

Helping with a click: Not an Utopia

Date: 08-16-2010 09:54 AM CET

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Press release from: [Simple Social Marketing](#)



In times where Internet and all the technological issues are changing the way we live and how we think the world we live in, using them as a tool for good causes is more than a good idea. As more online communities find their place in the Internet world, good causes also join this trend by providing the tools for a sustainable communication.

In this way, People to People (www.peopletopeople.simplesocialmarketing.com), an engaging community with the main purpose to bring together Non Government Organizations (NGO's) from all over the world, offers online visibility of the top daily news related to human development, ecology, social engagement, among other topics.

But for helping with a click, it also provides NGO's and organizations a free place where to spread the word about their news and actions and extending their message through social media channels. As a result, People to People supplies the needed technology and knowledge to serve as a tool for connecting the independent "dots" among NGO's.

In People to People's words "one may think of it as our two cents for a positive and sustainable effect".

People to People is a philanthropic project to provide online visibility to news related to NGO's and several social and environmental issues. People to People is a website managed by Simple Social Marketing (www.simplesocialmarketing.com), a social media marketing agency focused on providing marketing tools to leverage companies' brand awareness in social media channels.

People to People's main goal is helping good causes by providing the needed social media marketing knowledge.

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