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Social Media Method Outlines Brand Participation Rules

Portland, OR, April 13, 2010—White Horse introduced a four step social media marketing methodology that equips brands to participate in meaningful and transparent social media dialogue to add value to purchase selection conversations.

The TIME Method of Social Media Engagement outlines four essential steps to social media involvement through timely sharing of product information. By encouraging brands to develop authentic, scripted social media content to help differentiate their products, marketers are outfitted to contribute valuable product insights when people need it. Social seeding, active brand engagement in social conversations, has become essential to product marketing since the number of people accessing social networks on a daily basis has a ten-fold since 2005.

White Horse advises clients to learn about the social communities their customer and prospects frequent before jumping into the mix. Understanding the perceptions in the market helps inform the types of information and tools that audiences need to find the right product. Using the TIME Method, brands are prepared for fluid information exchange that can progress a purchase decision.

“Effective seeding creates the demand for deeper product because the information is relevant and helpful,” said Jamie Beckland, Manager of Emerging Media at White Horse. “The first result of social seeding is increased site traffic and a lift in conversion rates,” he added.

To download *The TIME Method of Social Media Engagement* whitepaper with detailed instructions for social media engagement, visit <http://www.whitehorse.com/b2b>.

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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