



JitterJam Named “Company to Watch” on ZDNet 2011 CRM Watch List

Paul Greenberg Selects JitterJam for the Marketing Technologies Category

Bedford, NH ([PRWEB](#)) January 11, 2011 -- [JitterJam](#)®, a leader in Social CRM software, was recently selected by Paul Greenberg as a Marketing “pillar” technology provider on [ZDNet’s 2011 CRM Watch List](#).

JitterJam’s relatively recent launch in March 2010 and its explosion into the Social CRM and Marketing spaces have made a noticeable market impact. According to Greenberg’s article, “JitterJam came out of the blue to make the list this year. They weren’t even on my radar in January 2010.”

Greenberg goes on to write that JitterJam has “a social marketing product portfolio that genuinely shows both thought behind it and apparently delivers on what it provides . . . this is what social marketing needs to look like.”

“We are very honored to be included in the CRM Watch List,” said Ric Pratte, President and CEO of JitterJam. “Our customers have recognized that we have an exceptional solution to see real results from their social marketing efforts; it’s fantastic to have industry recognition for our efforts as well!”

JitterJam’s Social CRM system provides businesses, brands and agencies with a unique set of capabilities to monitor the social web, engage their social communities, develop trusted relationships with individual consumers, market to those consumers and evaluate the results. JitterJam’s customers range from smaller enterprises to multi-national brands and agencies.

Greenberg’s “Social CRM: The Conversation” blog on ZDNet focuses on current and future CRM technologies, strategies, companies, stories and personalities. The blog, which is beginning its third year on ZDNet, draws sales, marketing and IT professionals worldwide. Greenberg, in addition to being the author of the best-selling book, “CRM at the Speed of Light: Essential Customer Strategies for the 21st Century,” is President of The 56 Group, a consulting firm focused on cutting-edge CRM strategic services, and a founding partner of BPT Partners, a training and consulting firm that has quickly become the certification authority for the CRM industry.

About JitterJam

JitterJam is a web-based Social CRM system that helps businesses and brands Turn Conversations into Customers™. JitterJam combines social media monitoring, an intelligent contact database and a multi-channel digital marketing platform into a single, integrated system. Consumer-facing businesses, brands, agencies and consultants are using JitterJam to capture relevant conversations on the social web and turn them into lasting, trusted customer relationships with new opportunities for revenue growth. Founded in 2008, JitterJam is headquartered in Bedford, NH. For more information, visit www.jitterjam.com.

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