



## Press release

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For Immediate Release

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### Marketing Webinar Shares 5 Ways Brand Relationships Must Evolve Through Social Media During the Recession

*White Horse, a fast-growing digital agency with an expanding emerging media portfolio, invites marketers to attend a complimentary Webinar to learn how to utilize the power of social media to build stronger brand relationships on a budget.*

Portland, OR, Dec. 2, 2008—White Horse, one of the nation’s fastest-growing digital agencies with an expanding [emerging media portfolio](#), invites marketers to attend [Social Media Killed the Branding Rock Star](#), a complimentary Webinar. The event will share five practical ways to utilize [social media](#) to drive brand goals in 2009.

While marketers know that shoring up brand loyalty is crucial in a recession, they may not know how to harness brand conversations that are already taking place in social media to quickly evolve their market position. Companies that take the opportunity to understand true customer needs will come out on top in 2009—and the ticket is [social media](#).

“Traditional brand management is slow and expensive,” said Eric Anderson, White Horse’s Vice President of Emerging Media. “In this economy, companies need real-time insights to get a competitive edge. We are excited to share some proven social media approaches that deliver superior brand relationships on a budget.”

Whether companies have active social media programs or have been waiting for an entry point, this Webinar will outfit marketers with proven tools to design effective social media brand strategies. [Registration](#) for the White Horse [social media Webinar](#) is open now.

#### **About White Horse**

[White Horse](#) is a 28-year-old digital marketing agency specializing in the convergence of emerging and traditional media to create immersive Web experiences. White Horse services include Web development, digital marketing, technical engineering, emerging media, and audio/video production. View a sampling of White Horse's [emerging media portfolio](#). A recorded version of the [Winning Back the Customer: Why Social Media Matters in a Down Economy](#) Webinar is now available.

*For more information, call 1-877-471-4200.*

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