

Review article
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GUERRILLA APPROACH TO IMPLEMENTATION OF CRM 2.0 CONCEPT

Abstract

Social networks represent some kind of virtual squares or markets where modern social and economic life takes place. Social networks, as contact point between supply and demand in virtual environment, are suitable for implementation of collaborative part of system for consumer relationship management and thus become foundation for building modern integral systems for consumer relationship management. But, virtual social networks cover many of constituent parts which gather huge number of people and which function without time and space limitation. In order to solve the complex problem of holistic approach to implementation of consumer relationship management in virtual social networks, "guerilla" approach is imposed as rational alternative. For the purpose of solving this problem it was explored what the relationship marketing was, or concept of consumer relationship management, and principles of their functioning were observed. Web 2.0. concept, place and role of social networks in it, as well as their popularity, were also explored. Finally, polling was used for exploring participation of examinees in social networks and their opinions on social networks potentials. Principles of "guerilla" approach to implementation of CRM 2.0. concept were suggested on the basis of that. They imply accepting CRM 2.0. concept because of its wideness and significance, as well as concentration during implementation on the most popular networks among examinees.

Key words: marketing, relationship marketing, CRM 2.0. Guerilla, Web 2.0., social networks