



Customer interaction from social media 'requires SPICE'

Marketers who are new to using social media for [customer interaction](#) have been given the abbreviation SPICE to help them maximize their use of the medium.

In a Fresh Business Thinking article, Wayne Smallman created the abbreviation, which he said stands for Support, Publicize, Integrate, Control and Enhance.

Social media websites and networks can be used to support and publicize a company, while firms should also take care to integrate social media within marketing, Mr Smallman explained.

In addition, [customer interaction](#) could be assisted by finding unwanted revelations (control) and using social media to respond to bad publicity or generate it positively (enhance).

Meanwhile, a recent report by Michael Stelzner found that almost 90 per cent of marketers are using social media in their [customer interaction](#) to promote their firms.

His report also identified the top four most used social media tools, which were, in order, Twitter, blogs, LinkedIn and Facebook.

For more information on [customer interaction](#), click here.