



## Press release

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For Immediate Release

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### White Horse Webinar Reveals *The Only Three Social Media Metrics That Matter*

White Horse, a 29-year-old digital marketing agency with an established [emerging media portfolio](#), invites marketers to attend a complimentary Webinar to learn how to simplify social media measurement into shareable, usable results.

Portland, OR, March 3, 2008—White Horse, one of the nation’s most established digital marketing agencies, invites advertising, marketing, and branding professionals to attend a complimentary Webinar on March 11<sup>th</sup> entitled [The Only Three Social Media Metrics That Matter: a Sanity Plea](#).

Join [Eric Anderson](#), VP of Emerging Media at [White Horse](#), for a reality check on social media measurement. Eric will make the case for a straightforward approach, acknowledging the combined impact of traditional and social media, to produce clear results that upper management will understand and value.

“The industry’s obsession with standardizing social media metrics is largely failing to acknowledge social media’s sweet spot—optimizing the performance of traditional marketing programs through user engagement,” said Eric Anderson. “In this economy, companies need simple ways to correlate investments to business productivity. You don’t need to invest more or employ dubious measurement tools to get there.”

Whether companies have active social media programs, or have been waiting for an entry point, this Webinar will outfit marketers with a clear framework to evaluate program success. [Registration](#) for the White Horse [social media Webinar](#) is open now.

#### **About White Horse**

[White Horse](#) is a 29-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.

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

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