



Industry

Social Media Consulting

Use Case

Social Selling & Marketing

Sizzling With Social Media Marketing

The Customer: Who is SocialLink Media?

SocialLink Media is a fast growing Social Media Strategy and Technology firm with offices in Minneapolis and Chicago. With the exclusive goal of helping clients build a strong presence in the world of social media to drive measurable results for their businesses, they pride themselves on being young, fast, thorough and hungry.

With a team made up of creative and innovative marketers, designers, programmers, copywriters, videographers and photographers., they offer clients a comprehensive mix of online marketing services that provide lasting value.



Daniel Pesis

Co-Founder
SocialLink Media

Twitter:
[@sociallinkmedia](https://twitter.com/sociallinkmedia)

LinkedIn
[SocialLink Media](https://www.linkedin.com/company/sociallink-media)

Site:
sociallinkmedia.com

Blog:
sociallinkmedia.com/blog

The Challenge: Find a Simple, Social CRM

SocialLink was looking for a CRM system that is easy to use – they mainly just needed to organize and classify contacts and track deals.

According to co-founder Daniel Pesis, it needed to be, well, nimble: “From concept to implementation, SocialLink designs social media marketing campaigns that help mold social identity and drive specific business objectives.

We recognize that in the world of marketing, there are no cookie-cutter solutions. Accordingly, we direct each project based on individual client goals, challenges and opportunities. Nimble allows us to engage customers and prospects in real-time and tailor our plans according... and the price is just right!”

“Finding Nimble is like finding your wedding ring in the ocean.

The Solution: Sizzle With Nimble

Nimble offers users ways to customize and classify contacts – because of this, SocialLink is easily able to sort data by Clients, Leads, Vendors, etc. The notes feature also comes in handy when tracking activity & interaction. “Working in social media, everything changes so fast,” said Pesis. “If one of us gave a quote or mentioned a service, the other guy always needs to be briefed. Nimble allows us to increase transparency and greatly helps document & facilitate our internal communications.”

But the best Nimble benefit of all? Finding a solution that helps us stay organized without breaking the bank.

“ Nimble allows us to increase transparency and also greatly helps document & facilitate our internal communications.

“We tried a service which was almost identical for \$49.95/month. Finding Nimble was like finding your wedding ring in the ocean – after searching (and paying) for months we were ecstatic.”

Pesis said they discovered Nimble through online research, and have since spread the word: “Hopefully word of mouth gets Nimble going.”