

## **SOCIAL MEDIA AND CRM 2.0: A CONCEPTUAL FRAMEWORK FOR ANALYSIS**

**SYED ZEESHANZAHOR (SCHOLAR)\*  
DR, ISHTIAQHUSSAINQURESHI (FACULTY)\***  
(CORRESPONDING AUTHOR)

\* THE BUSINESS SCHOOL, UNIVERSITY OF KASHMIR, SRINAGAR, J&K, INDIA.

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### **ABSTRACT**

With the explosive growth in social media facilitated by diverse tools the way business organizations interact with customers has been revolutionized. Customers on global level are using social media to interact and share valuable information from marketing point of view. This has made marketers to rethink their Customer relationship Management (CRM) strategies and techniques and the customer information sources. CRM being a dynamic and evolutionary concept needs to adopt social media to retain and augment the customer relating ability. This integration of social media and CRM has given rise to a novel concept of Social-CRM, used by marketers now to understand and relate better to customers. With this background this paper attempts to develop a conceptual frame work that will facilitate the marketers and the academics to develop better understanding of integration of social media and customer relationship management.

**KEYWORDS:** Social Media, Customer Relationship Management (CRM), Social-CRM.

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