

# THE LINK

A Newsletter from People To My Site

NOVEMBER 2009

## COMMUNITY FOCUS

The holidays often bring thoughts of how we can give back to the community. At People To My Site, we're always thinking about this - it's a part of the Young Isaac culture that was absorbed when we merged companies. That's why we're so excited to offer our new NPO support program. NPOs who partner with PTMS will receive a three-page microsite that they can use to promote an event or general fundraising. But best of all, PTMS will donate 10% of the cost for any businesses who sign up for applicable PTMS services and reference your code back to your organization. So if you're an NPO, you'll want to sign up - it's a way to get hundreds in extra donations for your referrals. And if you're a business, you can give back to your community by simply ordering the services you already need. Visit [here to learn more!](#)

## HOLIDAY GIVING

Along with our theme on holiday giving, PTMS is working hard to give back to the community, by partnering with the Mid-Ohio Food Bank and Directions For Youth and Families.



PTMS is proud to be a part of [Mid-Ohio Food Bank's Virtual Food Drive](#). For every \$1 donated, Mid Ohio Foodbank can provide approximately \$8 worth of groceries to families in need. Our goal is to raise \$1000 to help feed the hungry in our area. You can help. Visit our [food drive page](#) and either donate, or create your own team of friends and family. The site will send out emails to your team, asking them to help meet our goal.

PTMS will also be adopting a local family for the holidays through [Directions For Youth & Families](#). By adopting a family, we'll be able to provide a family in need with a happy holiday season. Participating families provide a wish list to Directions, who then finds a sponsor to fill their needs. Directions For Youth & Families has been providing assistance to Columbus families for more than 40 years. To see how you can help local children and families have a happier holiday, visit their [Holiday Program site](#).

## SPOTLIGHT!

ptmsblog



Jake Stoops' Blog  
SEO Strategist



Karin Oliver-Kreft's Blog  
Director of Marketing



Ben Clarke's Blog  
Director of Technology and  
Product Development



Jim Hern's Blog  
Creative Director, Video

People To My Site



We're proud to put the spotlight on our partner, [CarJockey](#), this month. CarJockey is a new venture that allows automotive dealers to buy and sell their used car inventory online without the exorbitant fees traditionally associated with the service. To put it simply, an automotive dealer takes his used car inventory, uploads it on CarJockey, and when another dealer is looking for a particular vehicle, he can search and find it, and buy it at wholesale price without paying hundreds of dollars per transaction.

People To My Site built the entire platform that the program runs on - from start to finish. CarJockey partnered with us to prototype and refine the application to be the most user-friendly experience available.

PTMS also created the marketing for the new platform including brochures and sales videos. And the support we provide is paying off. Since the program launch in September, the number of sales reps employed by CarJockey has increased from 5 to 40. Dealers are loving the service. There are now over 85 dealers signed up. And the inventory on the site has reached over 2000 vehicles - which is as many as ovc.com. All this growth in only 3 months since the program launched.



## WHAT OUR PEOPLE ARE DOING



Everyone at the PTMS office wants to bestow heartfelt congratulations to our Customer Service Director, Brendin King, and our Production Manager, Jessica Howerth King, who were married in a beautiful ceremony on October 3rd. The whole wedding was picture perfect. Which was pretty much what everyone who has witnessed Jessica's planning prowess would have expected. Jessica made a beautiful bride, and Brendin pretty much looked like the cat who ate the canary throughout the whole event. Congratulations, Jessica and Brendin! May you know long life and happiness.

## INTERNET MARKETING TIP OF THE WEEK

Worried that your holiday marketing might not boost your sales as much as you'd like? Well, you don't have to sit on your holly wreath hoping that your plans will produce for you. Instead, keep your eye on your analytics and be ready to adjust and add-on tactics. Believe it or not, there are still things you can do to help give yourself a sales lift before the year ends. Be ready to adjust and if your stats are showing one method is working better than another, go ahead and turn one up and the other down.

Beyond that, now is a great time to put viral to work for you. The holiday season means people sharing holiday greetings. And holiday special offers can fit into that set. An email or social media campaign - provided you have a compelling offer - can definitely help provide an added boost. By promoting virally, you'll keep your message distribution costs down, so you can make the offer as compelling as possible. Once you've got the door-busting offer worked out, there are lots of ways to start spreading the virus, depending on the offer and your target.

Email, social media, and microsites are just some of the ways you can get started - and quickly. If you need ideas on how to go viral before the holidays are over, [People To My Site](#) can help you brainstorm and design your campaign.

## RECENTLY COMPLETED WORK

The work we complete for our clients is what keeps us all going. Here's some of the most recent work we've completed. Check out our client's work - and support their businesses if you can!



DID YOU **KNOW?**

People To My Site was named to Columbus Business First's Fast Fifty list for the second year in a row. But more importantly, three of our clients also made the list. Congratulations to: CallCopy, Destinations by Design, and ARCOS. We're proud that we could help build your business.



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