

**LISTEN!**



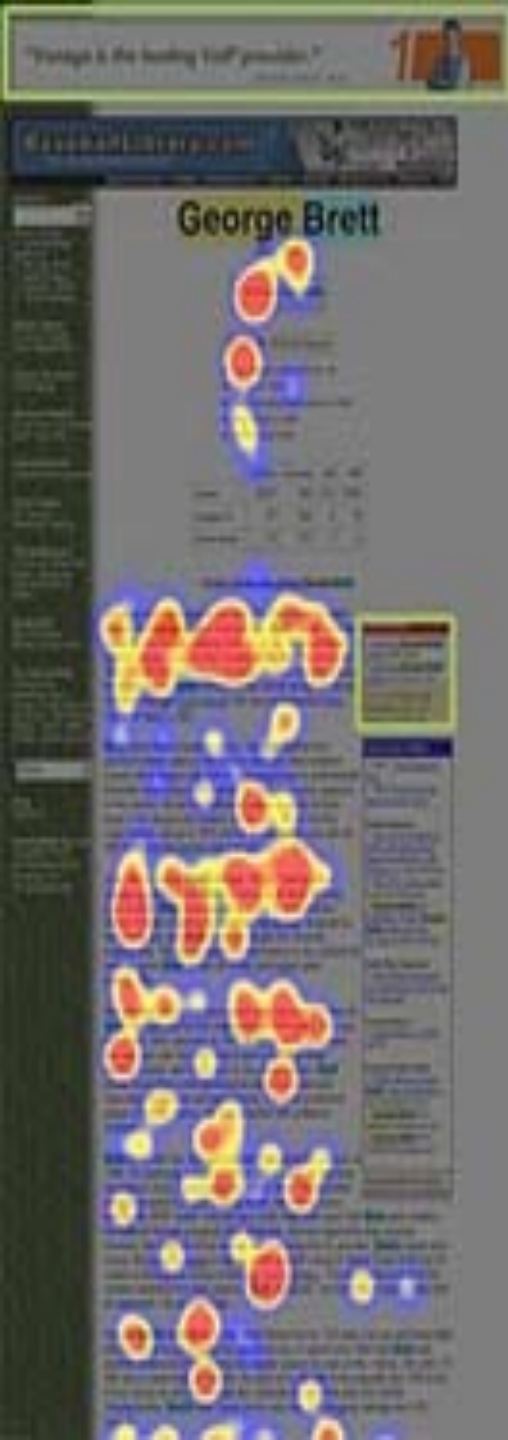
Inattentional

Repubblica  
RadioTV

esclusivo  
la Repubblica.it







WE ALL KNOW  
WHAT YOU WANT  
BUT !  
YOU'RE NOT  
LISTENING  
TO WHAT WE NEED



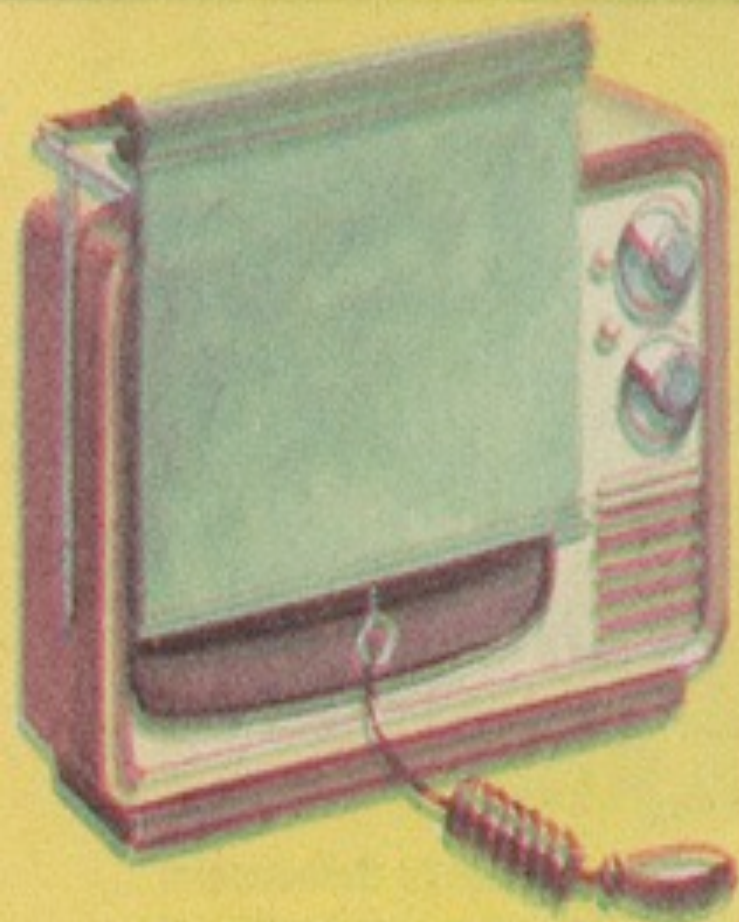
New from  
Tomatoes  
\$ 2.99 lb

PABLANO  
Hot Peppers



**GUTENBERG**  
**LET'S PUBLISH LIKE IT'S 1452.**





## TV COMMERCIAL BLIND

Drops down to cover TV screen during commercials. 12-ft. rope incl.

**\$2**



## THERMOM-O-TIE

Thermometer reads up to 240° + F and detaches for dry cleaning.

**\$7**



## DIGITAL GRANDFATHER CLOCK

Crafted by Taiwan's finest clock-makers in rich Budgetwood. Hidden tape player emits realistic tick-tock sound. To wind, just grab and shake.

**9<sup>88</sup>**

*According to a recent Nationwide survey:*

# More Doctors smoke Camels *than any other cigarette!*

NOT ONE but three outstanding independent research organizations conducted this survey. And they asked not just a few thousand, but 113,597, doctors from coast to coast to name the cigarette they themselves preferred to smoke.

Answers came in by the thousands... from general physicians, diagnosticians, surgeons, nose and throat specialists too. The most-named brand was Camel.

If you are not now smoking Camels, try them. Let your "T-Zone" tell you (*see right*).

R. J. REYNOLDS TOBACCO CO., WILMINGTON-SALEM, N. C.

**CAMELS** *Costlier  
Tobaccos*



THE "T-ZONE" TEST WILL TELL YOU



The "T-Zone"—T for taste and T for throat — is your own proving ground for any cigarette. Only your taste and throat can decide which cigarette tastes best to you... how it affects your throat.

For a better start in life  
**start COLA earlier!**



- Promotes Active Lifestyle!
- Boosts Personality!
- Gives body essential sugars!

### How soon is too soon?

Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

**The Soda Pop Board of America**  
1515 W. Hart Ave. - Chicago, ILL.

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# Pinto's little options.

**Accent Group** (illustrated at right). It's that little something extra that can make all the difference. With this group you get the following: Bright window, center pillar and drip moldings. Wheel covers and wheel lip moldings. And inside, a carpet that's color-keyed.

**Protection Group** (also shown at right). A smart buy if you do a lot of parking in shopping centers and city streets. Side moldings with vinyl inserts are a blessing when the parker next to you opens his door against yours. Bumper guards and bumpers have rubber inserts . . . for people who have a little trouble in tight spots.

**Luggage Rack.** This sculptured piece of chrome lets you carry all sorts of extras and makes going on vacation a roomy event.



**Rallye Appearance Group.** For people who like the look of moving out . . . even when standing still. In this package you get a black grille with a Rallye Badge, black tail lamp bezels, black or gold hood paint treatment and a black painted lower back panel with periphery molding. To dress up the windows there are bright window frames, pillar and drip moldings, and driver's color-keyed remote-control racing mirror. There are bright wheel trim rings, hub caps and wheel lip moldings. There's a body-side tape stripe ("Boss" type). Looking at the back, there's a bright tailpipe extension. Not everything is for the outside on the Rallye . . . inside there are color-keyed carpets, a sports shift knob, a shift pattern diagram on the shifter boot and a chrome parking brake handle with woodgrain grip. To turn this Pinto into a real "mover," you'll be getting A78-13 BSW tires and manual front disc brakes. It all adds up to one fine little machine.



**Luxury Decor Group** (exterior). Never has a small car had such a look of big car luxury. It's what the name says. A package (exterior shown at right) that begins by offering everything in the Accent Group. We then added a gleaming rocker panel molding and a lot more that you will like inside (see illustrations and details of the inside story at the top of the next page).

**Vinyl Top.** This tough skin with bright drip moldings will appeal to many as a way to make a fine-looking little car even finer . . . for the life of the car.











CVS/pharmacy

Office DEPOT.  
Work

BORDERS  
rev

PET SMART  
PetPerks

SAFEWAY CLUB



430 0695 8348

Business Rewards  
STAPLES

It's more than a movie!

REGAL CROWN CLUB

GIANT

RED DOOR  
Preferred  
colorworks  
SALON

Reward Your Style

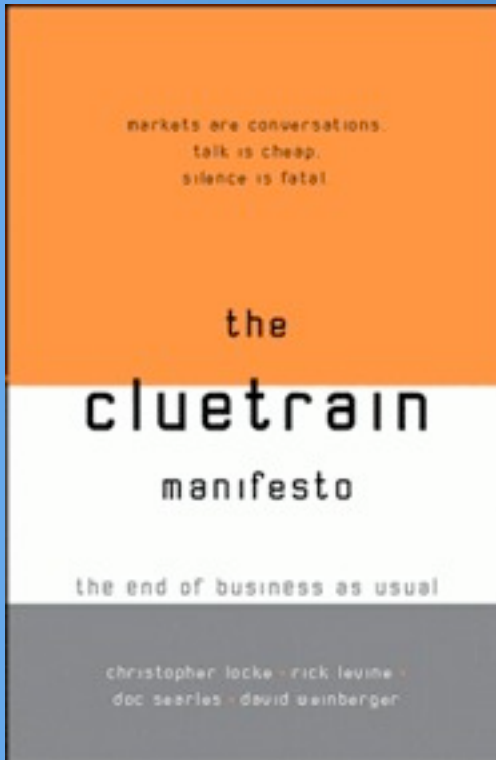


DSW

98 BUCK  
Ultimate  
CARD

JACK WILKEY  
FREELADER





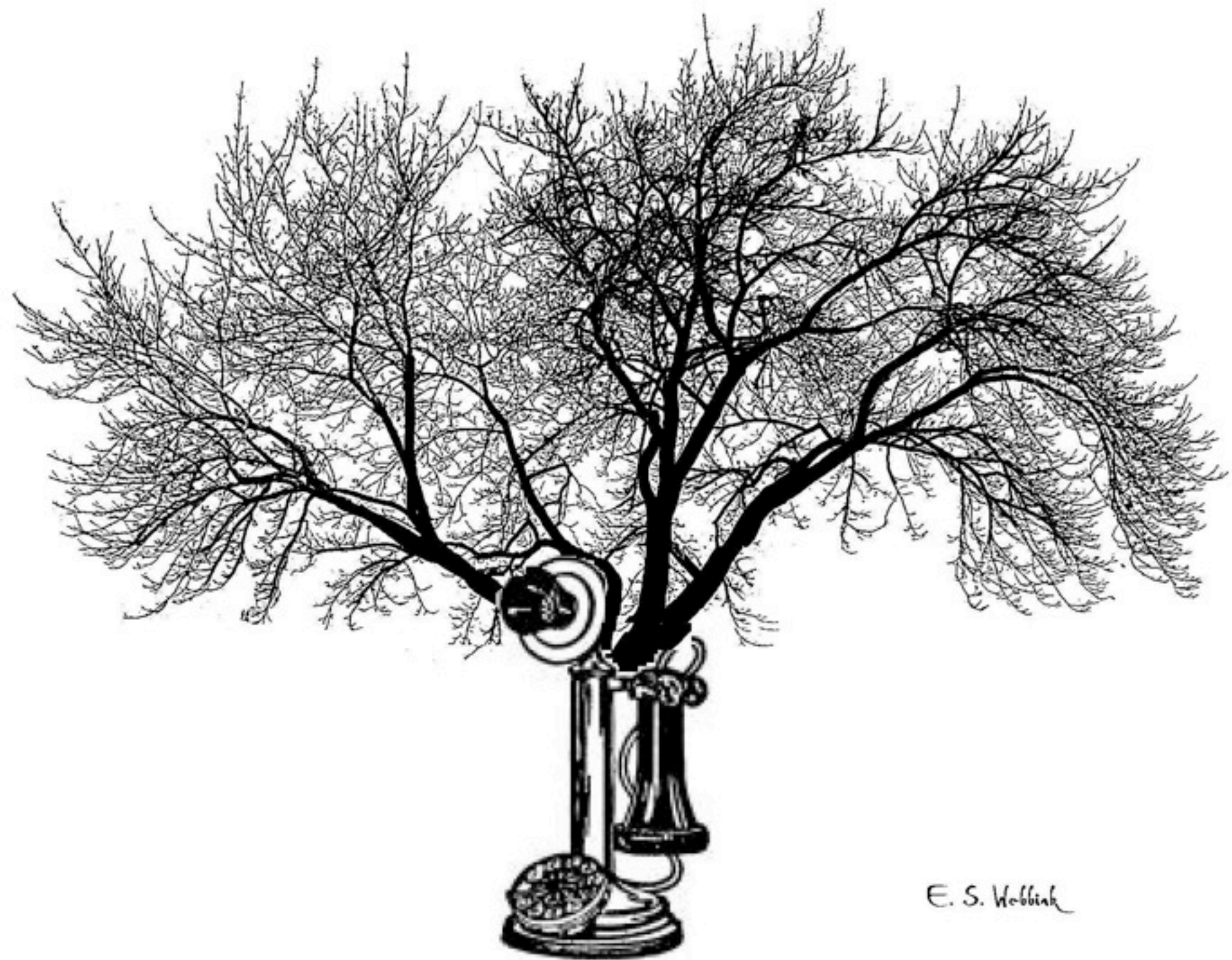
“We are not seats or eyeballs or end users or consumers. We are human beings – and our reach exceeds your grasp.

Deal with it.”









E. S. Webbinh



Sorry for the confusion, I would still like to offer you a \$200 voucher. ^LH

DeltaAssist, [+]  
Fri 29 Oct 14:15 via Direct Message



DeltaAssist: first cancelled, then all the hassle with rebooking and now not cancelled. waste of my time. bizarre

convagency, [+]  
Fri 29 Oct 13:54 via Direct Message



DeltaAssist: yes, i just booked myself since nobody else could help me

convagency, [+]  
Fri 29 Oct 13:50 via Direct Message



Sorry for the misunderstanding, I show you're on DL 284 NRT/LAX 30Oct. ^LH





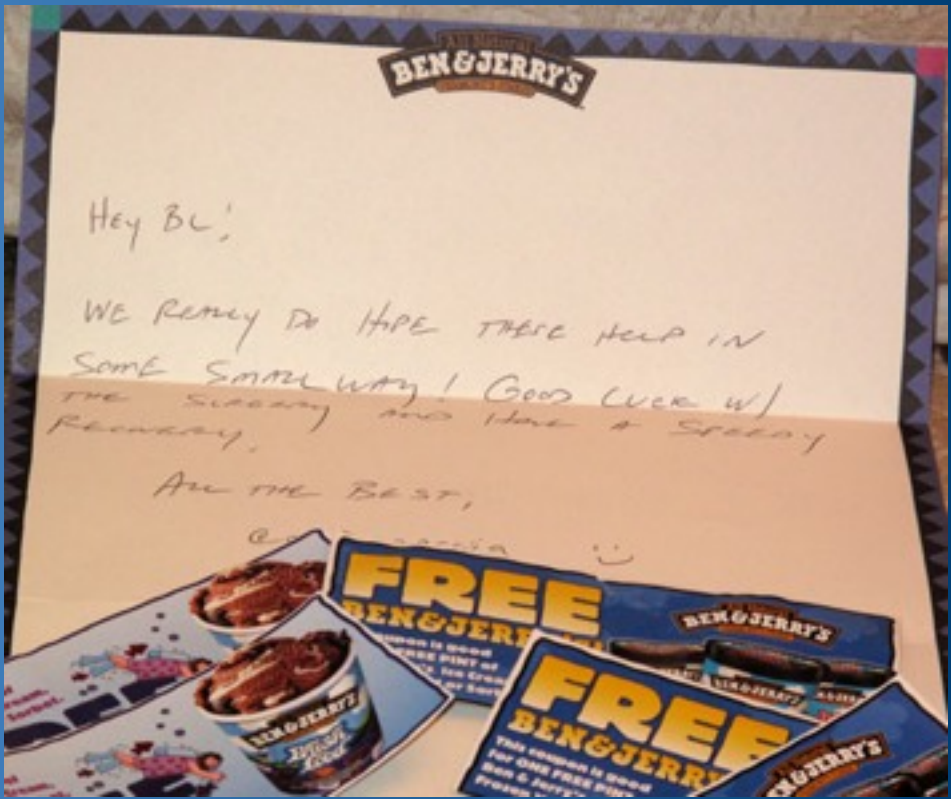
**whatsnext** Bl. Cohen  
just ordered a week's worth of stuff for juicing + soup + ice cream for my upcoming oral surgery. yeoch.  
5 Dec

In reply to @whatsnext ↓

**@cherrygarcia**  
Ben & Jerry's

**@whatsnext** Saw that you ordered a week's worth of ice cream for your upcoming oral surgery. yecch indeed. Can we help? :)

5 Dec via web 1 Unfavorite 13 Retweet 1 Reply



Hey Bl!

WE REALLY DO HOPE THERE HELP IN SOME SMALL WAY! GOOD LUCK W/ THE SURGERY AND HAVE A SPEEDY RECOVERY.

All the Best,

@cherrygarcia





**@IKE630**

Isaac Warner

U better switch ur bank or stop takin  
money out RT @CrayZRah: I swear the  
majority of my money goes to ATM fees.  
(cont) <http://tl.gd/ad76rv>

2 hours ago via ÜberSocial



**@LeSWAGFemme**

Madeline.

Chase bank is starting to piss me the hell  
off! Its time to make a switch I just dnt  
know the hell where smmfh

3 hours ago via ÜberSocial



**@orange\_lava**

RP

HSBC financing yet more nuclear power plants. I really must stop being lazy and switch to the Co-Operative Bank.

3 hours ago via [Twitter](#) for BlackBerry®



**@elishadacey**

Elisha Dacey

Put \$\$ in account for mortgage. Next day mortgage goes thru. Day after than get a NSF fine! WTF, Royal Bank? Time to switch to credit union.

17 hours ago via [yoono](#)

50

12

0





Acura

Can anyone name the model and guess the year this Acura was introduced to the market? <http://pub.acura.com/Tgo>



Acura.com - Official Home of Acura Cars and SUVs  
Source: [pub.acura.com](http://pub.acura.com)

April 10 at 7:00am via Acura Publisher · Share

95 people like this.

View all 125 comments



Acura

Acura is proud to be sponsoring Shape Magazine's Diva Dash in Austin, Texas today. It's an adventurous women-only obstacle race! Good luck to all the participants today! <http://pub.acura.com/ING>

SHAPE Diva Dash — Women's Obstacle Course Adventure Run — Austin Texas

Source: [pub.acura.com](http://pub.acura.com)

April 9 at 11:10am via Acura Publisher · Share

44 people like this.



Kyle Cooper crash n burn jk

April 9 at 11:11am



Damir Muratovic Yea

April 9 at 11:12am



Kyle Cooper haha u gta acura

April 9 at 11:14am



Brian Williamson Check us out!!!!

<http://parts.sonsacura.com/>

April 9 at 12:28pm



Precious Culp Awesome, ladies!

April 9 at 12:29pm



Joshua Hewson Elks Acura...you're wasting our time and yours with these stupid fund raiser and HGTV post you put all the time. Not to downplay the race or women, but seriously Acura, you're a car company; post things about your ugly and hideous cars you now...

See More

April 10 at 11:33am · 3 people



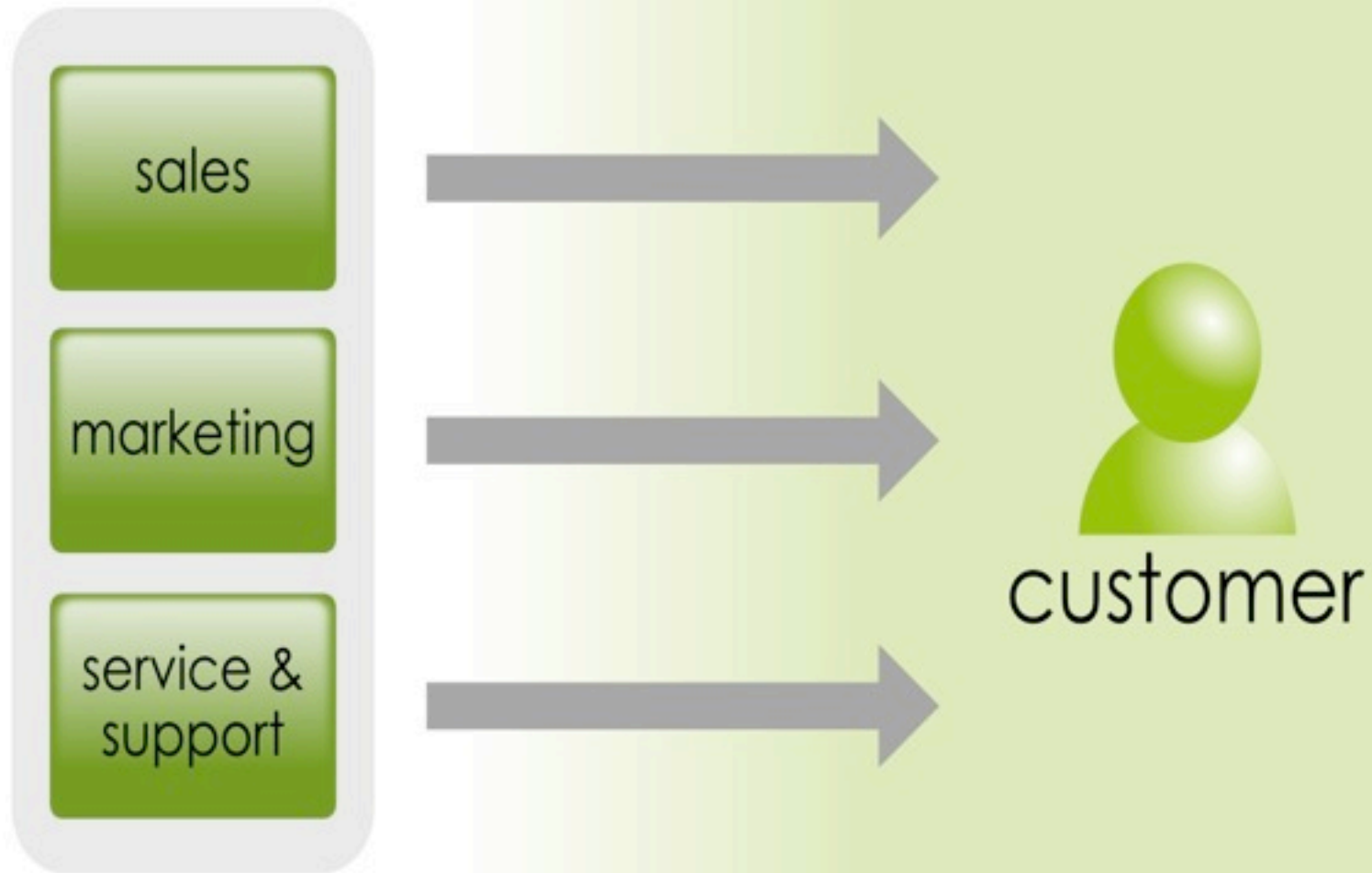
James Luther Right on Joshua. As an owner of a 94' Legend Coupe, various integras and civics.....you conveyed my thoughts exactly. Couldnt have said it better myself! Acura (Honda) has lost its path a long time ago...

April 11 at 1:19pm



# Social CRM

# Traditional CRM

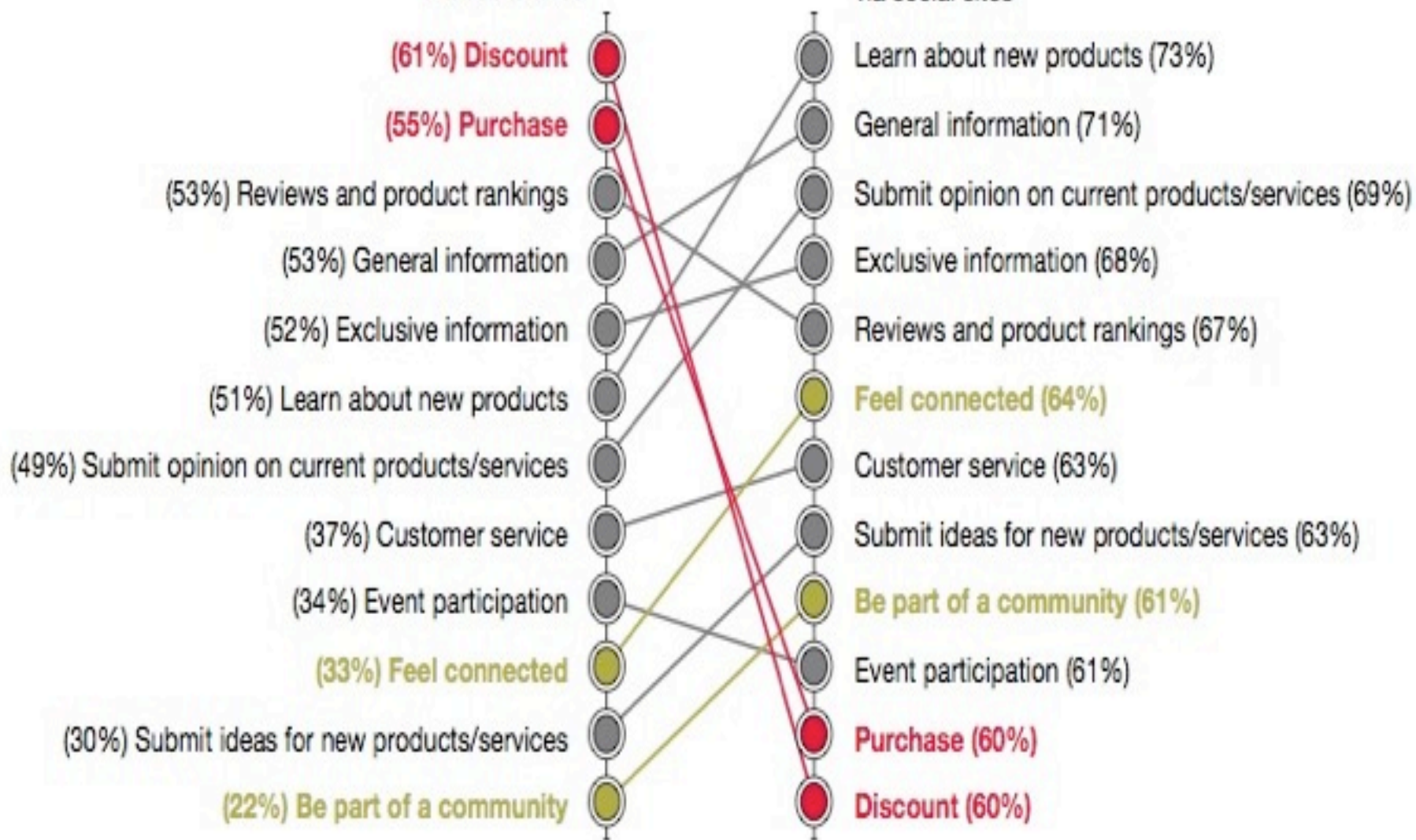


Nobody cares about your  
products, people care about

**Consumers' ranking:**  
The reasons they interact with companies via social sites

**Perception gap**

**Businesses' ranking:**  
Why they think consumers follow them via social sites



Note: Consumer: N=1056; Business: Learn N=333, General info N=336, Submit opinion N=334, Exclusive info N=333, Reviews/rankings N=333, Feel connected N=331, Customer service N=331, Submit ideas N=332, Community N=329, Event N=332, Purchase N=334, Discounts N=331.

Source: IBM Institute for Business Value analysis. CRM Study 2011.

Customers do not want a  
relationship with your Credit

# Social CRM

Social CRM is part of a social business that helps companies make sense of (and then act on) data they collect from social customer interactions.

– Jacob Morgan

Or...

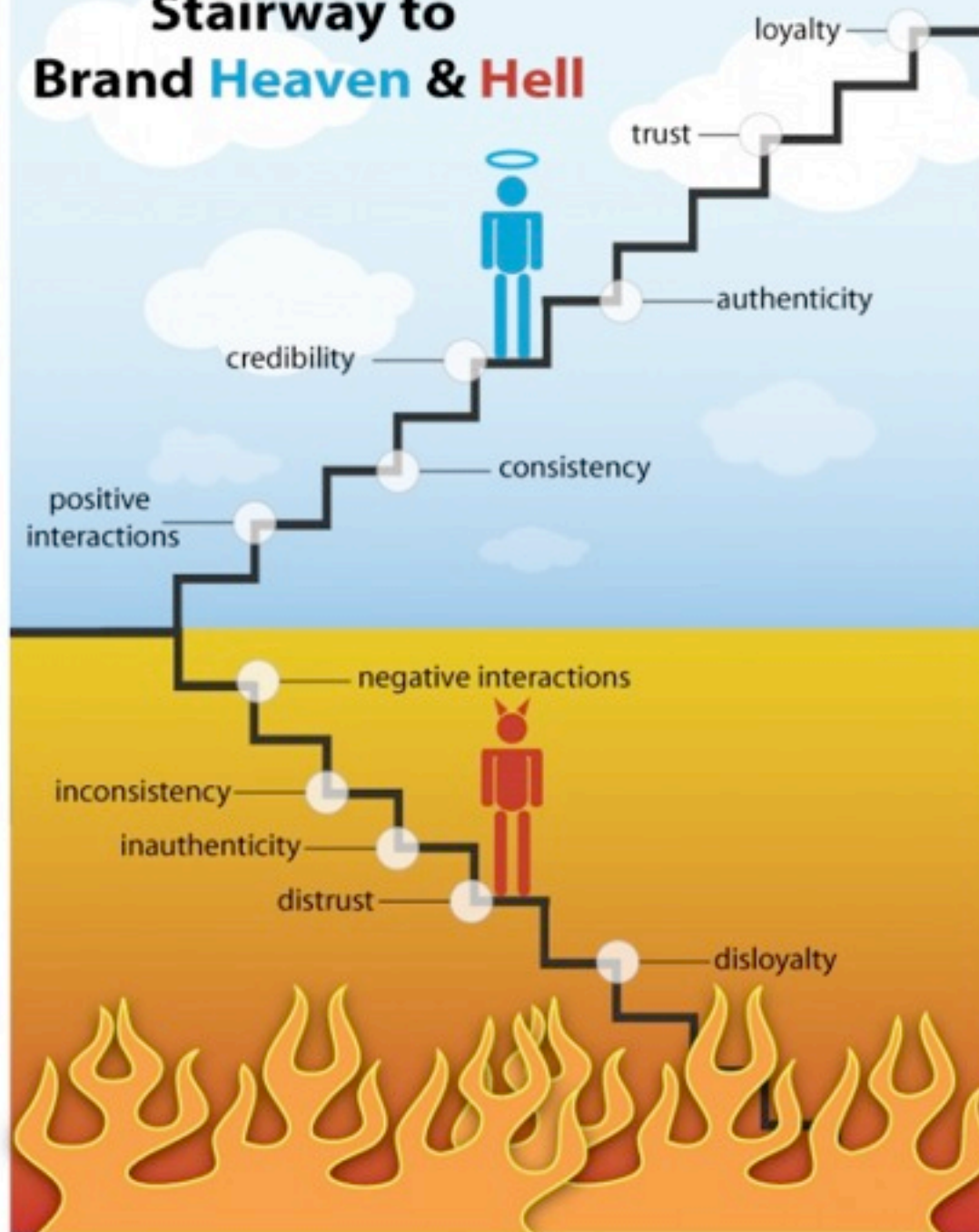
Social CRM is a philosophy & a business strategy, supported by a technology platform, business rules, workflow, processes & social characteristics, designed to engage the customer in a collaborative conversation in order to provide mutually beneficial value in a trusted & transparent business environment. It's the company's response to the customer's ownership of the conversation.

– Paul Greenberg

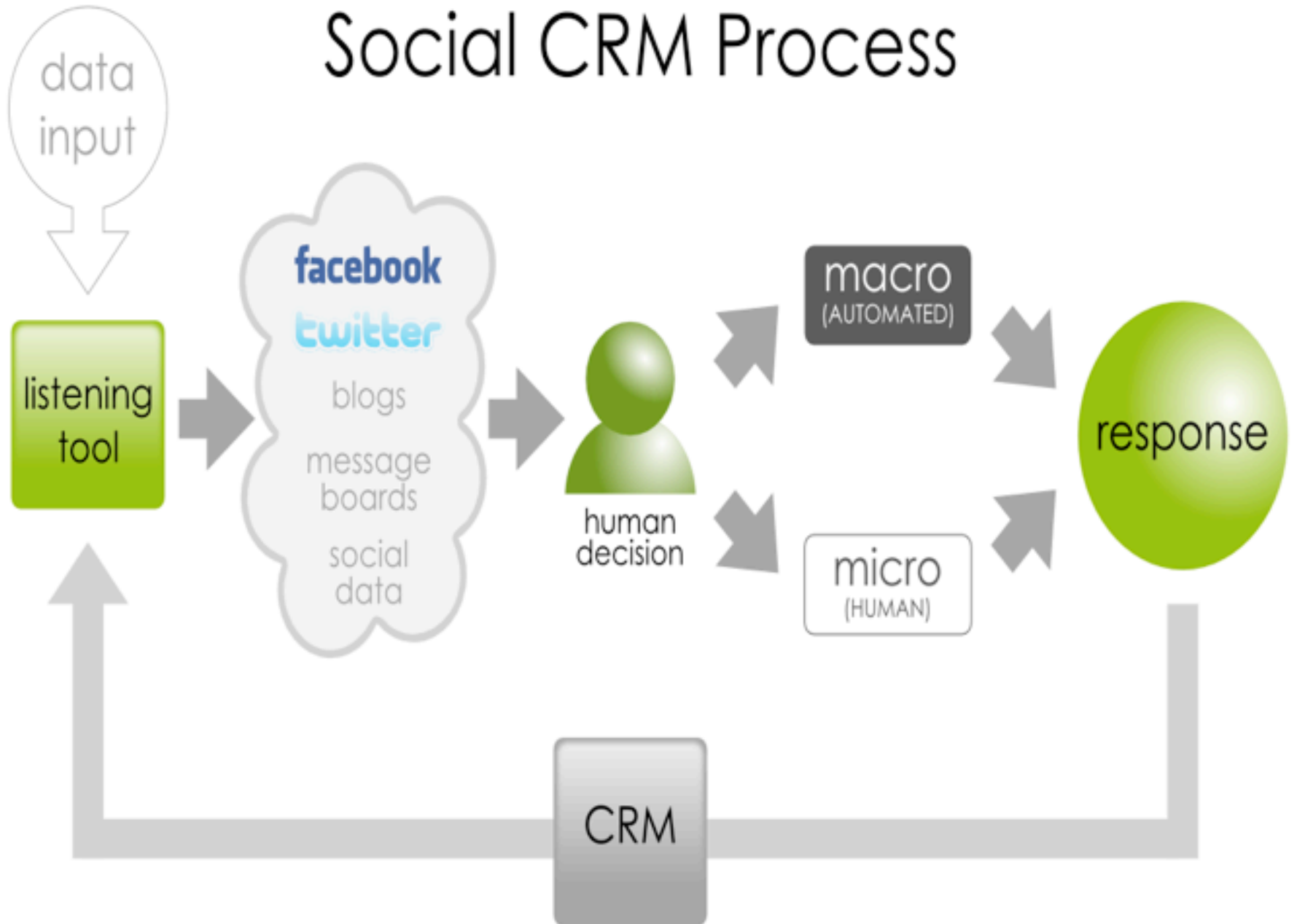
# Evolution of CRM to SCRM



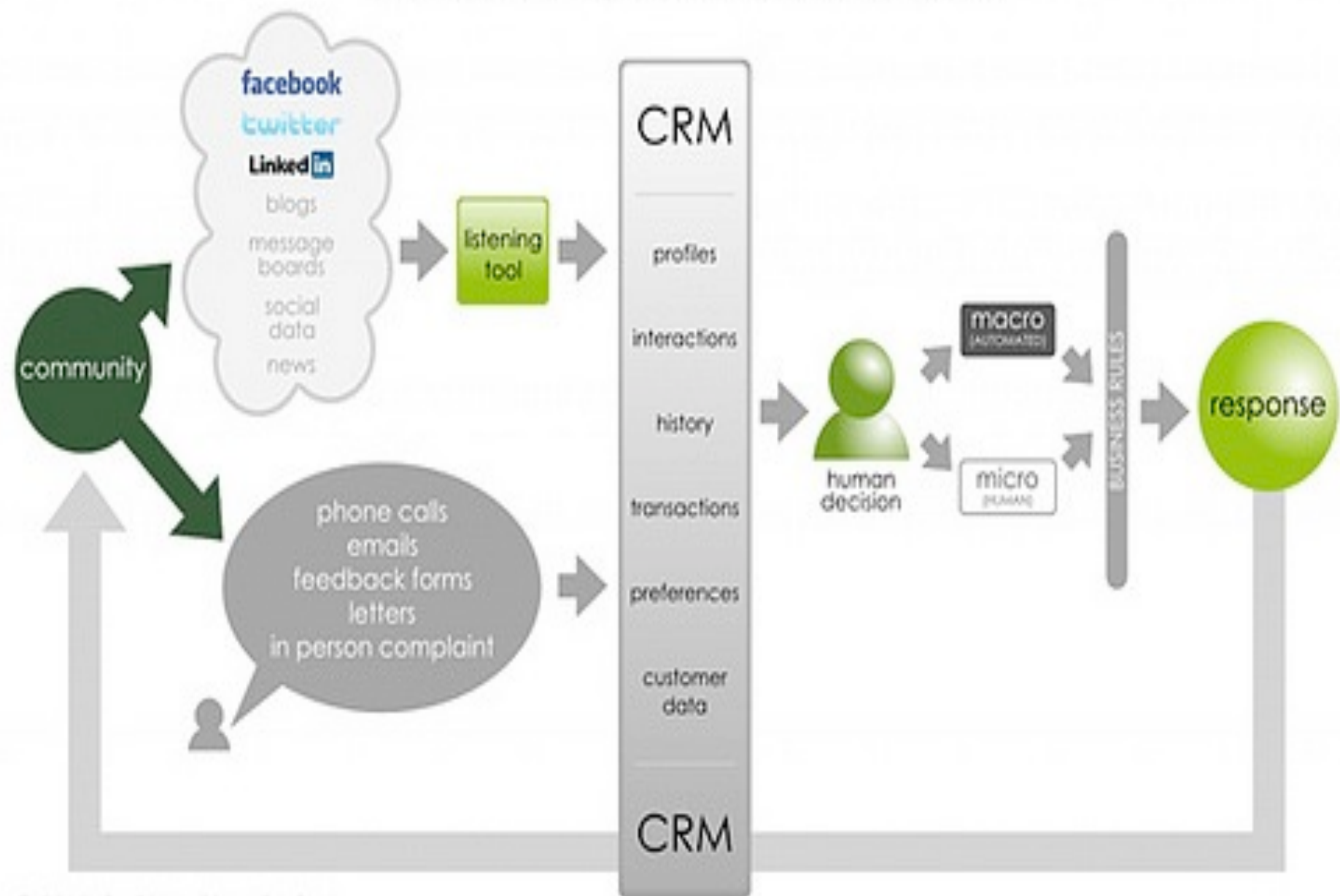
# Stairway to Brand **Heaven** & **Hell**



# Social CRM Process

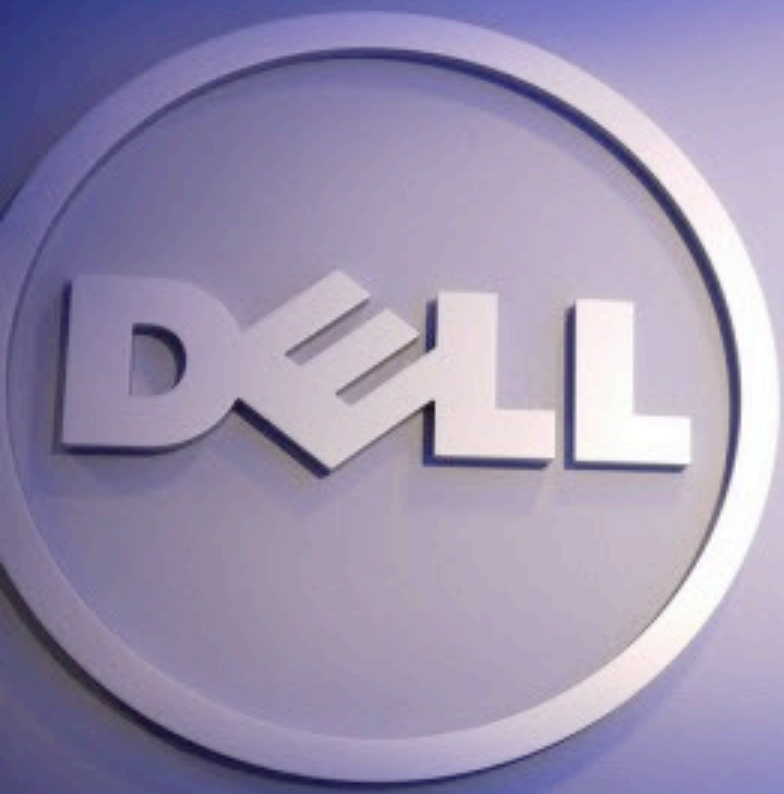


# Social CRM Process





**REALITY  
CHECK  
AHEAD**



Social Media Listening  
Command Center

THE

ONLY

THING WORSE

---

THAN BEING BLIND

IS HAVING SIGHT

AND NO VISION

20/100

20/50

20/40

20/30

20/20

20/10

1

2

3

4

5

6

SANDBOX OBJECTS

# Remember...

- Social CRM does not replace traditional CRM
- Social CRM humanizes your Credit Union
- Social CRM puts the customer in the core of the Credit Union's strategy
- Social CRM needs a new organizational mindset

# Ask yourself...

- How can we grow sales thanks to our network's network on LinkedIn?
- How do we set up a real strategy to engage relevant prospects?
- How can use interactions on Facebook to propose appropriate and on-time messages to our fans?
- Can we truly create a value proposition that meets precisely the needs & expectations of our customers? Not our needs only, their needs.
- How do we commit to such a vision?

**LISTEN!**

**Revise**  
OR ELSE!

**ALIGN**





FUTURE AHEAD

Hungry?

Hungry?

Hungry?



"Half the money I  
spend on  
advertising is  
wasted; the trouble  
is I don't know  
which half."  
-J. Wanamaker

Hungry?

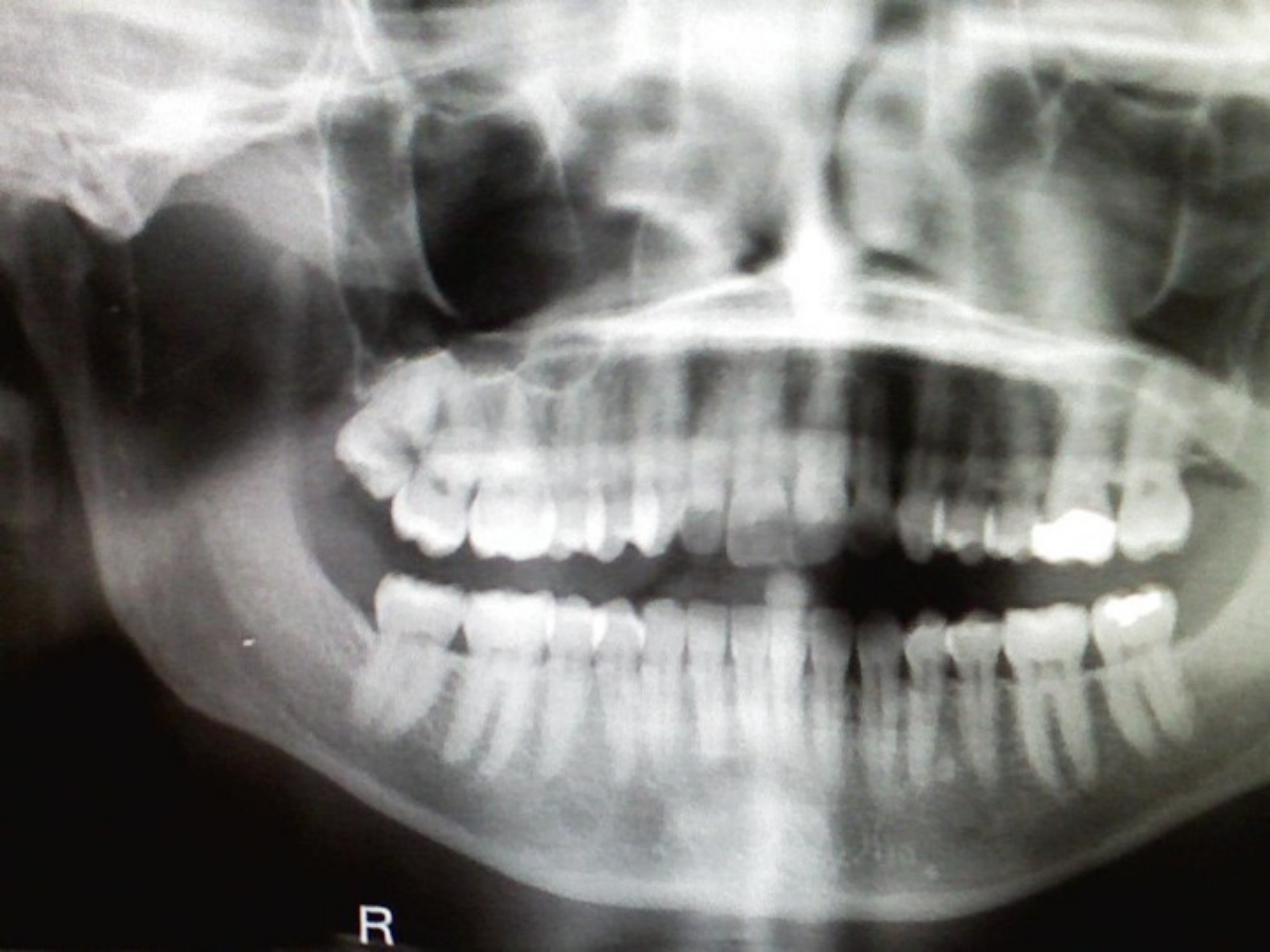
Hungry?

Hungry?









R

# The Tenets of VRM

1. The individual is the point of integration
2. The individual is the focus of interactions with vendors
3. The individual controls access to information



**REVOLUTION**





# Let's talk



- @uwehook
- uwe@bateshook.com
- bateshook.com/  
think-11

