mentions (web-wide)</td>
<td>41,000</td>
<td>30,000</td>
<td>4,000</td>
<td>21,000</td>
<td>45,000</td>
<td>2,300</td>
</tr>
<tr>
<td>Keywords</td>
<td>Functional solution service Salesforce experience</td>
<td>Tool listening best solution great product</td>
<td>Fairly cheap, expanded, free, technology, insight, advanced</td>
<td>Application, experience, easier, solution, advanced, customer service</td>
<td>Easy, flexible, service, solution, powerful</td>
<td>mid-market, partnership, expanded, complete solution, technology</td>
</tr>
</tbody>
</table>

Not differentiated from competitors
Social Media Roundup

Grade

Advice

Missed
- Bolster Likes

Average
- Engage with Customers

Lackluster
- Connect with Groups

Good
- Keep up the good work.

Neglected
- Disable

Source: xxx
For young, goal driven people who expect a differentiated experience when interacting with services tailored to empower them with everyday tools, that enable their continuous optimization of performance under any dynamic environment within their everyday life, and under which they feel understood and secure.
Strategic implications
How can SAP create Social media engagement

To integrate and leverage these two goals, we came up to utilize **gamification concept.**

Gamification is the use of game design techniques, game thinking and game mechanics to enhance non-game contexts. Typically gamification applies to non-game applications and processes, in order to encourage people to adopt them, or to influence how they are used.
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<tbody>
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<td><strong>Requisites</strong></td>
<td><strong>Key</strong></td>
</tr>
<tr>
<td>Simple</td>
<td>Adoption is simple and triggers productivity in relevant areas</td>
</tr>
<tr>
<td>Simplify to efficiency</td>
<td>Multi-tasking individuals with need to achieve in every task.</td>
</tr>
<tr>
<td>Create Connections</td>
<td>Continuous optimization of time is an ongoing goal (race against time)</td>
</tr>
<tr>
<td>Customize specific needs/interests</td>
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CRM
SAP CRM CSR Program

**Target:** Young Entrepreneurs

**Theme:** Maximize Your Success for Goods

**Target Media:** Linkedin, Facebook, Twitter

**Process:**

1. Recruit entrepreneurs and other businessmen to participate the cause
2. Educate them on how to use SAP CRM
3. Use SAP CRM in their real work
4. Measure increased revenue or productivity gained by using SAP CRM
5. Participants donate a certain percentage of increased revenue to a non-profit
6. SAP matches the donation
7. Award top performers
Strategic implications
How SAP can create Social media engagement

Process and How it works

1. Pre-Campaign
2. Recruiting Participants
3. Using SAP CRM in their works
4. Measuring Increased Revenue
5. Participants Donation
6. SAP Matching Donation
7. Award Top Performers
8. Post-Campaign