

From Zero to Pulse in 2.5 Auctions

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Category: [Advertising, Media Consulting, Marketing Research](#)

Press release from: [Empirical Enterprise](#)

What started out as test marketing on eBay, to raise awareness for Personal Ponies Ltd. (PPL), instead became an almost overnight success. Personal Ponies Ltd. is an international 501 (c) 3 but until now, a quiet and little known organization made up of 100% volunteers with not a single paid position. This is a very unusual non profit in that regard. Due to being young and small we must make the absolute best of our meager resources. We decided to try eBay.

Ebay is considered to be for sellers and buyers. But why not just for promotional as well, I wondered. I had a product handy that could be my vehicle, the Wannabes characters for which I designed and maintain a web site, so I studied the patterns and trends for a few days and dove in.

The first auction was in time for Christmas, the second for Valentine's day. The third auction hit the Pulse half way through. Not bad for a beginner. Then we tossed up 2 more auctions in succession, both of which are on the Pulse simultaneously, arriving there at less than half of their auction duration. What started out as a break even in costs but great for promotion, is suddenly surging ahead as an unexpected fundraiser as well. In addition to our personal auctions we are gaining a following of people doing auctions for PPL and about PPL. If we can do this in 2.5 auctions then any organization that needs exposure or funding can do this as well.

Just a few of the Auction #'s from the beginning that can still be accessed on ebay:

For PPL

Christmas: 5648020113

Valentine: 5656406677

Clue: 5668858782

Brace: 5671958550

Name: 5673977506

About PPL

Celebrity: 7377478605

Cookies: 7748192364

Fun: 5674082460

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[You can find this press release here](#)