

# Sage and Social

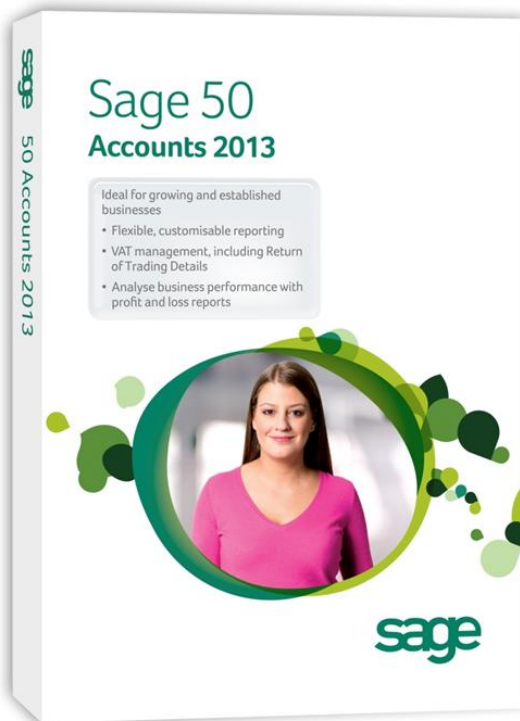


# Using Social Media In the Integrated Marketing Mix

**Sage Ireland**

June 2013

# Sage 50 Campaign August/September 2012



# Sage 50 Campaign August/September 2012



(1) Sage Ireland - Windows Internet Explorer

http://www.facebook.com/sageirelandofficial

Favorites Suggested Sites Sage Connect Web Slice Gallery

Edit ... Sag... Soci... Twit... Wor... BAS... ibec... BAS...

Page Safety Tools

## We listened. Sage 50, the best just got a lot better

**Sage Ireland**  
4,203 likes · 77 talking about this

Internet/Software  
Providing business management software solutions to Irish businesses.

About Photos Sage Lunch'n Learn Sage Cloud Likes

4,203

Chat (4)

Done Internet | Protected Mode: Off 100% 12:46 01/08/2012

## When Our Customers Talk, We Listen.

In creating Sage 50 2013 we listened to the feedback from over 4,000 Sage customers.

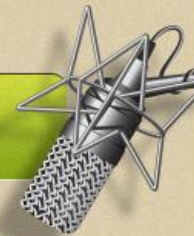
Now we want to hear from you.

**Tell us your best piece of business advice.**

The best message **wins Sage 50 2013** and a **€250 voucher** for Ticketmaster.



**Tell Us**



# We're Listening



The screenshot shows a recording interface on a Sage website. At the top left is the Sage logo. The main heading is "We're listening. Record Your Message". Below this is a script for recording with several blank lines for user input. A yellow sticky note on the right provides instructions on microphone requirements. The central part of the interface is a digital recorder with a display showing "2 x 45 min 90" and "030". A red button on the left of the recorder is highlighted with a green arrow and the text "Click to record your message". At the bottom are two buttons: "Record a different message" and "Submit".

**sage**

## We're listening. Record Your Message

Here is a script for your recording, use it as a guide, fill in the blanks and add anything you want. Then press the red button. Your recording cannot be longer than 30 seconds.

**Script**  
Hello my name is.....  
The name of my business (or the company I work for) is.....  
Our biggest business challenge at the moment is.....  
The best piece of business advice I have is.....

To enter you need to have a **working microphone** plugged into your computer or a built in microphone working on your laptop.

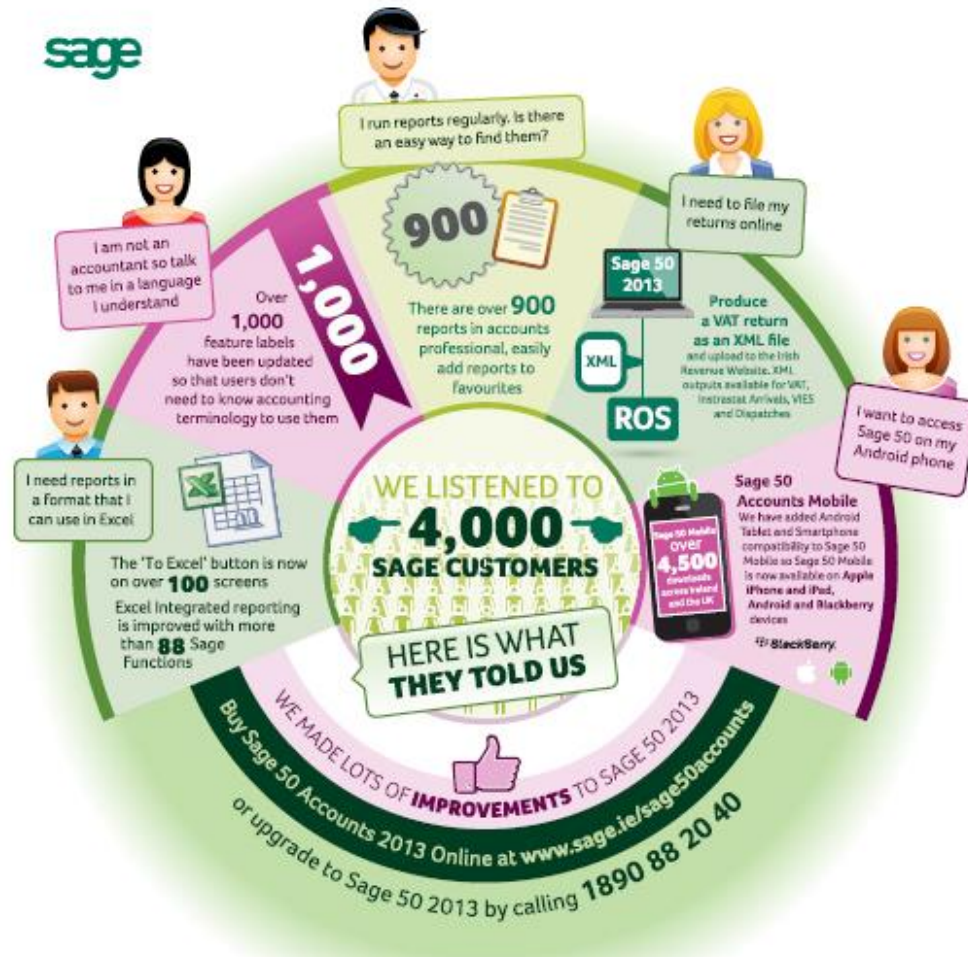
[Tell me how to get my microphone working](#)

Click to record your message

Record a different message

Submit

## Sage 50 Accounts 2013



# 50 Tips Ebook



Learn the strategies and insights that Irish business owners and managers are using to make their business grow and prosper. Sage has collated the best advice and made it available to download in our handy Ebook.

## Free Ebook: 50 Ways To Help Improve Your Business

Irish business owners are an inspiration. In Sage, we have seen our business customers face the past four years with determination and a business intelligence that has seen them through some very difficult economic times.

Not only that, but we have seen a whole new range of businesses coming to the market that are confident in the future.

In this free Ebook we share 50 tips from Irish businesses on;

- Business Strategy
- People – both customers and employees
- Marketing
- Business Processes
- Finance



46

Like

126

Tweet

in

3

+1

Download Your Ebook Today

Download

---

## Mark Breen

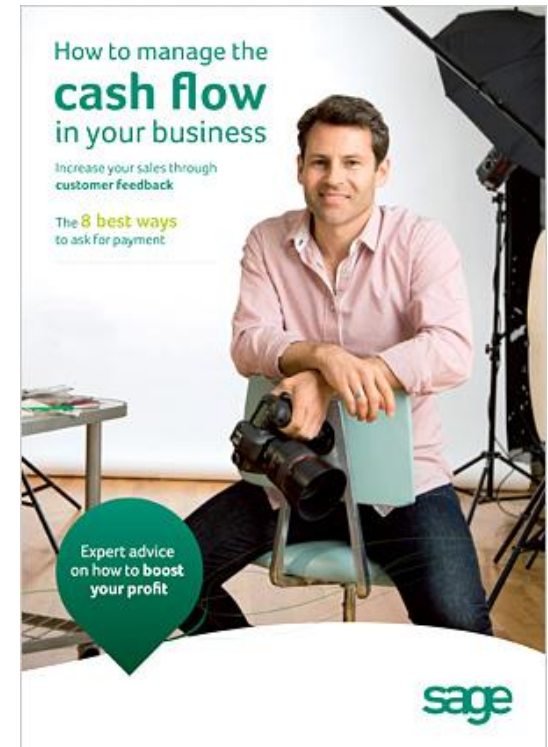
There's some good stuff in here and it's great to see a company like SAGE looking for ways to add value and 'give back'.

I'm not stupid. I know they're not doing it out of the goodness of their hearts. It's to get the attention, which is what I'm giving them here. And I'm happy to do it because, when you add value to what's already a good offering by producing stuff like this, then you deserve to have people like me advertise for you.

That's how it works. Go [download the Ebook](#) and glean a few tips from it and either do or do not check out SAGE and their software. It's up to you.



# Ebooks on Sage



# Making the most of content



Need help understanding the Digital Economy?

[Click for free industry specific Social Business Reports](#)



- HOME
- SALES
- FINANCE
- MARKETING
- MANAGEMENT
- GROWTH
- TECHNOLOGY
- GLOBAL

Feedback

## When Fear Is Good: Risk Management Techniques



by [ajaviado](#)

No Comments



Fear is an emotional reaction to a recognized danger, be it known or unknown. It always causes stress, sometimes panic and even paralysis afterwards. In a nutshell, it is considered as a negative effect. So why would anybody say that fear is good? There are actual instances wherein the feeling of fear invokes a more powerful and more positive mental response. For instance, the fear of the unknown may push a person to do exhaustive research on the subject to obtain the ins and outs of it. Investors Business-minded people, specifically...

[Tweet](#) 8

[Read more »](#)

## Getting The Right People On The Bus



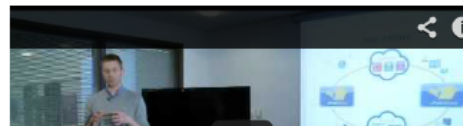
by [William](#)

1 Comment

What does it mean to "get the right people on the bus"? According to business consultant, author, and lecturer Jim Collins, it is all part of the "First Who, Then What" concept based on company growth and sustainability. Essentially, the concept is about first

### VIDEOS

[Using Social Media For B2B: The National Software Centre Lead By Example](#)



### LATEST FROM SAGE

**22% of Irish SMEs already using cloud technology and a further 16% have plans to move**



38% of small and medium-sized enterprises (SMEs) in Ireland are either already using or have plans to adopt cloud computing... [More](#)



Sponsored by **sage**

Feedback

# Thank you



# Questions?