



**Company**  
Digiterati

**Industry**  
Professional Services

**Use Case**  
Digital Agency Collaborates Better  
with Google Apps and Saves  
4 Hours a Day Using Nimble

**Twitter**  
[@JeyLawrence](#)

**Site**  
[digiterati.co](#)

## CASE STUDY

### A Modern Workflow of Google Apps and Nimble Helps Digiterati.co Save Four Hours Per Day

Digiterati.co was founded to answer one fundamental question—How does one influence an audience of prospective buyers to engage, share and fall in love with buying... from you? The answer is simple, blend the science of influence with the art of message segmentation. The company leverages the five pillars of communication (ambition, innovation, enthusiasm, reciprocity, and engagement) to build brand ambassadors within a network of friends, fans, customers, clients, partners and onlookers.

#### An Early Adopter of Google Apps

Renaissance man and serial entrepreneur Jey Lawrence has always been okay with bleeding edge technology, so back in 2006 when it became apparent that Google was integral to business, he embraced it. At any one time, he has a few startups in development, and they all use Google Apps.

“We use Gmail, Google Talk, Drive, and Docs,” he says. “I am a full-on Google guy. They have 24-hour access, a knowledgeable help desk, and a willingness to do what’s necessary to get me what I need. It’s the best money you’ve ever spent in your life.”

“With five new sales guys joining, a group of core Google Apps is super helpful. I can have a programmatic approach and everybody on the sales team knows exactly what I expect.”

#### Finding Nimble

Until this year, the hole in Jey’s worktool suite was CRM. He tried them all, but wasn’t satisfied.

“We believe in the lean startup model. We needed our CRM to be affordable and flexible. And we needed it to give us insights that would help our people grow strong relationships as our products grew. With a

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Founder  
Digiterati

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great app like Nimble, combined with a drag-and-drop method of added functionality through Zapier, we could experiment without having a \$100,000 software disaster.”

Nimble’s ability to leverage all the social channels to support relationship building is what he finds most remarkable and game changing:

“Here’s the thing—it would behoove companies who have embraced the idea of social selling to leverage Nimble. Why? Because it’s intuitive. It completely changed my way of communication. Every business expert tells us to stay away from email, but come on—it’s still where we spend a lot of our day. Nimble puts it right into the app, along with the messages from all the social

channels. You can work through all your communications quickly.”

“But it’s the Nimble Today Page that serves up the most important information you need first each day. Whose birthday is it? Who’s following you? Who’s posting about you? Nimble saves me 4 hours a day!”

### Insights Drive Business

“Look, my business is social marketing. Before I pick up the phone, I need background like that in the new Smart Summary sidebar—and beyond that I can see within the Social Tab what my contact is doing everywhere they have a social footprint. Looking through this kind of



record tells you stylistically where your contact’s head is. Nimble gives you the rhythm of your prospect.”

“I’m always trying to teach my people how to be better communicators. Using tech to help us participate, that’s what Nimble does really well. I use Nimble to teach my people how to read social signals, not for advertising, but for stronger communication. How we convey that message dictates how customers and prospects will react. Both Google and Nimble enable that.”

### Training “Right” From the Start

“There’s something so important about demystifying relationship development. It doesn’t have to be phony. You can practice your skills and still be yourself—just more polished and enthusiastic about your topic. Nimble means you don’t go in blind; you go in understanding your prospect and using those insights.”