



Press release

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For Immediate Release

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Webinar Shows Marketers How to Beat a Bearish Economy through Social Media

White Horse, a fast-growing digital agency with an expanding emerging media portfolio, invites marketers to attend a complimentary Webinar to learn how to recession-proof their market share using social media strategies.

Portland, OR, Oct. 21, 2008—White Horse, one of the nation’s fastest-growing digital agencies with an expanding portfolio in emerging media, invites marketers to [explore social media strategies](#) to safeguard and build brand loyalty during the economic downturn. The complimentary one-hour Webinar on October 23rd will offer tactics that marketers can implement to produce both immediate and long-term results.

The erosion of consumer confidence in the economy is taking place alongside increasing consumer cynicism about traditional advertising, so marketers find themselves unable to shore up market share through ad spending. The sharp decline in retail sales underscores the urgent need for marketers to consider social media’s potential as a tool for loyalty building.

“The right social media strategy builds on itself based on the simple, definable logic of the brand’s relationship with the consumer,” said Eric Anderson, White Horse’s Vice President of Emerging Media. “White Horse has a proven set of [social media tactics](#) that cultivate brand affinity through direct engagement.”

Whether companies have active social media programs, or have been waiting on the fence to determine the value, this event will offer tangible case studies and insights to help brands establish the social media strategy that’s right for them. 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](#).

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

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