

Proverbs 22:1 *"A good name is rather to be chosen than great riches, and loving favour rather than silver and gold."*

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Marketing for the Auction Industry

Developing a marketing strategy for your auction business is essential to grow your company and reaching more potential bidders. You might have phenomenal auctions with the most incredible lots, but if people don't know about them they cannot come bid! You have to put in effort to get your auctions in front of people so that they recognize your brand and participate. While your mind might jump to social media marketing as your first way to target bidders (and yes social media marketing is extremely important), you should also think about search engine optimization, company branding, and website design. You need to have a cohesive marketing plan in place to successfully grow your business!

Search Engine Optimization

Does your website come up when people are searching for your auctions? Make sure that you are adding high ranking keywords to your content and keep an eye on your site health to improve your position on Google search results.

[Our SEO Services...](#)



Social Media

Spread the word about your auctions by posting on social media and running paid advertising campaigns. Interact with followers and other companies in your industry to improve user engagement and grow your online presence!

[Our Social Media Services...](#)



Graphic Design & Branding

Your logo and design reflect everything your business is and does, while also helping potential bidders recognize your company. Make sure to have clean, professional graphics for all company materials to make a great first impression.

[Our Design Services...](#)

Website Design

A professional website shows your bidders that you mean business. Your website should be visually appealing and easy to navigate. Make sure that it's mobile responsive so your bidders can interact with your auctions while they are on the go!

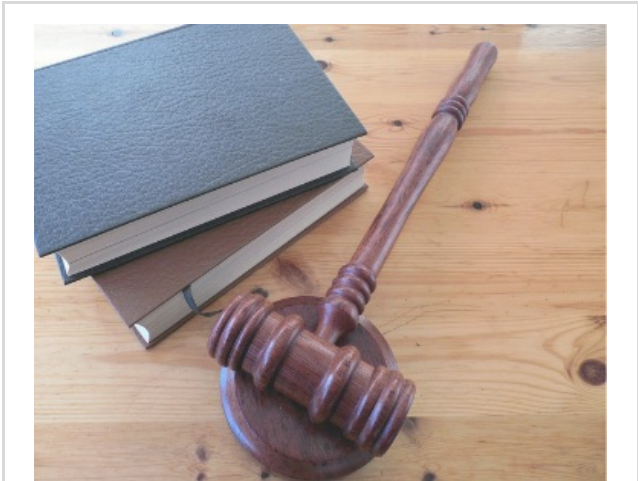


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Interested In Setting Up A Software Demo?

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JUST IN CASE YOU MISSED IT!



Social Media Tips For A Successful Live Auction

If you aren't already taking advantage of social media for your live auction marketing, you are missing out! Social media is an invaluable marketing tool, regardless if you are hosting a live or online auction. With so many people checking in on their various accounts everyday, it is important that you get your events in from of them. We've rounded up a few of our best social media tips for a successful live auction to help get you started!

[Read More...](#)

How To Develop Your Social Media Marketing Strategy For The Auction Industry

Social media has become a huge part of everyday life. We turn to it for entertainment, recipes, keeping up with friends and families, and of course, shopping. Most likely your auction house has social media accounts on several of the major social platforms, but are you making them a priority when planning out your marketing strategy? It is important to build a proper social media marketing strategy to grow your brand and reach a larger audience of potential bidders and sellers.

[Read More...](#)



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