

# WHITE HORSE

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## Webinar Explores New Twitter Social Media Advertising Potential

Portland, OR, April 28, 2010— White Horse is offering a Webinar to help marketers understand the gamut of marketing opportunities on Twitter, including the platform's new Promoted Tweets paid advertising program. The complimentary *Twitter and Advertising: Four New Avenues for Socially Savvy Marketers* Webinar will be held on Tuesday, May 11th at 10:00 am PST/12:00 pm CST/1:00 pm EST.

White Horse, which pioneered in-banner live tweeting will offer a deep dive into the Twitter marketing ecosystem. Marketing managers, brand managers and community managers seeking to understand best practices for Twitter-based marketing and the implications of Promoted Tweets are encouraged to register for the event.

"We've been bullish on the use of Twitter as a platform for collaborative marketing" said Eric Anderson, VP of Marketing at White Horse. "This webinar will explore, among other things, whether the Promoted Tweets program represents a continuation of marketer-consumer collaboration, or a departure from it."

Webinar attendees will leave with a clear understanding of all aspects of Twitter-based marketing, including brand tweeting, Twitter promotions, and, of course, Promoted Tweets. Registration for the ***Twitter and Advertising: Four New Avenues for Socially Savvy Marketers Webinar*** is now open at: <http://webinars.whitehorse.com/event/twitteradvertising>.

### About White Horse

White Horse is a 30-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 the White Horse digital marketing [Resource Center](#) for a plethora of free educational Webcasts, podcasts, videos and reports.

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