

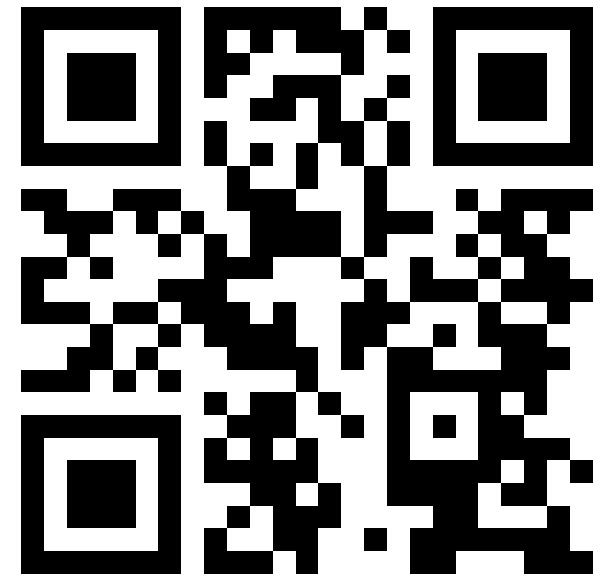
10 Major Trends *In Corporate Social Media Management*

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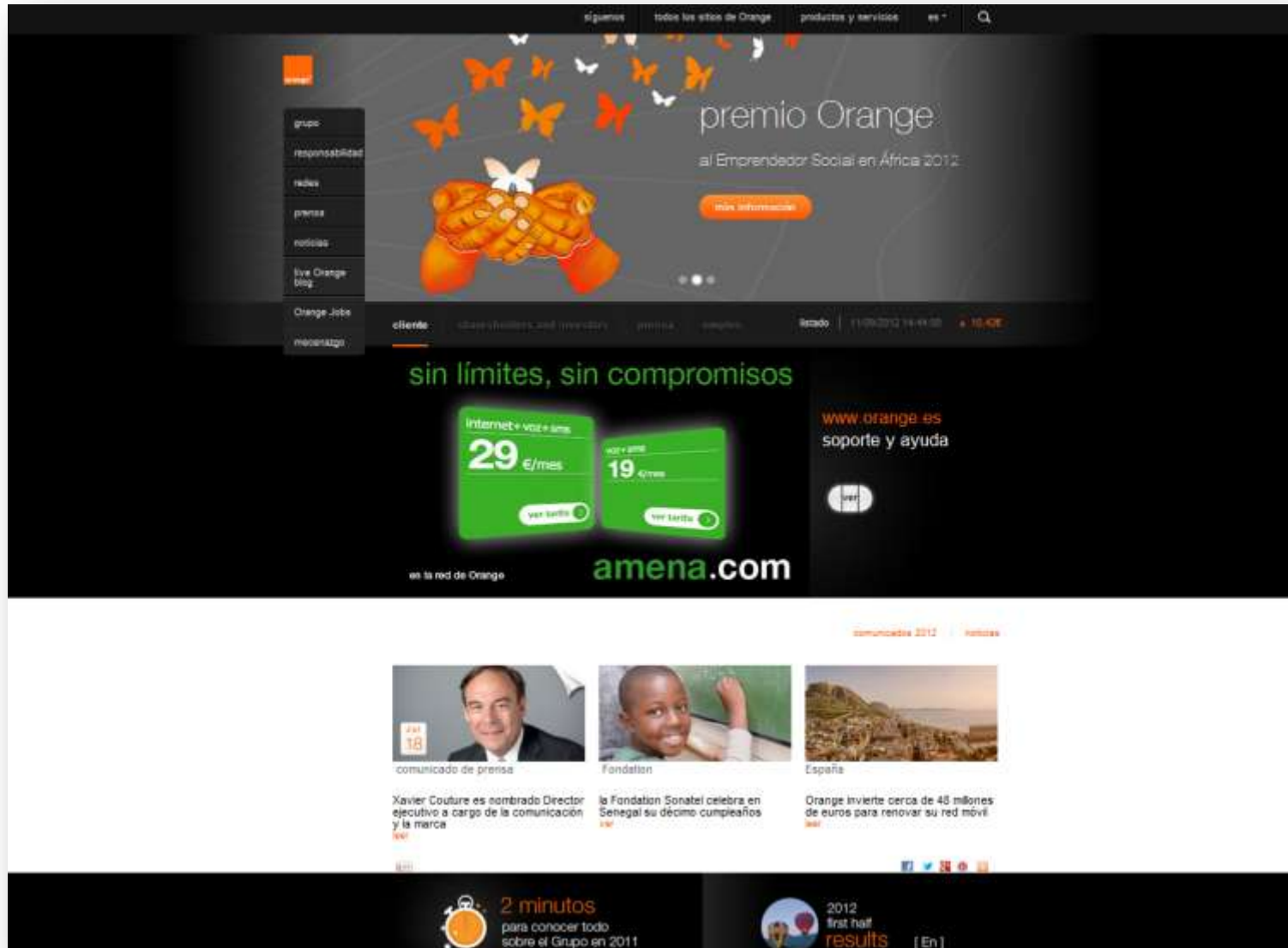
Sugar CRM conference
Paris, September 13th, 2012



<http://oran.ge/10smtrends>

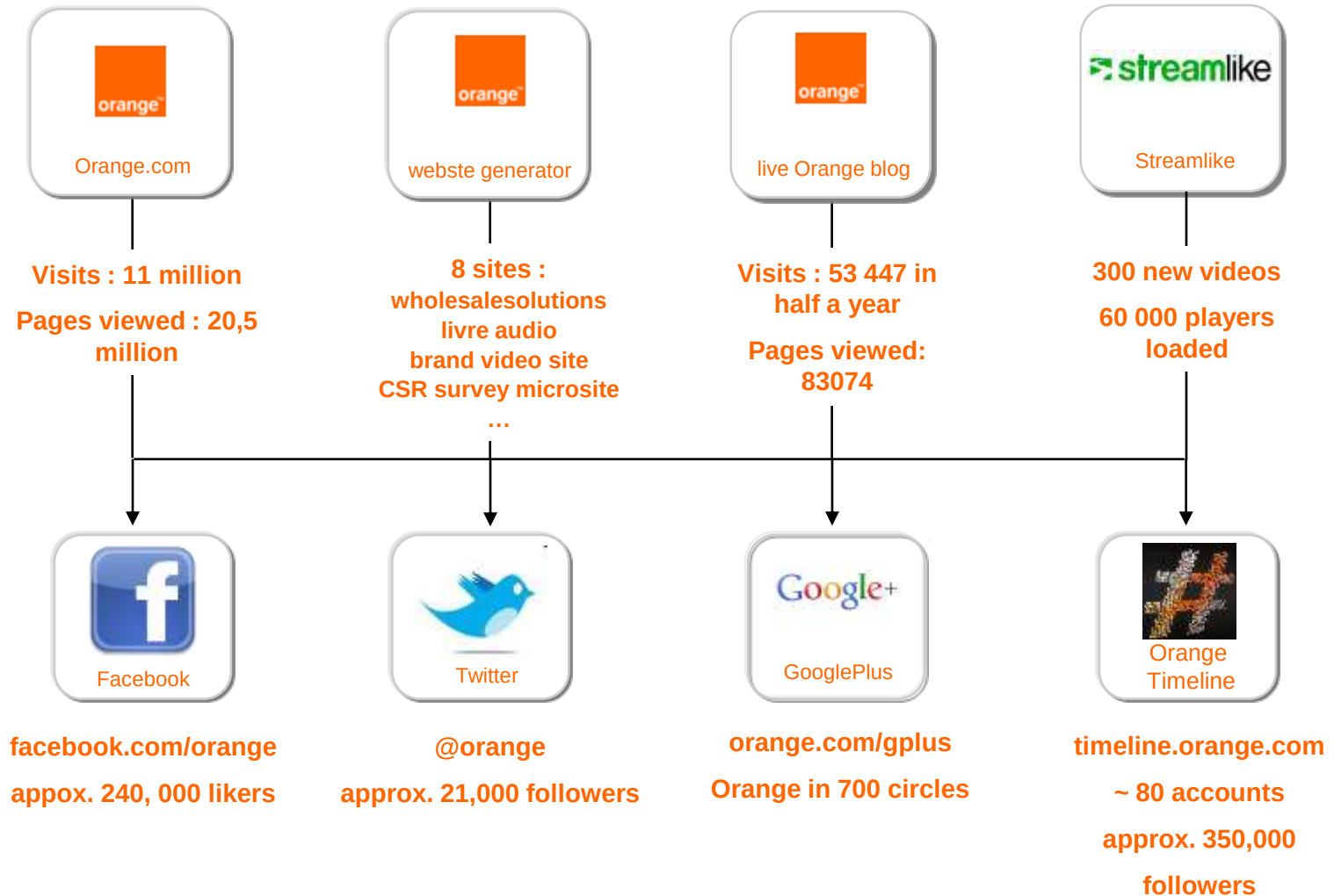
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Social Media platforms and Group presence
(march statistics)

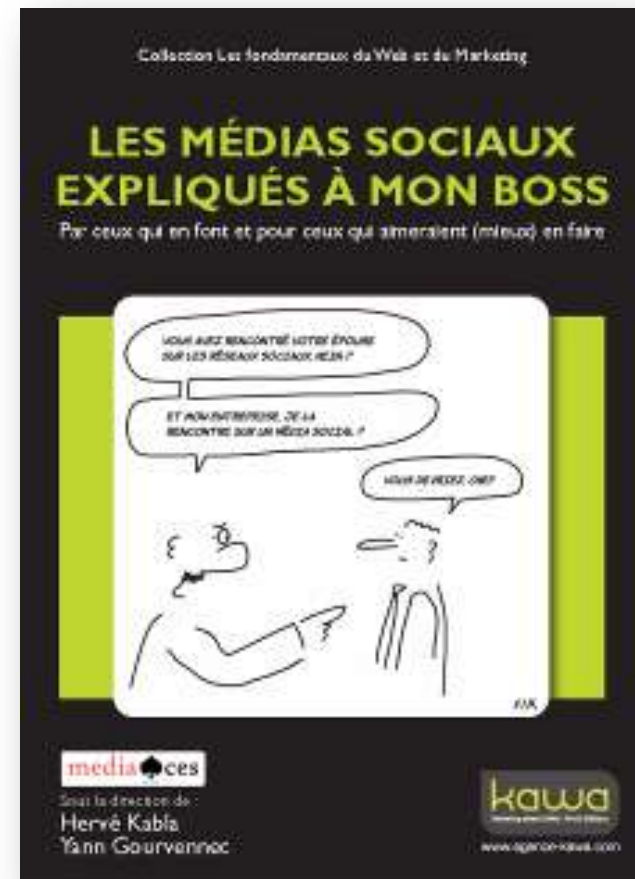
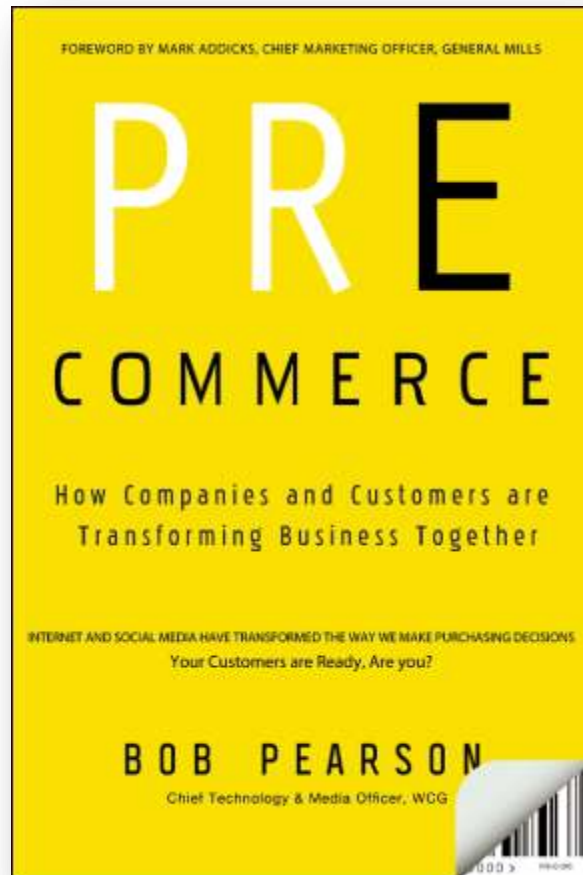


2 main books in 2011

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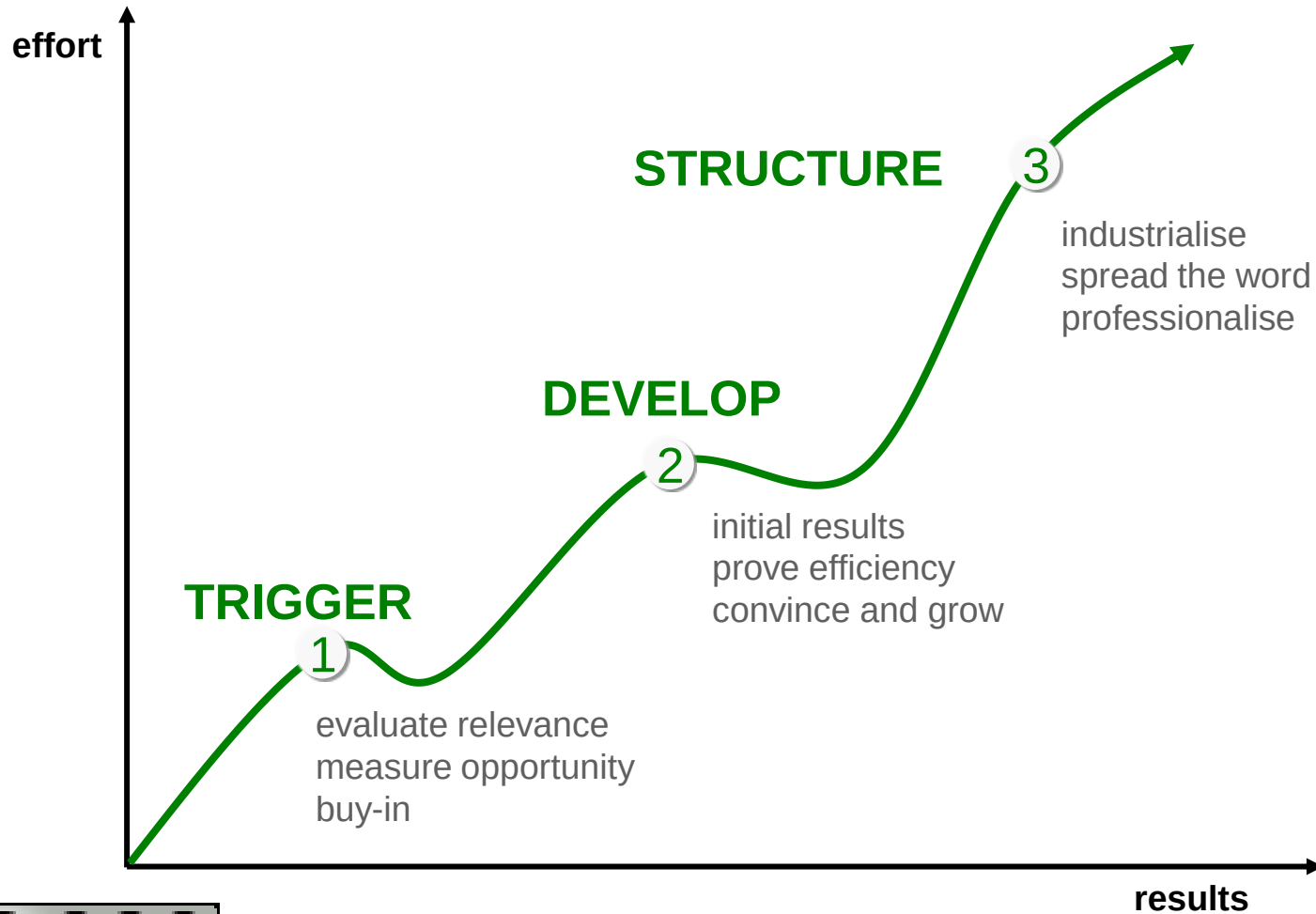
> <http://precommerce.com>

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3 phases in a social media project

5



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10 major trends in Corporate Social Media Management

1. tablets
2. content marketing
3. impact on HR
4. curation
5. beyond the fan page
6. direct client interaction
7. enterprise social networks
8. brand advocates and champions
9. proliferation of platforms
10. the new bubble



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