



Press release

May 19, 2009

For Immediate Release

Contact: Ami Martin, Marketing Manager, White Horse

White Horse Webinar Unveils Social Media Study on Top Monitoring Tools

White Horse, a 29-year-old digital marketing agency with an established emerging media portfolio, invites marketers to attend a complimentary Webinar that will unveil a proprietary evaluation of seven top social media monitoring tools.

Portland, OR, May 19, 2009—White Horse, a 29-year old digital marketing agency specializing in the convergence of emerging and traditional media, will unveil a proprietary benchmark report of seven top social media monitoring tools at a live Webinar event on May 28th.

Many companies are failing to tap the powerful real-time brand conversations taking place in social media because they lack the proper tools to aggregate and share the data across their organization. White Horse's Webinar, [*Social Media Monitoring: Benchmarking the Competitive Landscape*](#), will help companies zero in on the right product to accelerate the product selection process.

“Social media is the world's largest focus group,” said Eric Anderson, VP of Emerging Media at White Horse. “We initiated this study to eliminate confusion about social media monitoring products so that companies can get outfitted and start realizing the value of social media conversations to drive brand growth,” he added.

Whether companies have existing social media programs or are researching tools to launch a new program, this Webinar will provide a clear assessment of the options. [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. Visit www.whitehorse.com to see the White Horse emerging media portfolio.

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

###