



February | 2021

Isaiah 41:10 "So do not fear, for I am with you; do not be dismayed, for I am your God. I will strengthen and help you; I will uphold you with my righteous right hand"



Spice Up Your Marketing Strategy with Facebook and Instagram!

We are taking a break from regularly scheduled auction news to bring you a newsletter that's jam packed with all the latest information about using social media to bring new life to your business - including an in-depth look at Facebook and Instagram.

Facebook

Facebook is a great way to engage with current and potential clients using organic and paid advertising. Create a campaign to target a specific demographic of bidders when promoting your next auction!

Check out our [Facebook](#) page!



Features & Tools:

Benefits:

- Business Page
- Facebook Business Suite
- Host events and create groups
- Messenger
- Facebook Shop
- Ads Manager
- Facebook Stories
- Facebook Live

- The opportunity to tell your business's story
- Discover what matters to your customers
- Find customers to connect with
- Build a community
- Easily reach marketing goals
- Clear and easy-to-understand analytics

Whether you are just getting started or already know a thing or two, [Facebook Blueprint](#) has great resources and courses for beginners and experts alike! Browse through popular lessons, featured lessons, lessons separated by platform or topic, or just pick and choose whatever sounds interesting! Facebook Blueprint even offers certification courses!



Instagram

Instagram is a place where people to go get inspired, find and explore interests, share passions, and create connections. As a business, Instagram is a perfect platform to tell your business's story and create a deeper connection with your customers using a unique, creative format.

Check out our [Instagram](#) profile!

Features & Tools:

- Business Profile
- Share posts with followers
- Use hashtags and mentions
- Instagram Direct
- Instagram Live
- Instagram Shopping
- Convert Posts into Ads
- Instagram Stories

Benefits:

- The opportunity to tell your business's story
- Connect with customers on a more personal level
- Hashtags connect you to a larger conversation
- Offers new ways to get creative
- Can partner with industry influencers

Still not sure what platform is the best for you? Don't know how to get started or just don't have the time? [We can help!](#)

In addition to providing "The Only Auction Software You'll Ever Need", we also provide auction marketing services such as search engine optimization, graphic design, content writing & blog management, and so much more. We also can help you manage ads and digital marketing on platforms such as Facebook, Instagram, LinkedIn, and Google!

[Contact us today](#) for help with your social media marketing strategy!



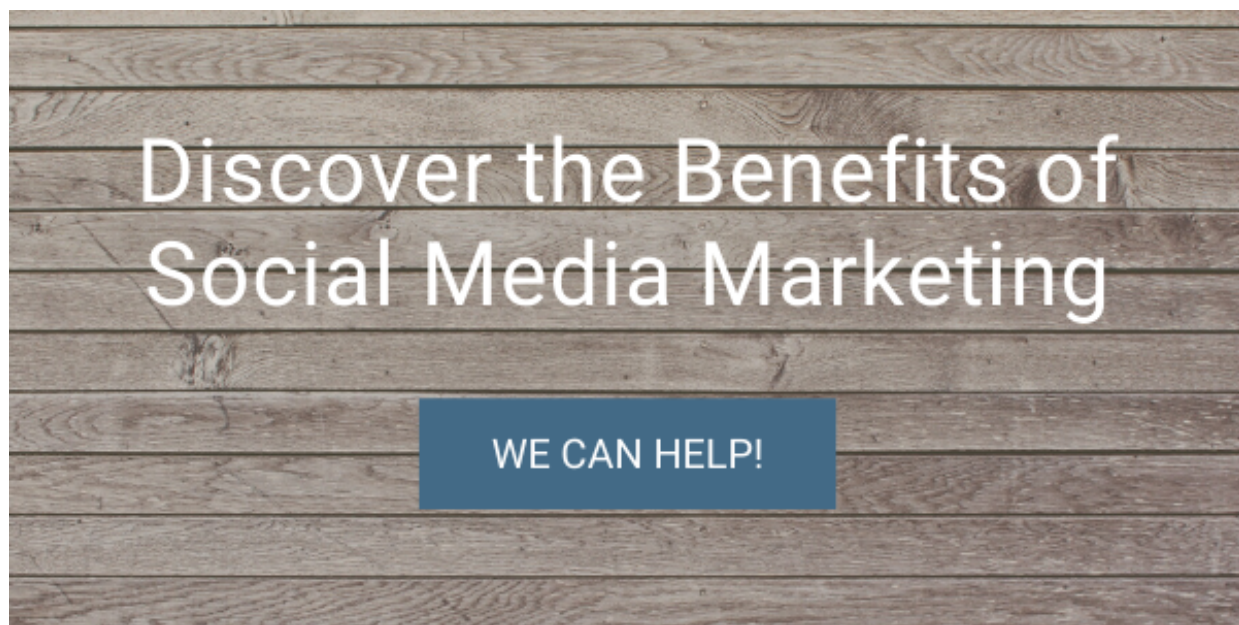
Auctioneers United - FREE Facebook Help Page

Join our Auctioneers United Facebook group to stay up to date on the latest marketing trends as well as tips and tricks on how to get the most out of the most popular social media platforms! The group is FREE to join and if you don't find the tips helpful, there is no obligation to stay!

Benefits:

- Opportunity to connect and network with fellow auctioneers and auction industry experts
- Learn helpful tips and tricks on how to better market your auctions
- Discover new features about platforms you may already be using!

Join the [Auctioneers United Facebook Group](#)!



JUST IN CASE YOU MISSED IT!



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...](#)



How to Utilize Facebook Events For Your Auctions

If you're an auction company, you know how challenging it can be to have a large inventory of items that constantly change. Although some auctioneers specialize in one specific industry such as cattle and livestock, farms, vehicles, real estate, jewelry, or other items, it can still be challenging to find the right audience for each of your auctions, especially if you are one of the auctioneers that does NOT specialize in one specific area. Facebook events can help you separate your auctions so that you can reach the best audience for the items you have selling, and we are going to show you how!

[Read more...](#)



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