



Press release

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For Immediate Release

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White Horse Honored as Top B2B Agency in BtoB Magazine's Marketers Resource Guide '09

White Horse, a fast-growing digital marketing agency with an established B2B marketing specialty, was named as a top B2B agency, top interactive agency, and top direct marketing agency in BtoB Magazine's Marketers Resource Guide '09. The Guide provides B2B marketers with the resources to help them hire proven marketing vendors to offer recession-proof marketing strategies and improve lead generation.

January 9, 2009—White Horse, a fast-growing digital agency with a long-established [B2B marketing](#) specialization was featured on three lists in [BtoB Magazine's Marketers Resource Guide '09](#) including Top B2B Agencies, Top Interactive Agencies, and Top Direct Agencies.

The *Guide* connects B2B marketers with proven vendor partners equipped to navigate even the trickiest market conditions. White Horse's presence in the *Guide* is supported by twelve years of B2B marketing expertise developing online lead cultivation, lead maturation, and customer service strategies for national and global clients such as Cisco Systems, FEI Company, USG, Microsoft Corporation, Symyx Technologies, Tektronix, and Trane.

“In a recession, B2B marketing specialization is more important than ever,” said Jen Modarelli, White Horse Principal. “It demands the ability to micro-target messaging to audience segments at critical decision points, plus a focus on improving the online customer experience to shore up brand loyalty.”

To learn more about [White Horse B2B marketing solutions](#), call 1-877-471-4200. Download the complete [Marketers Resource Guide '09](#) from *BtoB Magazine*. View the [White Horse B2B portfolio](#).

About White Horse

[White Horse](#) is a 29-year-old digital marketing agency specializing in the cultivation and maturation of leads for B2B marketing clients through highly targeted online experiences. White Horse services include Web design, digital marketing, engineering, emerging media, and studio services. White Horse is active in the American Marketing Association, Business Marketing Association, and the Online Marketing Summit.