

**IMPROVING THE USE OF SOCIAL MARKETING IN CUSTOMER
RELATIONSHIP MANAGEMENT**

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ABSTRACT

The integration of customer relationship management (CRM) with social media innovation is a proactive approach that permits organizations to progress the quality and conveyance of items and services by specifically recognizing the requirements and requests of customers. CRM has become an influential technology used by organizations to create value; however, empirical research is inconsistent on the positive influence of the technology when aligned with social media and performance management of customer relationships. The scientific work aims to understand the impact of social media usage on Customer Relationship Management (CRM) and ultimately on customer relationship performance.

KEYWORDS: CRM, Social Media, Customer Relationships, Feedback, Manager, Trade, Trends, Retail, Network.

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