

1 Chronicles 16:34 *"O give thanks unto the Lord; for he is good; for his mercy endureth for ever."*

November | 2020



We Are Thankful For You!

This Thanksgiving, Auctioneer Software is pausing to remember all that we have been blessed with in 2020. While it has been a difficult year, it's important to step back and recognize how the Lord has provided. Before COVID-19, we were able to travel to the Pennsylvania Auctioneers Association's Annual Conference and make connections with auctioneers we hadn't previously met. We saw the auction industry navigate the challenges of COVID-19 and adapt to online auctions to keep business running as usual. We were honored to be a part of the 2020 NAA Virtual Conference, and are excited to see everyone in person again whenever that may be. We have loved taking on new clients from around the world this year, learning more about the various types of auctions that each of you hold. We are thankful for all of you this Thanksgiving, and hope that you are able to be with your loved ones, eat amazing food, and enjoy some much earned rest. Happy Thanksgiving!

Looking Forward...



While we are celebrating Thanksgiving this week, make sure that you are looking forward to the Christmas holiday ahead! You will want to update your business hours, highlight any big Christmas auctions you're holding, and create a few holiday social media posts to help grow your engagement.

Looking For Help With Holiday Marketing?

[Contact Us](#)

Interested In Setting Up
A Software Demo?

[CONTACT US](#)

JUST IN CASE YOU MISSED IT!



3 Things You Can Do Today For Your Marketing Strategy



How To Take Advantage Of Your Auction Data

So many articles about developing and maintaining your auction marketing strategy focus on big picture and long-term plans. But sometimes you a) want to do something tangible NOW b) only have a few minutes or c) lack inspiration to start. We all find ourselves in that position every now and again. So here are three things you can do today in less than 5 minutes to jump start your motivation!

[Read More...](#)

When you have good online auction software you get a whole lot more than just a platform to catalog and host your auctions. You also get a ton of helpful information that you can use to learn more about your users and grow your auction company. When correctly applied, you can take insights from your auction data and narrow down your target audiences of bidders and consignors, find your niche of items to sell, and determine better auction marketing techniques! The information is available to you, you just have to figure out the best way to take advantage of it.

[Read more...](#)



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