

# Why Chatter Matters



# Full Disclosure

- I'm a reluctant user of Twitter, Facebook, LinkedIn, Plaxo, MySpace ...
- I don't do fads
  - OK, I'm a luddite
- I'm a recovering VP of Marketing
  - I don't believe anybody's marketing materials
- *SalesLogistix* has been using Chatter since it first became available
  - We're inveterate developers
- A couple of our clients have been using it for 6 weeks

# What Chatter Is...and Isn't

- It's a publish / subscribe alerter system for customer updates
  - State of deals, cases
  - General customer info updates
- It's focused on collaboration
  - All the users are your employees
  - The goal is to make sure everyone's aware of important updates, context, and conversations
  - Encourages a *kiosk model*, can decrease email
- It is *not* a social media system that engages with your customers or "the market"
  - That *definitely* requires external integrations to social media monitoring / management systems!

# Who's Chatter Good For?

- Longer / more complex the sales cycles
  - Helps prevent things from falling through the cracks
  - Makes sure people know relevant information
  - Encourages a kiosk model of information sharing
  - Can reduce internal email traffic
- More far-flung organizations
  - Larger or more distributed
- Where “customer intelligence” is required
  - Really good for financial services, consulting, media, non-profit fundraising, OEM and deep B2B
  - Seems much less interesting for B2C

# What Are the Current Issues?

- Like other social media, it takes some getting used to
  - You have to subscribe to stuff
  - Everyone needs to **avoid** posting noise, drivel
  - Which Exec really has time to log in?
- This early release isn't that well integrated with the rest of SFDC
  - You'll be writing some triggers for sure
  - But the API isn't complete yet
  - And there are some security/access issues
  - Stay tuned...evolving rapidly

# Resources

- About Chatter
  - App Exchange, Docs, Discussion Boards, etc.
- About Social Media
  - [www.taberconsulting.com/download/dtr-81.htm](http://www.taberconsulting.com/download/dtr-81.htm)
  - [www.taberconsulting.com/download/dtr-82.htm](http://www.taberconsulting.com/download/dtr-82.htm)
  - *The Definitive Guide to...* by Marketo
  - *The Facebook Era*, Clara Shih
  - *Social Media Metrics*, Jim Sterne
- About Community-Based Marketing
  - *The Tipping Point*, Malcolm Gladwell
  - *All Marketers are Liars*, or anything by Seth Godin

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