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**FOR IMMEDIATE RELEASE**

## Nimble Joins Google Apps Marketplace

*Nimble Brings Award-Winning Social Business Platform to Google's Small Business Audience*

**Santa Monica, CA – July 18, 2011** – [Nimble](#) announced today that its award-winning Social Business platform for small businesses is now available in the Google Apps Marketplace™. By unifying the very best contact management, social networking, and sales and marketing tools into one simple and affordable web-based solution, Nimble is the only app designed to help small companies turn business leads and social connections into sales opportunities. Nimble can currently be found in the Featured and Notable section on the Marketplace home page and is also available in the [Customer Management section](#).

For years, small businesses have relied on complex and costly servers and desktop applications to provide support for sales, marketing & customer service automation, accounting, project management and more. Today, companies are turning to solutions like Google Apps and Nimble to replace that costly infrastructure with cost-effective, business applications that run in the cloud.

With its unique combination of relationship management, social networking, and sales and marketing tools, Nimble is the perfect addition to the Google Apps Marketplace. Nimble helps businesses capture leads with its website lead capture forms, organize them with its advanced contact manager, and engage them with automated drip marketing campaigns. To further help build relationships with those leads, Nimble enables businesses to run marketing campaigns and engage in social conversations via LinkedIn, Twitter and Facebook. As conversations and campaigns turn to business opportunities, Nimble manages the sales pipeline by tracking the deal amounts, probabilities, and conversations that translate to business success.

"Google Apps and the Google Apps Marketplace are transforming the way businesses operate and generate demand," says Jon Ferrara, Nimble's CEO. "What businesses need is a Social Business application that provides business owners with more effective ways of organizing leads as they come in, engaging leads with all the latest sales, marketing and social tools, and managing the opportunities that result. That is Nimble, and we're excited to be sharing it now with Google Apps customers."

"Google is thrilled to welcome Nimble to the Google Apps Marketplace," said Don Dodge, Developer Advocate at Google. "Nimble takes customer relationship management to a whole new level by adding the *social* element. Nimble's Social Business application enables companies using Google Apps to efficiently manage their emails, social conversations, marketing and sales leads -- right from the browser."

Visit the [Google App Marketplace](#) to access Nimble and click on "Add It Now" in the upper right corner of the screen. For an overview of Nimble, please go to <http://www.nimble.com/how-it-works/>. Screen shots can also be found at <http://www.nimble.com/company/product-screenshots/>.

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## **About Google Apps Marketplace**

The Google Apps Marketplace makes it easy for millions of Google Apps customers to discover, purchase and deploy integrated business applications and related professional services. By integrating with user account and application data stored in Google Apps, these cloud applications provide a simpler user experience, increase business efficiency, and reduce administrative overhead. To learn more, visit [google.com/appsmarketplace](http://google.com/appsmarketplace)

## **About Nimble**

Since its initial launch, Nimble has quickly established itself among publications and customers alike as a leading Social Business platform. The platform was awarded PC Magazine ["Editors' Choice"](#) as well as the coveted ["DEMO God"](#) award from a field of hundreds of start-up contenders. It has also been recognized by leading analyst firm, Gartner, as a "Cool Vendor" for Social Software and Collaboration and placed on ["The CRM Watchlist 2011"](#) by Social CRM expert and best-selling author, Paul Greenberg.

Founded in 2009, Nimble leverages the power of traditional CRM, Sales Automation and social media to create a complete, web-based Social Business platform capable of helping small businesses transform their social communities into business opportunities. Located in Santa Monica, Nimble is in the heart of the Southern California tech community. Please join the conversation on Nimble's Facebook page at [www.facebook.com/nimble](http://www.facebook.com/nimble), LinkedIn and on Twitter [@nimble](#).

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