



Press release

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For Immediate Release

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White Horse Webinar Shares Strategies for Web Globalization

White Horse, a fast-growing digital agency with an established B2B marketing specialty, invites marketers to explore the right global evolution path for their brand in a complimentary Webinar.

Portland, OR, Jan. 23, 2009—White Horse, a fast-growing digital marketing agency with an established B2B marketing specialty, invites marketers to attend the live Webinar [Going Global Without Going Broke: An Evolutionary Path to a Global Web Presence](#) on February 4th.

“With expanding global business needs and shrinking budgets, maintaining a consistent global site presence can be a source of ongoing angst for marketers,” said Jen Modarelli, White Horse Principal. “We are excited to share a global strategy model that allows brands to right-size their Web efforts based on a few simple criteria.”

Whether you have a minimal global digital presence or maintain rich localized Web sites with a global content management solution, you’ll learn about cost-effective tactics to advance your global Web marketing practices in '09 through the exploration of first-hand case studies. White Horse has been included in [BtoB Magazine’s Marketers Resource Guide](#) for eight consecutive years. Webinar [registration](#) is now open.

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. Watch the [Social Media Killed the Branding Rock Star](#) Webinar now.

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

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