

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

**Shohista Bahriddin qizi Turdiyeva\***

\*PhD. Student,

Tashkent State University of Economics,

Tashkent City, UZBEKISTAN

Email id: Tshohista96@gmail.com

**DOI: 10.5958/2249-7307.2022.00024.X**

---

### **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.

---

### **INTRODUCTION**

A key benefit of using a CRM system in marketing strategy is the ability to control your interactions with customers and leads. In the CRM system, you can view customer profiles, their brand history, service issues, and more. All this data is stored in one place and is available at any time. Customer information allows marketers and managers to adjust their work and strategy to achieve their goals. In addition, the CRM system has the following advantages:

- Expands the possibilities of segmentation and personalization, helps to target the most profitable customers and make them relevant offers.
- Contributes to the creation of relevant marketing campaigns. For example, you can make offers to customers based on their level in your marketing funnel.
- Increases customer satisfaction and retention rates. Building high-quality relationships with users increases their satisfaction with the service, increases LTV and loyalty.
- Increases ROI. CRM marketing increases the LTV of your customers, which in turn ensures revenue growth.

At first glance, a CRM system resembles marketing automation software. They seem to perform the same functions: track the actions of potential customers, collect and analyze data, and automate the communication process. However, CRM is more focused on sales, and the service for marketing automation is more focused on marketing itself. In other words, marketing automation is for managing marketing tasks, while CRM systems are focused on

interacting with customers and prospects, tracking activity, qualifying leads, and so on. CRM marketing is the perfect way to increase conversions and increase revenue without increasing your marketing budget. Building relationships with customers and providing them with a seamless shopping experience helps nurture brand advocates. Satisfied customers share their stories with friends and families. Referrals convert 30% better than other marketing methods. Attracted customers are more loyal, and their LTV level is above 16%. A carefully crafted value proposition is the first step to growing loyal customers.

Internet provider "Planet" gives customers "Chatly" for invited users. The more friends, the more bonuses that can be used to pay for the company's services. Such a program helps to attract new customers. In a social environment, an immediate response to communication is very important. Take action as data insights come in: make changes to processes and messaging to keep up with customer desires. Connect R&D employees and communities so they can work together on product improvements and new models. Before releasing new products and updates to the market, test them in social communities.

A key factor in the effectiveness of social CRM is transparency. And the secret to successful transparency in the business environment is having a plan. Salespeople have targets for calls, marketers for new customers, and customer service representatives for resolution plans. Social CRM integrates all the targets of these departments into a single customer-centric strategy. The number one benefit of successful social CRM is the ability to actively seek out and reach potential customers using the communication channels they prefer. Social customer relationship management is a necessary business strategy. However, what works for one company may not work for another. The success of your company's social CRM efforts is determined solely by your business and target audience.

Technology must be scalable and adaptable to grow with your customer base; training should be ongoing in order to adapt to the environment of the discussions; processes should provide enough flexibility to keep communication flowing smoothly. Your scheme of work should be rigid, but the rules for attracting customers should be quite flexible - only in this case you will get a "real" dialogue. Clients feel when the interaction goes according to a pre-written script. This can be a problem for an organization that uses automated smart scripting as its primary means of interaction in customer relationship management.

Decision makers regularly explore different ways to utilize social media platforms, such as Facebook, Twitter, Instagram and YouTube, to increase companies' profitability. The corporate sector realized early on that incorporating social media in their marketing strategy would lead to higher customer engagement and, therefore, higher profitability. In fact, supervisors who see customer engagement in social media as an trade relationship are able to form esteem for their companies. Social media has upgraded intuitive and communications between customers and firms.

Companies have progressively implanted social media in their showcasing and communication methodologies and have benefitted from different instruments social media provides. For illustration; clients increment the effectiveness and viability of the companies through social media engagement and advertising their feedback and concepts for product improvement.

Social media platforms are "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and facilitate the creation and exchange of user-generated content". The widespread utilization of social media platforms has influenced the way customers and firms communicate. In response, many firms have restructured their internal departments, such as marketing and operations, to respond to the

emerging reliance on social media to communicate with stakeholders. As one example, social media has been leveraged by firms to improve customer-firm interactions and to create value for stakeholders. This new way of communicating has provided firms with capabilities that enable them to more effectively engage with customers compared to the tools utilized in the past.

In retail and benefit businesses, usage of customer relationship management methodologies is an critical step in collecting data about customers' encounters and making it conceivable for the firms to respond and react to these experiences. CRM could be a combination of practices, technologies, and another significant customer-oriented apparatuses that empower companies to manage their connections with their clients.

With the rise of social media, many organizations are using social networks to manage customer relationship performance through online interactions with customers. Scholars studying customer relationship performance have noted that organizations can use social media accounts to gather product-purchasing data, create valuable profiles, and attempt to build strong online relationships with customers to promote long-lasting relationships and encourage repeat business. Applying successful marketing strategies for future growth in an online economic

Environment means exploring and understanding the trends associated with CRM, e-commerce, social networking, and the use of technology. There has been a dramatic shift in response to social media changes as organizations find it necessary to alter their approach to CRM because of these new technologies. Trainer et al. (2014) conducted a study on CRM and social media technologies with the goal of identifying the challenges associated with new technological capabilities that facilitate customer value co creation. When developing their study, Trainer et al. Posited that the value of customer oriented technology lies in the way organizations use information to enhance a customer's experience. To test their assumption, the researchers introduced a conceptual framework that extended the traditional view of CRM proposed by Jayachandran et al by incorporating social media technologies and capabilities. Trainer et al.'s use of theory supported the links between customer orientation, social media use, and CRM, and these factors enhance the customer experience and subsequently drive sales performance.

Members of social media groups form a psychological union, and social identity is created by these social interactions. For example, business professionals might belong to or join social media sites such as LinkedIn to network with similar professionals for business leads and possible relationships. These business professionals seek a common identity that is associated with online communities. Online identities are comprised of the same beliefs, attitudes, and behaviors that drive relevant consumer actions and emotional experiences.

The advantage social media adds to CRM is that two-way communication can occur instantaneously. Immediate feedback can be gathered to answer any questions or concerns a consumer may have or to validate how well the business is doing in meeting the needs of the customers as previously discussed with eWOM. The goal of social CRM is to facilitate mutually beneficial and value-driven experiences between the company and the customer.

Social media communication does not replace face to-face contact because that is an advantage small businesses will continue to have. Rather, social media is an extension and another touch point to influence customers. The online communities are centered on the product or brand and allow for an open flow of communication with the interested parties. The communication shared in the online communities is informal and constant with the goal of generating value for both the customer and the business . Community-based involvement

may assist in avoiding a failed product launch and provide critical innovation ideas.

**REFERENCES:**

1. Marketing, M.S.Qosimova, M.A.Yusupov,SH.J.Ergashxodjayeva, M.M.Yo`ldoshev Tashkent-2005
2. //socialmediatoday.com
3. ErgashxodjaevaSh.J., Qosimova M.S., Yusupov M.A. Marketing. Darslik. - T.:Iqtisodiyot, 2018.
4. ЭргашходжаеваШ.Дж., Самадов А.Н., Шарипов И.Б. Маркетинг. Дарслик. - Т.: Иктисодиёт, 2013.