

# Turn Social Media Conversations Into Revenue

## Microsoft Dynamics CRM for Hootsuite



With Microsoft Dynamics for Hootsuite, you can deliver effective, timely, and engaging customer experiences to drive more leads and reach a wider audience.

Hootsuite is the leader in social media management, trusted by more than 18 million people and employees at more than 80% of the Fortune 1000. Hootsuite's unparalleled expertise, customer insights at scale, and collaborative ecosystem help people and organizations succeed with social.



Hootsuite partners with Microsoft to bring these market-leading capabilities to the Dynamics 365 family, enriching use cases and workflows with social media and giving marketers the insights they need to design personalized experiences across platforms and channels.

## Hootsuite + Microsoft

Enterprises are increasingly looking for ways to generate leads, opportunities, and tangible results from social media. With Microsoft Dynamics CRM Online for Hootsuite, you're uniquely positioned to enrich your leads data with social information from Hootsuite.

Our integration provides best-in-class customer engagement with Dynamics 365 Omnichannel for Customer Service, allowing you to:

- ✓ **Listen to and engage customers** through their social channels of choice, bringing you closer to your customers with the richness of social data into Dynamics
- ✓ **Refine segmentation** to provide relevant offers through Dynamics 365 Marketing
- ✓ **Enrich leads and lead scoring models** in Dynamics 365 Sales with social data queues to ensure sales teams know what customers are most likely to buy

Customers expect the brands they love to understand them and provide relevant, targeted offers and exceptional engagement and service. Brands that use social data to know customers better can create refined insights to ensure they are serving the right offers, targeting the right leads, and providing personalized service on the channel the customer chooses.

Harness the power of social data to know your customers better, optimize marketing, refine sales leads, and provide personalized service with Hootsuite and Dynamics 365

You'll not only be able to create leads, opportunities, and cases based on social media conversations, but you can also add notes and log all social media activities to document your engagement with your customers.



## Key benefits from social media

< **\$1**

Handling an inbound call typically costs a company \$6 to \$8; an interaction on social costs less than \$1.

*McKinsey & Co*

**7**×

Leads generated through social selling or employee advocacy are seven times more likely to close compared to other lead generation tactics.

*IBM*

**10**×

With 210K customers, 18M million users, and 33M social profiles connected, Hootsuite is 10x the scale of our nearest competitor.

## The Microsoft Dynamics for Hootsuite integration allows you to:



**Identify and document new leads:** Create leads and opportunities based on social posts and conversations from within the Hootsuite dashboard.



**Get more context on your leads:** View details and activity history for leads, contacts, and other Dynamics Online entities in Hootsuite.



**See relevant social media activities:** View all relevant social activities and conversations to Dynamics Online lead and contact records.



**Deliver the right message at the right time:** Add value to the customer conversation through informed and timely engagement with your customers.



**Provide outstanding customer service:** Quickly address and resolve customer issues and complaints with Dynamics case management.



# Unlock the value of social media



**Strengthen customer connections:** Build stronger relationships with your audience throughout the customer lifecycle.



**Unlock digital intelligence:** Understand brand perception, adapt to changing customer behavior, and stay ahead of industry trends.



**Activate your workforce:** Reach new customers, generate leads, and build a truly connected culture.

## The global leader in social media management

Hootsuite helps leading organizations around the world succeed with social.



PennMutual®



Adobe



- **A connected ecosystem of apps and integrations:** Hootsuite's open ecosystem with 150+ enterprise integrations—including Adobe Experience Cloud, Proofpoint, and Brandwatch—allows your clients to seamlessly integrate social with business systems from CRM to customer support.
- **Recognized as a leader:** Hootsuite is ranked as a leader in sales social engagement by Forrester Research in The Forrester New Wave™: Sales Social Engagement Tools, Q2 2019.
- **Expertise across industries:** Hootsuite supports more than 3,000 enterprise customers across all industries.
- **World-class professional services and education:** Hootsuite's easy-to-use and scalable platform is backed by innovative education programs, business value workshops, and industry benchmarks to get you up and running quickly.

365



**Microsoft Dynamics CRM Online for Hootsuite is available to Hootsuite Enterprise customers. [Download the app today](#) or [contact your customer success manager](#) to get started.**

