



PRESS RELEASE

RedHorse Systems' First Webinar On-Demand Shows How to Capture the Power of Social Media

Social Media: it's here to stay and this new RedHorse Systems' webinar will show you how it is driving the future of CRM. The presentation inaugurates a new format – webinars on-demand, featuring the same great content offered in their live webinars, but now at the viewer's convenience. For more information, go to www.redhorsesystems.com/BusinessBuilder.

La Quinta, CA, November 14, 2012:

FIND OUT “HOW SOCIAL MEDIA IS DRIVING THE FUTURE OF CRM” IN A NEW, ONLINE SERVICE FROM REDHORSE SYSTEMS

“Social media isn't a fad. It's a revolution!”, says Connie Koch, RedHorse Systems founder and lead developer. “And that's a timely topic for us because our goal in this ongoing, business-building webinar series is to provide information, tools and tactics that people can use to do business better.”

Traditionally, business people used marketing and sales programs to demonstrate the features and benefits of their products and services. Then, about a dozen years ago, customers began to seize the power of the internet and cruise online among the myriad choices in the marketplace. Today, social media is propelling these developments at a phenomenally accelerated speed.

Says Ms Koch: “This on-demand webinar presentation will be hosted by Diana Llorente, Kewl Consulting Inc. She'll take us through the equation of what's not working with outbound marketing, and why inbound marketing makes more sense. Her presentation will focus on key points that can alter the way you think about doing business.”

Learn how the following factors affect your business:

- The Internet has fundamentally changed the way people find, discover, share, buy and connect.
- Social media conversations actively influence purchases.
- Success rests on your ability to stop interrupting what people are interested in, and instead **be** *what people are interested in.*

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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