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# PRESS RELEASE

## Social Media Marketing Integrated in RedHorse CRM Version 5.0

*RedHorse CRM v5.0 has integrated social media tools into an already powerful business software. They have set the bar high. You can manage LinkedIn and Twitter accounts directly from RedHorse CRM, without firing up other software. Social media data mining capabilities are included to provide a hint of future trends, and saving Tweets to their contact records is a one-click event.*

**La Quinta, CA, May 2, 2012:**

### **Influence social media without ever leaving your business management software**

RedHorse CRM v5.0 has integrated one more business and marketing function into an already powerful business software: social media tools. As they have done with other functions they have integrated, they have set the bar high. Now, you can manage LinkedIn and Twitter accounts directly from RedHorse CRM, without firing up other software.

"People have asked, why social media? The answer is that social media for business is one of the most important marketing topics today," said Connie Koch, founder of RedHorse Systems. "Companies must develop social media strategies, because potential purchasers are being influenced by social media conversations. If companies don't participate, they have no voice. Readers of the stream will come to conclusions about the company without ever hearing what the company has to say."

### **Social Media Data Mining Included**

With Red Horse CRM, a user can mine the social data stream to discover trends in time to respond to them. The application includes features to track what interests "Favorites and Friends," permitting a deeper look to find out what is most important to potential customers – before bringing out the next widget. This peek into the future can insure that new offerings are on target.

**FOR RELEASE 9 A.M. PST, MAY 2, 2012**

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Having the social media network right in front of them as they do their work, users can spot Tweets that are important, respond to them immediately, and with a click save the Tweets on the contact's record for later use.

To find out more about RedHorse Systems and its products, call the company at (888) 831-9012 or visit <http://www.redhorsesystems.com>. Sign up on Twitter to follow @RedHorseCRM. RedHorse CRM is sold through a network of dedicated Value-Added-Resellers who configure the software to match each client's business processes.

**About RedHorse Systems Inc.**

RedHorse Systems is the developer of affordable small and medium sized business (SMB) software. RedHorse CRM integrates closely with Microsoft® Outlook®, Intuit® QuickBooks® and Google to create a complete business system which contains within it the abilities to do quoting and proposals, automatic bookings, work tickets, and project management, as well as marketing campaigns which include lead tracking. CRM information can be synced to mobile devices.

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