

# WHITE HORSE

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## Social Media Management Platforms Report Compares Top Products

Portland, OR, July 9, 2010—White Horse released a social media management report that provides a competitive review of ten top Social Media Monitoring Platforms (SMMPs) to support social media program administration.

With the rise in social media participation, brands are challenged to maintain complex, high-volume social interactions across an increasing number of social accounts. In a recent White Horse survey, 58% of respondents indicated that insufficient personnel is their top obstacle to maximizing social media opportunities. SMMPs can help brands to effectively administer a unified social presence to scale program growth with limited resources. The [Social Media Management Platforms: Reviewing the Competitive Landscape](#) white paper offers a comprehensive evaluation of options to help marketers evaluate need and fit.

At a top level, the report categorizes SMMPs according to focus: campaign, conversation, or a balanced approach to help brands determine product viability. In addition, the report provides insights on each platform's abilities in the areas of team management, scheduling, URL shortening, and analytics and reporting capabilities. The report also includes an overview of each product, a pricing table and an evaluation checklist to help marketers determine if they need a SMMP. Marketers can use the report to quickly zero in on SMMPs that support their current program structure and aspirations to shorten the product selection process.

“Social media management tools bring opportunities for exponential social presence at a modest cost investment by allowing organizations to scale resources and amplify brand presences through unification,” said Jamie Beckland, Manager of Emerging Media at White Horse.

Included in the report are the following products: Argyle, Awareness, CoTweet, HootSuite, ObjectiveMarketer, Posting, SocialOmph, Spredfast, Spinklr and Virtue. White Horse estimates that an average six person marketing team would use their SMMP upwards of 1,200 hours a year and stresses the importance of a fully vetting the SMMPs integration capabilities and future plans to ensure the best solution. Links to each SMMP's Websites offer the opportunity for interface tours and product trials.

To find the right SMMP for your organization, download *Social Media Management Platforms: Reviewing the Competitive Landscape* white paper at <http://www.whitehorse.com/resources>.

### About White Horse

White Horse is an independently-owned digital marketing established in 1980. Focused on creating rich brand experiences, the agency offers digital advertising, Web site design, engineering, and emerging media services. White Horse's Emerging Media team creates and deploys social media strategies to drive brand growth.

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