

BlueCamroo's Newest Integration Delivers Closed Loop Marketing with HubSpot

CONCORD – January 8, 2015 - BlueCamroo, the all-in-one online Business Management Platform for SMBs today added HubSpot to its growing list of third-party system integrations.

Recognized as a trail-blazer in inbound marketing, HubSpot's digital marketing platform helps over 10,000 companies in 56 countries drive traffic to their websites and generate leads.

BlueCamroo's HubSpot integration provides HubSpot users a powerful and affordable tool to "close the loop" between Marketing and Sales. Leads generated in HubSpot are automatically transferred to BlueCamroo for sales follow-up using BlueCamroo's powerful and flexible collaborative CRM tools. When a lead becomes a customer, BlueCamroo feeds the information back into HubSpot, giving Marketing what HubSpot calls full "closed-loop" visibility of the inbound marketing process from attraction to sale.

"We chose HubSpot as our first digital marketing platform integration because of its international business recognition as a leader in the industry," said BlueCamroo President and CEO Tomek Maszkiewicz. "Our own customers have been asking us to connect with HubSpot, so this will benefit them as well as offer HubSpot users another CRM option – and one that also provides Project Management, Collaboration, Task Management and much more."

About BlueCamroo

BlueCamroo¹ is an online all-in-one collaborative CRM, Social CRM², Social CRM, Project Management and Business Automation platform. It delivers small to mid-size businesses a simple and affordable way to handle lead generation, sales management, project management and customer service processes.

BlueCamroo's unique, patent-pending architecture provides an easy way to track and develop customer relationships in all channels, allowing users to focus more time on their clients and potential clients.

In 2013, BlueCamroo was proud to be a Top 5 Finalist and the only Canadian in CRM Idol (www.crmidol.com), a global competition which brings together the industry's most impactful and inventive small business CRMs to be critiqued by a panel of experts and key influencers.

In a short period of time, BlueCamroo has garnered international recognition for its all-in-one capabilities and most notably for Social Scout, a tool that is continuously developing and growing to effectively manage businesses' Social CRM. With its industry-first, innovative approach and leveraging of Social Networks, BlueCamroo is bringing CRM into the 21st Century.



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**FOR IMMEDIATE
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Notes for Editors

¹ BlueCamroo is a product of BlueCamroo Inc., which is incorporated in Ontario, Canada. The business is headquartered in the Greater Toronto area, in Concord. BlueCamroo Inc. provides the BlueCamroo system globally, with customers on all five continents.

BlueCamroo Inc. was established in 2009 by Tomek Maszkiewicz (CEO), Paul Clark (CMO) and Dugan Zhang (CTO). To this point, it has been entirely self-funded since start-up.

All product design, software development and other business activities take place at the company's offices in Canada.

² 'Social CRM' refers to CRM solutions that connect to popular online social networks such as Twitter or Facebook, allowing customer interactions within the social networks to be connected with in-house customer data. Social CRM is the fastest-growing product category within the CRM marketplace.