



June 1, 2021 -- EBQ, an Austin, Texas-based sales and marketing company, announced its [acquisition of Salesforce consulting firm LearningCurv](#) today.

With the addition of LearningCurv's services, EBQ will be able to strengthen its existing sales and marketing offerings with support for clients' Salesforce platforms.

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EBQ and LearningCurv are a perfect fit for each other. This acquisition enables EBQ to offer a more robust digital marketing service to our clients, while adding a very experienced CRM consulting business to support our customers as they work to improve and increase utilization of their Salesforce CRM platform.

Tim Edwards CEO of EBQ

Services added to EBQ post-acquisition include LearningCurv's Salesforce CRM management services—[administration, implementation, training, and platform support](#).

Salesforce has been the standard for EBQ's sales services over the last 13 years, with 70% of its customer base utilizing the platform. Acquiring LearningCurv's CRM optimization services was an organic way for EBQ to completely align with their clients' Salesforce needs and accelerate customer success.

Consolidating these services into EBQ results in the teams working together to [consult on both sales execution and the CRM technology](#) driving the sales process.

For LearningCurv's marketing automation division, joining EBQ introduces supplementary marketing offerings—[content creation, graphic design, and web development](#)—to fulfill a wider range of client needs for Salesforce Pardot and Marketing Cloud.

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By aligning with EBQ's offerings, we're now able to support all of the derivative marketing needs Pardot and Marketing Cloud clients often have. We're expanding beyond offering top-tier digital services and will be able to execute more expansive initiatives with the additional marketing services EBQ has years of experience providing.

David Miedzianowski VP of Sales at LearningCurv

Ultimately, EBQ's forward-looking acquisition of LearningCurv brings to each company an increase in resources, a larger team, and an [expansion of services all under one roof](#) to provide seamless, holistic support for clients.