

## **Elite SEM Adds Big Brothers Big Sisters of NYC to its Non-Profit Program**

*New York City's search marketing agency, Elite SEM, extends its services to help non-profits with their online marketing strategy.*

**November 14, 2011 –New York, New York** – Elite SEM, one of New York City's leading search engine marketing agencies, announced today that it will be helping Big Brothers Big Sisters of New York City (BBBS of NYC) better optimize their online marketing strategy. For a non-profit like BBBS of NYC, attracting the right people and communities to their site is essential to identifying prospective volunteers and donors.

Elite SEM, a Google AdWords Certified agency, aims to assist non-profits in the area by volunteering their SEM services and expertise through its Corporate Social Responsibility (CSR) Program. The program was developed as a means to give back to the online community in the best way they knew how – the rest is history. By volunteering these services, Elite SEM aims to help non-profits enhance their digital footprint and give them a voice for the two billion internet users throughout the world.

The relationship with BBBS of NYC started off with OJ Roque, a junior account manager at Elite SEM. As a dedicated Big Brother, OJ wanted to contribute more than just his time. In an effort to merge his two newly-found passions, he approached managers from BBBS of NYC and Elite SEM and the project was approved without much persuasion.

“Volunteering at BBBS of NYC and being a Big has been a life changing experience but not without a time commitment. Fortunately, Elite SEM's CSR program allows me to further volunteer my services to the agency while I work and not cutting into my time with my Little or my personal life outside of that,” says OJ.

Big Brothers Big Sisters of NYC is one of New York's oldest not-for-profit organizations, helping New York City's underprivileged children and their families for over 100 years. Every day at Big Brothers Big Sisters, they see that children's lives being changed forever because one adult took an interest and helped them realize their potential. With the support of individuals, foundations and corporations, Big Brothers Big Sisters of NYC has been able to reach out to some of the City's most disadvantaged children and help them to achieve bright and productive futures through their “one-to-one” mentoring programs.

Elite SEM will help reinforce their message by creating an online marketing campaign to enhance website visibility and drive visitation. More visitors mean positive efficacy, or a higher chance of an effective call-to-action.

About Elite SEM:

Elite SEM is one of New York's fastest growing digital marketing agencies specializing in building top-performing Search Engine Marketing campaigns for multinational corporations and Fortune 1000 brands including ideeli, Hugo Boss, Tommy Bahama, Clarks, Bostonian, Terminix, PricewaterhouseCoopers, Rockport, Havaianas , and Dictionary.com. Featured in the Inc. 5000 List of Fastest Growing Private Companies in 2010, Elite SEM understands firsthand the complexities of the Internet community, the evolving landscape of the online marketing, and advertising space. More importantly, Elite SEM has a proven track record of growing brands in a way that's smart, innovative, rewarding. For more information, please visit: <http://www.elitesem.com>