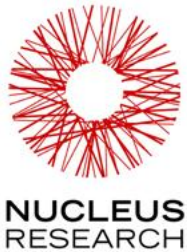


# THE SALESFORCE SOCIAL STUDIO

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**THE BOTTOM LINE**

On November 19, Salesforce announced upgrades to the Social Studio, with new capabilities in social listening, analysis, content marketing, and engagement on its Customer Success platform. As social capabilities are becoming less of an extra feature and more of a staple in enterprise CRM systems, Salesforce aims to make access easier through full integration with the Salesforce Marketing Cloud. Nucleus found that Salesforce was also able to integrate the Social Studio into the Sales Cloud and the Service Cloud without adding a distraction for employees.

**THE ANNOUNCEMENT**

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On November 19, Salesforce announced the newest version of the Social Studio on its Customer Success Platform, which adds new social listening, analysis, content marketing, and engagement capabilities by utilizing Radian6 and Buddy Media. Some of the enhancements include a new social listening and sentiment engine, social customer service for service teams, and a new social lead engagement for sales teams. Developments to the Social Studio include:

- Integration with the Marketing Cloud. With full integration, marketing teams have access to a single sign-on with navigation incorporated into the user interface on desktop and mobile devices.
- Availability in the Service Cloud. This allows users to monitor social channels and create and route customer social cases to the appropriate team. The social networks include Facebook, Twitter, Google+, and Sina Weibo.
- Availability in the Sales Cloud. With this, sales people can utilize social listening across more than a billion social data sources to uncover and engage with new leads directly from the Sales Cloud.
- Access through the Partner Program. The Social Studio is an open platform, allowing for developers, ISVs, partners, or customers to build and deploy applications on it. Some of the partners involved in the select partner program include Getty Images, Nexgate, Pressly, Rallyverse, Shutterstock, and Trendpottr.

Starting at \$1,000 per month, the Social Studio is generally available for customers and allows for an unlimited number of users. The social customer service tool is currently available to current Service Cloud users and allows for two free accounts on Facebook or Twitter. The new Social Studio listening capabilities and the new social sales functionality for the Sales Cloud will not be available until during or after February 2015.

## QUANTIFYING THE VALUE

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This Salesforce announcement allows for users to take advantage of social capabilities without leaving their applications. This is an essential advancement in seamless integration and encourages more departments to utilize insight into social media.

### INTEGRATION

Social insight is not a new concept for marketers, but with full integration into the Marketing Cloud, users will be able to utilize the tools in a more simplified environment. For example, instead of having to track social listening on a spreadsheet, analysis can now be incorporated into the social content calendar and can be accessed directly from Social.com, the social advertising solution. With the increased insight into social media, marketing teams can better analyze the results of campaigns and from there they can adjust future strategies.

Seamless usability is key to enabling greater adoption and productivity from new features.

In a recent case study of another customer, Nucleus analyzed the use of Salesforce Social.com and found that Social.com was able to more efficiently manage the customer's Facebook advertising campaigns, which resulted in a 7.5 percent increase in user productivity as well as a reduction in advertising costs (Nucleus Research, *n108 – Salesforce Social.com benefit case study – Kixeye*, July 2013). With the integration capabilities now available with this release, Nucleus expects that users within the marketing team will receive significant incremental increases in productivity and a better understanding of social sentiment.

### VISIBILITY AND PRODUCTIVITY

A customer using Radian6 found that the system *“enabled them to engage with customers in a whole new way while unlocking deeper insights and dramatically lowering our operating costs.”* Now, sales and service teams can also benefit from social media access. Although the responsibility of tracking and engaging customers through social media remains the responsibility of marketing teams, marketers can now forward necessary social commentary or questions to the sales and service teams. This helps to reduce siloes and increase insight while refraining from creating a time-consuming social media addiction. Nucleus has found that sales people can increase productivity by 11.8 percent with the addition of social capabilities to a mobile CRM solution (Nucleus Research, *m13 – The*

*value of mobile and social for CRM*, March 2012). However, it is possible that employees could have too much social access. Users could easily start spending too much time in the social media portion of their CRM systems, keeping them from being productive. Fortunately, Salesforce seems to recognize this and keeps the majority of social media access in the hands of the marketing teams in this release. Moving forward, it would be wise for all vendors to try and avoid the Facebook effect as they increase social media access for extraneous departments.

## **CONCLUSION**

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This release is a continuation of the Salesforce product strategy to provide a more robust product. Salesforce ranked the second highest in usability in the most recent CRM Value Matrix because of its advancements in sales, marketing, and customer service. With this announcement, Salesforce furthers its investments throughout its main CRM solutions with increased integration capabilities along with new functionality. The market has seen social capabilities shift from being a novelty to being an essential part of an enterprise. Vendors such as Salesforce are taking a sophisticated approach to the integration of social capabilities, which enables users to take advantage of productivity gains without the distractions.