

# WHITE HORSE

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## Web site Redesign RFP Template Now Available

Portland, OR, April 14, 2010—White Horse, a full-service digital agency with a specialization in B2B marketing, has introduced a flexible Web site redesign RFP template to facilitate a more effective vendor selection process.

According to a recent Outsell research report, B2B companies will spend \$26 billion on site redesigns in 2010. White Horse developed the RFP template to assist B2B marketers who tend to be less experienced with agency management than their B2C peers. White Horse is distributing the template publicly through its [B2B Brain Trust](#) as a component of the agency's thought leadership program, introduced in 2009.

"An effective RFP process is critical to controlling Web site redesign costs and finding the right agency partner for the project," said Jen Modarelli, White Horse Principle and CEO who blogs about the topic for [Advertising Age](#). "We're glad to share RFP best practices in order to help push the industry forward—both parties deserve better dialogue and, as leaders, it's our job to point the way."

While the template was created with B2B companies in mind, it will work for any company that is ready to evolve their RFP approach to elicit better agency responses. White Horse urges marketers to "ask only for what you'll use" to avoid excessive responses and obtain apples-to-apples comparisons among agency bids. Companies should also clearly articulate business challenges in their RFPs to provide agencies the opportunity to demonstrate their understanding and creativity.

"If you're not willing to share your business goals and pain points, you're not ready to talk to agencies," said Modarelli. "RFPs that focus on functional needs without framing business challenges will receive boilerplate content back, and that process tells you nothing about how the agency thinks," she added.

To download a copy of the Site Redesign RFP Template, visit <http://www.whitehorse.com/b2bbraintrust>. B2C marketers should visit the White Horse Resource Center at <http://www.whitehorse.com/resources>.

### 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 was recently named to BtoB Magazine's Top Agency List for the 9<sup>th</sup> year in a row. White Horse services include Web development, digital marketing, technical engineering, emerging media, and audio/video production. [View the White Horse portfolio](#).

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