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FOR IMMEDIATE RELEASE**Award-winning Social Business Platform Nimble Now Integrates with HubSpot***Industry Leaders Team up for Powerful Closed Loop Social Sales and Marketing ROI*

Santa Monica, CA – Nov. 15, 2011 – [Nimble](#) announced today that its award-winning Social Business platform for small businesses is now supercharged by leveraging HubSpot for closed loop social sales and marketing integration. By unifying Nimble's simple and affordable web-based Social CRM into HubSpot's powerful Web marketing tools - Nimble continues to expand on its Social Business vision to help small companies turn their social contacts and communities into customers for life.

"The new social customer is prompting today's sales and marketing organizations to rethink how they engage customers to create leads and sell," said Jon Ferrara, CEO, Nimble. "Small businesses need to have visibility and communications on both sides of the sales and marketing cubicles. Nimble's new closed loop sales and marketing integration with HubSpot brings small businesses into the era of social sales and marketing with real time web lead visibility, notification and ROI measurement."

By utilizing HubSpot analytics, Nimble users can now score their Nimble leads to help make smart marketing investments. HubSpot analyzes leads from first visit to win to provide closed-loop marketing ROI, so you can spend your marketing dollars wisely. Best of all, Nimble automatically maps social identities for each new HubSpot lead enabling users to see who their hot prospects are and engage the best prospects effectively. Now, instead of just having a prospects submitted email, HubSpot users of the Nimble integration will have a complete social background, which is automatically created with Nimble's social profile finder.

"The web and social media has transformed how people learn, shop for and buy products. Nimble recognizes this and enables businesses to leverage social media to find new customers," said Mike Volpe, chief marketing officer, HubSpot. "The integration of Nimble and HubSpot allows businesses to find and sell to people according to how they learn, shop for and buy products today using the web and social media."

Nimble helps businesses capture leads with its website lead capture forms, track them with its advanced contact manager, and engage them it's powerful social listening and engagement features. To further help build relationships with those leads, Nimble enables businesses to run drip 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.

For screen shots, please visit <http://www.nimble.com/company/product-screenshots/>.

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, LinkedIn and on Twitter [@nimble](#).

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