



Top Six Tips for Achieving Sales & Marketing Alignment Through Enterprise Social Networking



Getting sales and marketing to effectively collaborate is a challenge in all companies. However, the payoff is big for companies that do. According to Aberdeen Group, companies with strong sales and marketing alignment achieve 20% annual growth rate and see a 20-25% increase in productivity. With rich infographics, this eBook arms you with the data you need to build a solid business case and secure budget for award-winning Enterprise Social Networking software.

This ebook is optimized for screen viewing.



Sales Enablement

Businesses that invest in sales tools to provide more insight about prospects see results:

Improvement in sales cycle time...

71%

year over year

Improvement in lead conversion rates...

51%

year over year

Improvement in the percent of sales reps achieving quota...

54%

year over year

“The ability to offer new features that help salespeople sell better and faster is attractive because it results in immediate revenue and it drives higher rates of CRM adoption, providing ROI in the short term and the long term.”

(Aberdeen Group, Ales Intelligence: The Secret to Sales Nirvana)

The Top 6 Tips for Enterprise Social Networks...

#1: Make It Easy

Keep the main body or content feed clean and uncluttered. Always include mobile access.



ONLY
44%

of corporate users can find the (internal) file they're looking for compared to 86% of similar internet users.

[<http://www.forrester.com>]

The Top 6 Tips for Enterprise Social Networks...

#2: Content is King

Share relevant and compelling content. Also provide mobile accessibility to the content.

More than


90%

of all data in an enterprise is
unstructured information

[<http://www.autonomy.com/content/Technology/autonomys-technology-a-different-approach/index.en.html>]

The Top 6 Tips for Enterprise Social Networks...

#3: Leverage Groups

Groups are fundamental to the structure of the ESN. Creating relevant groups from the onset gives your ESN the sure footing it needs to help people see the benefit the ESN gives to their work.



70% of people in business believe collaboration technology will significantly cut decision-making time and improve productivity.

[<http://stephenslighthouse.com/2011/02/17/collaboration-infographic/>]

The Top 6 Tips for Enterprise Social Networks...

#4: Make Search Work

Search should be easy and intuitive. Instead of one long list of results, search should be taken to the next level with customizable tabbed views. Include search beyond text documents.



The best result for more than 50% of searches at Global 2000 companies will not be a textual document by YE17.

[Gartner, 2012]

The Top 6 Tips for Enterprise Social Networks...

#5: Integrate with Email

Today, enterprise communication is centered around email. ESN's job isn't to completely replace this tool, but enhance it.

By 2016, 50% of large corporations will have internal social networks

30% of these will be considered as essential as email & telephones today

[Gartner Predicts 2013: Social and Collaboration Go Deeper and Wider 28 November 2012]

The Top 6 Tips for Enterprise Social Networks...

#6: Get Executive Sponsorship

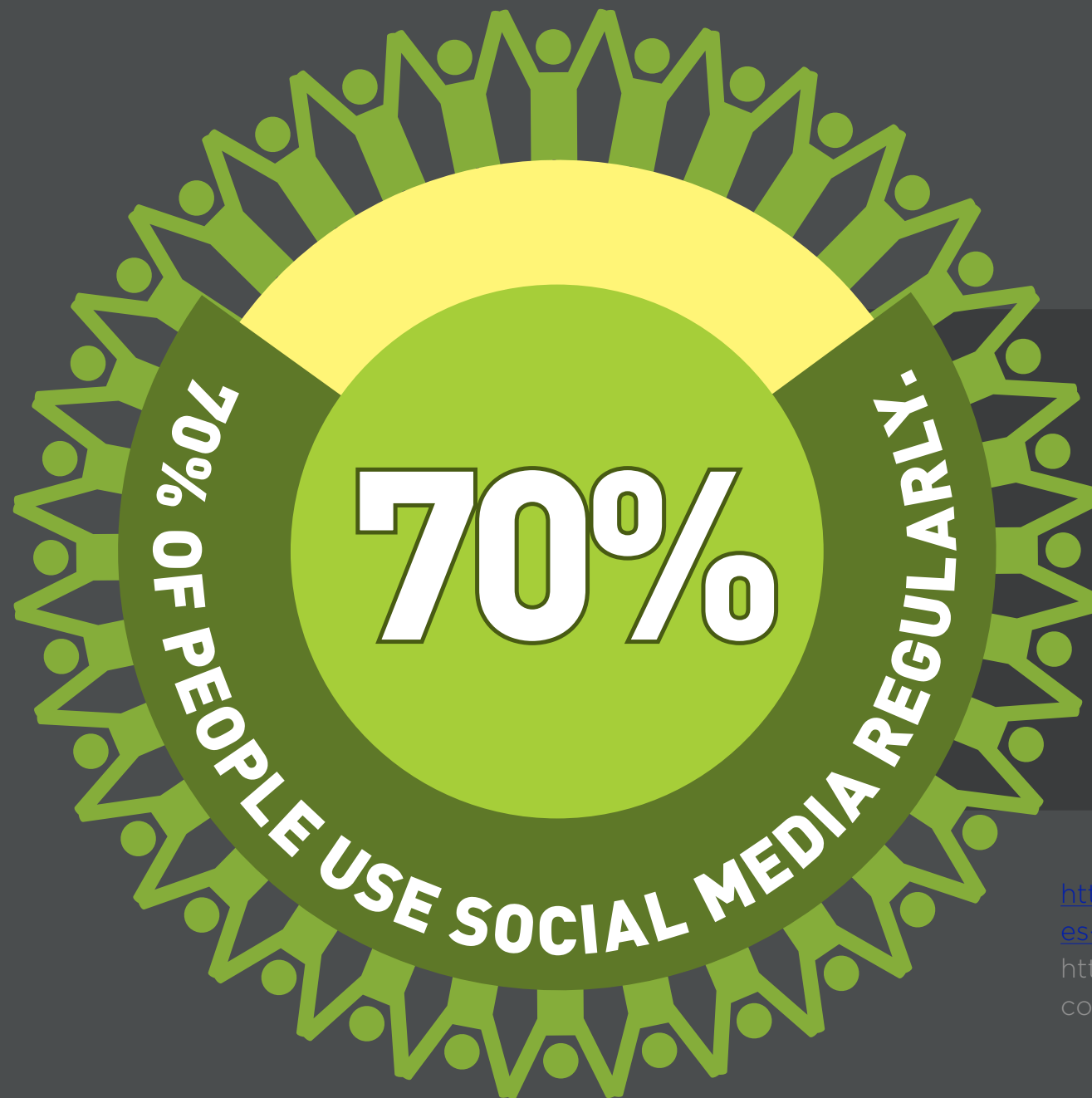
With executive sponsorship, other business units will likely come online to your cause more smoothly. Without this sponsorship, if there is any resistance, your efforts will likely be futile.

60-80%

of projects with minimal or no executive sponsorship fail in the end.

(<http://www.mysiriuszone.com/content/view/2526/1417>)

Team Building, Cohesion, Collabora-



Which means the majority of us are used to sharing information online.

<http://econsultancy.com/us/blog/10986-75-of-businesses-to-use-social-collaboration-tools-in-2013-infographic>
<http://clinked.com/site/2012/10/29/the-state-of-online-collaboration-for-business/>

Team Building, Cohesion, Collabora-



By incorporating our usage of social platforms within the organizational setting we can increase efficiency in collaboration thus focus more time in other areas.

On average, an employee spends 65% of a workday collaborating with others.

This will free up 8% of their workweek allowing time to focus on other value-adding activities.

By moving communication from email to an internal social collaboration platform, employees can reduce their email time by 30%.

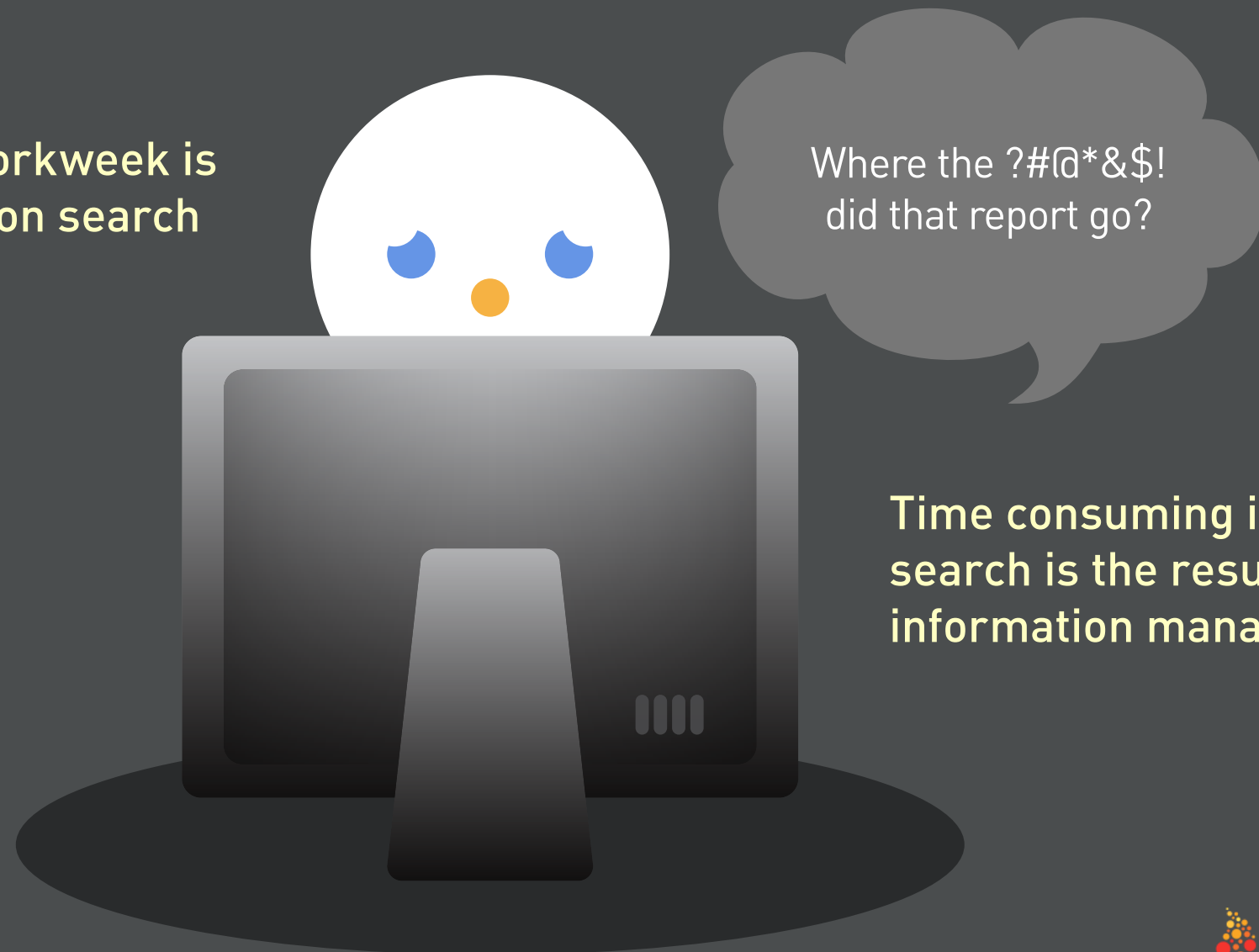
Overall, employee's productivity will increase by 25-35% if they switched to a social platform to collaborate internally.

<http://econsultancy.com/us/blog/10986-75-of-businesses-to-use-social-collaboration-tools-in-2013-infographic>
<http://clinked.com/site/2012/10/29/the-state-of-online-collaboration-for-business/>

Information Problems?

Information Problems start with the employee...

1/4 of an employee's workweek is consumed by information search

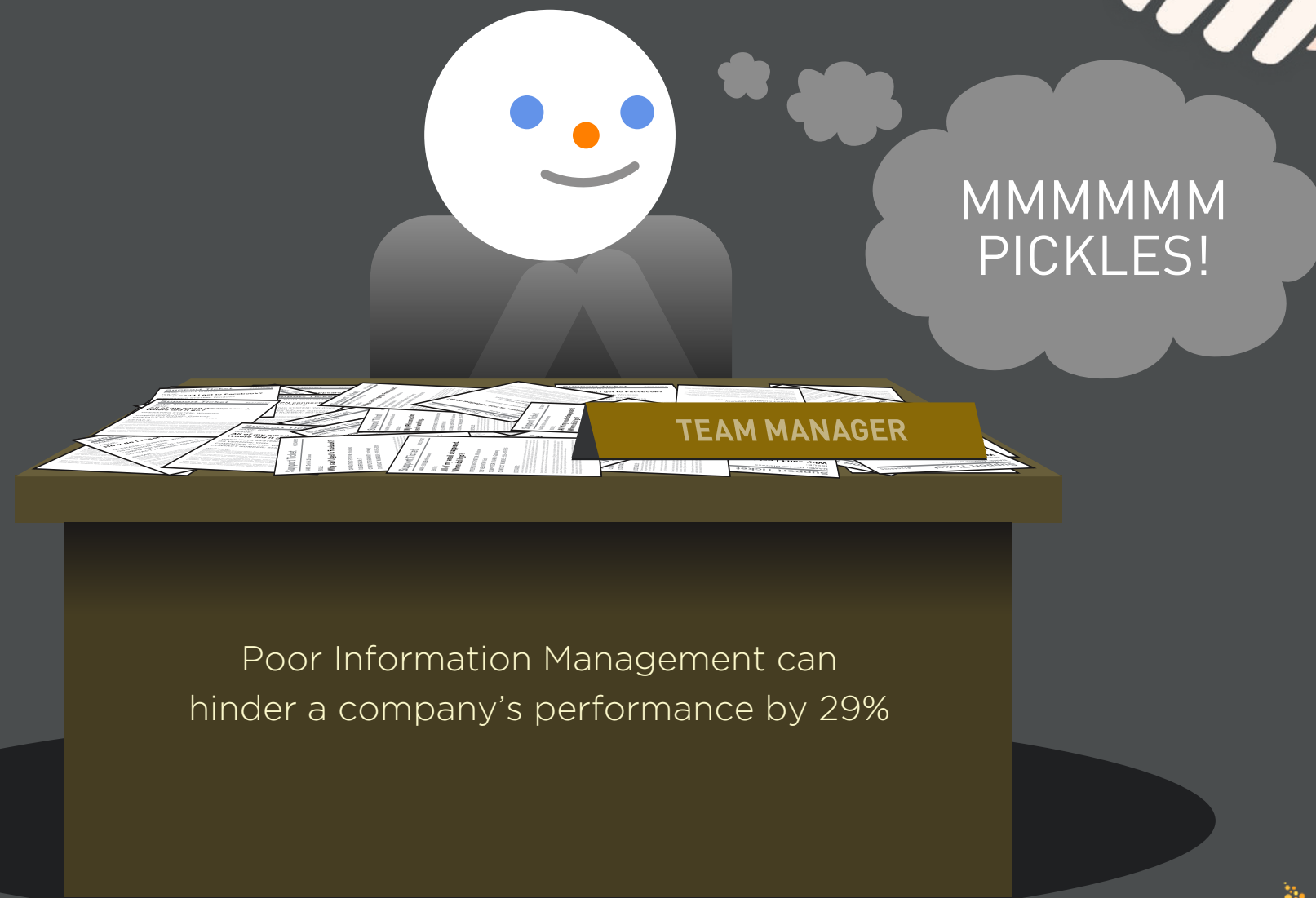


Time consuming information search is the result of poor information management.

[Schillerwein, Stephan. The Digital Workplace. Infocentric Research, Sept. 2011]

Information Problems?

Spreading the problem to the organizational level



[Schillerwein,
Stephan. The Digital
Workplace. Infocentric
Research, Sept. 2011]

Poor Information Management can
hinder a company's performance by 29%

Information Problems?

Underperforming organizations have a negative impact on the economy.



[Schillerwein, Stephan. The Digital Workplace. Infocentric Research, Sept. 2011]

With Bloomfire's easy-to-use enterprise social networking software, Sales stays productive and connected whether they're in the office, onsite with a client or somewhere in between.

We make it a snap to:

- Share Sales Tools
- Coordinate RFP Responses
- On-Board Faster
- Locate Customer References
- Spread Competitive Intel
- Find Answers & Subject Matter Experts

Learn more by visiting www.bloomfire.com.

