

# **The Effect of Social Media Marketing on Customer Communication Capabilities and Corporate Performance (Case Study: Insurance in Rasht)**

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**Organizations need to improve their marketing performance in terms of satisfaction and trust and maintain current customers, attract new customers, increase market share and increase sales, and this is important by managing customer relationship management and focusing on Dimensions such as key customers, customer knowledge management, and organizational performance are realized. Customer relationship management is one of the pillars of the success of service and financial organizations in a competitive environment today. Organizations need to identify the needs of their customers, provide the best service to their customers, and strive to gain more share and profit. With this interpretation, the present research attempts to answer the fundamental question that marketing activities of communication management and customer participation with social media can improve company performance? Through the strategy of differentiation, it should be considered in the form of four hypotheses. Field studies were done by means of a questionnaire tool. A researcher-made questionnaire with 25 questions in 274 companies was distributed by random sampling method and 176 questionnaires were distributed among the experts of the mentioned companies. Validity of the questionnaire was confirmed by content and its reliability was confirmed by alpha Cronbach. Using the samples taken the insurance companies of Guilan province and analyzing the research data using PLS software, the results of the correlation test showed that there was a significant and positive correlation between customer relationship management, customer participation and social media With company performance.**

**Keywords : Keywords: Customer Relationship Management, Company Performance,**

## Insurance Companies, Guilan Province

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