BUSINESS GOES SOCIAL

Social media is the buzz. A look at who is coming to the social media party – and why! **Arun Katiyar** looks at corporate India's first few exploratory steps to leverage a tantalising opportunity.

The marketing revolution apparently is taking a little detour from the regular Kotlers, Porters and Friedmans. Right now, the buzz words include Facebook, Twitter, Orkut, LinkedIn, YouTube, Flickr, SlideShare, podcasts, wikis, social bookmarks and Second Life. If your business is marketing, these are exciting times – tools, not theories, rule.

In September, Microsoft announced that it was going to give marketing and advertising folks an opportunity to test their capability in the social media stream through their product christened Looking Glass.

Just a month before Microsoft's announcement, twtCRM was launched by Bengaluru-based Cheese Care. The product helps brands track their mentions in social media and allows support teams to respond to the mentions.

And just a little before this, Raj Mruthyunjayappa, managing director, Talisma Corporation, another Bengaluru-based global provider of customer relationship management (CRM) products