

January 15, 2008

Wendy White Announces the Launch of her SirenSong blog

Founder and President of Siren Interactive, Wendy White, has launched her personal blog: **SirenSong** (<http://sirensong.sireninteractive.com/>). The blog illustrates her thoughts, opinions, and observations about where healthcare eMarketing is headed.

“We believe in constant innovation,” said Wendy, “and we believe in practicing what we preach, especially in regards to staying on the cutting edge of online marketing. [SirenSong](#) will be a great opportunity for me to refine my own ideas, allow clients and potential clients an insight into the way we work, and evaluate the advantages and disadvantages of this medium.”

Wendy began [SirenSong](#) in January 2008, but has been deeply involved in eMarketing for over a decade, even before founding Siren Interactive in 1999. Most of Wendy's blog posts will revolve around pharmaceutical and life science marketing, especially regarding niche and specialty pharma. She will examine unique eMarketing challenges in this industry, including those dealing with Search Engine Optimization (SEO), Search Engine Marketing (SEM), analytics, and building relationships with patients and healthcare professionals.

“[SirenSong](#) gives me – and Siren Interactive – another avenue for communication and learning. If potential clients enjoy my posts and agree with the philosophies I espouse, then we might be a good fit as an eMarketing partner.”