



April | 2021

Philippians 4:13 "I can endure all these things through the power of the one who gives me strength"



"Spring" into new services with Auctioneer Software!

We've finally made it to Spring! The days are getting longer, birds are chirping, the sun is shining. Spring is the perfect time to take a look and evaluate whether or not your current website and marketing strategy is working or if it's time for an upgrade.

In addition to offering 4 different types of simple, intuitive, and user-friendly live and online auction software, Auctioneer Software also provides custom WordPress website development, website hosting, search engine optimization, detailed auction marketing solutions, blog & newsletter management, and graphic design & branding. We work closely with you to develop a custom website or marketing plan created specifically for your unique auction company. We have over 16 years of experience in the Auction Industry and many happy clients.

Read on to discover all the services we offer and how they could help your company!

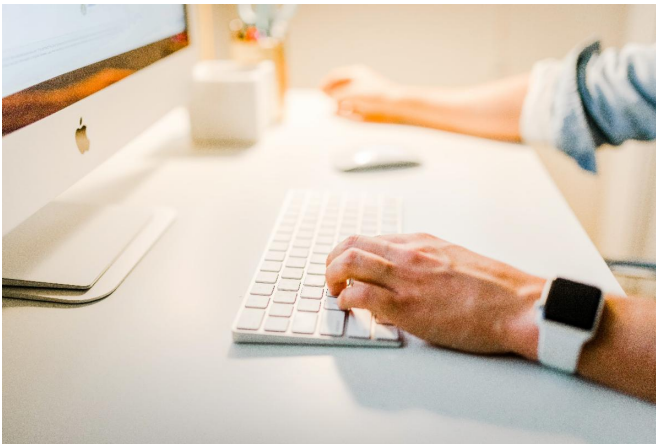
Custom Auction Website Development

Your website is your face to the world. Yes, it should be attractive and appealing, but it needs

to do more. It should convey the right impression from the very beginning. Your auction website design should reflect your identity and brand promise. It needs to speak to both your current and potential customers. And if you want bidders to stay on your page, you need to make sure that it is a mobile responsive website for ease of use on smart phones and tablets.

Auction website design looks a little different than traditional web design. That's where Auctioneer Software comes in. With our impeccable software development, auction industry focus, and tailored customization options, you know that we will build you a custom auction website that perfectly reflects your company.

[Learn more about custom website development](#)



Search Engine Optimization (SEO)

SEO is the process of optimizing your website content in order to rank higher in search results. We can help keep your site healthy and target specific keywords to improve the visibility of your auction site. We can also help set up Google Analytics and Google Search Console accounts and provide guidance and help boost traffic to your auctions.

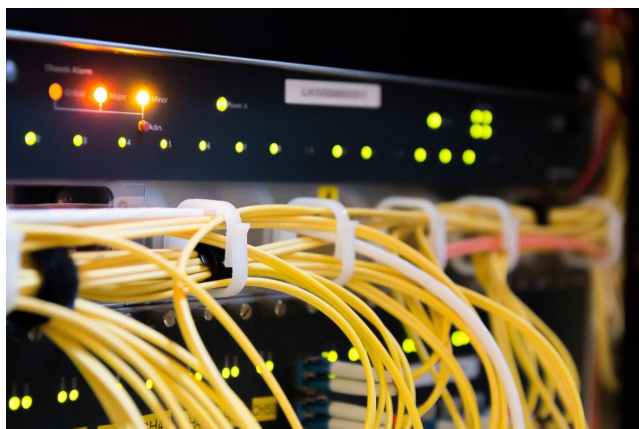
[Learn more about SEO services](#)

Auction Marketing Solutions

No matter how amazing your lots are, you won't have a great auction without great marketing. Traditional and online auction marketing informs individuals about your auction in order to draw in quality potential bidders. There are a wide range of auction marketing services that we offer to help your auctions stand out to buyers:

- LinkedIn Ads & Marketing
- Facebook Ads & Marketing
- Instagram Ads & Marketing
- Google Ads & Marketing

[Learn more about auction marketing services](#)



Auction Website Hosting

It is imperative that your website is up and running for your auctions. Our auction website hosting services will ensure that your site won't go down during an auction. We know how important it is to keep your site consistent and safe. That's why we partner with the **Switch Data Center** to ensure that your site never loses connection. Be worry free when you partner with Auctioneer Software for your auction website hosting!

[Learn more about our website hosting services](#)

We spring clean our homes, why not spring clean our business strategies too?! A new custom website or a new marketing perspective might be just the thing your business needs to stay fresh for the year ahead!

[Learn More about our other services](#)

Refresh your brand this spring with graphic design.

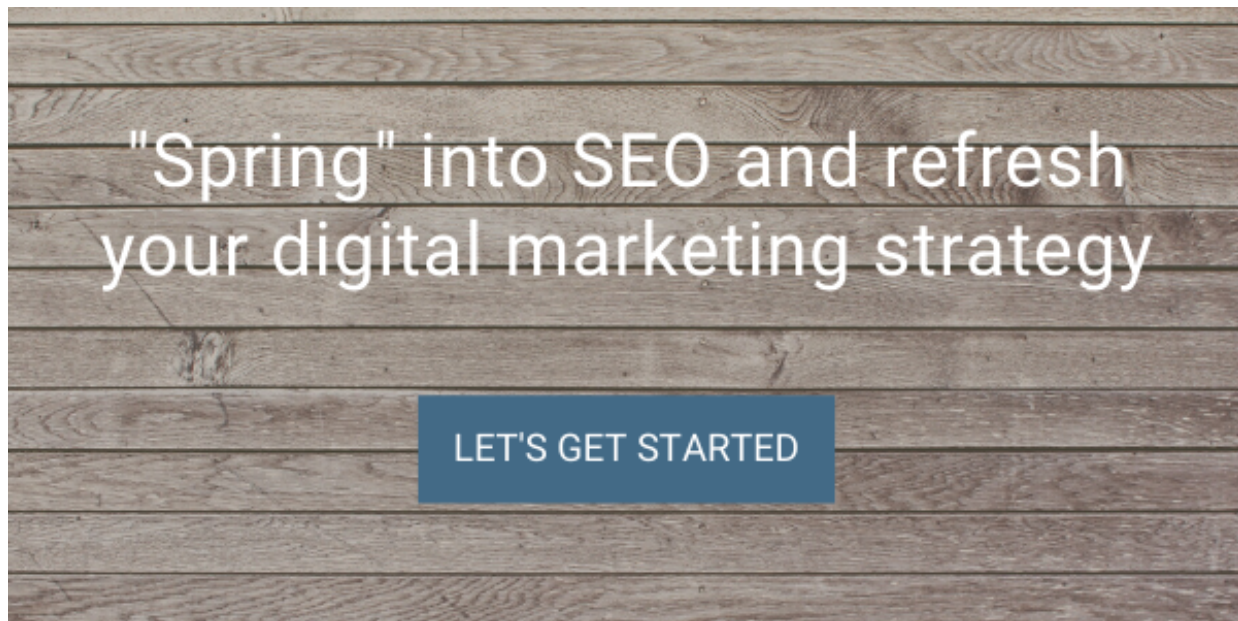
Is your logo and branding feeling a bit outdated? Don't worry, we've got you covered! Maintain a consistent and engaging brand image with quality company materials. From logo design to brochure layouts and everything in between. we can help!



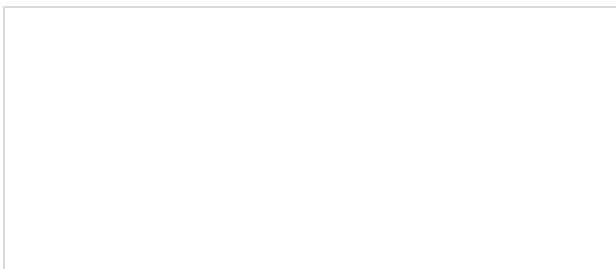
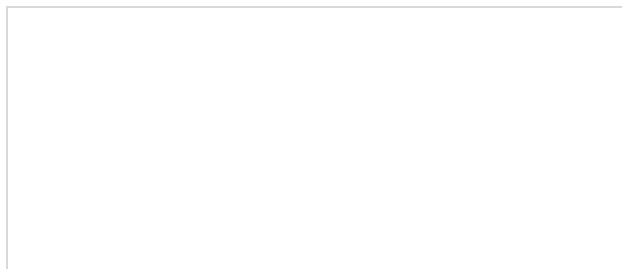
Reasons why good graphic design is important:

- Good graphic design = good first impressions
- Users and potential customers will trust you more
- People remember brands that look better
- Good design will help your business stand out from the crowd

[Learn more about our graphic design services](#)



JUST IN CASE YOU MISSED IT!

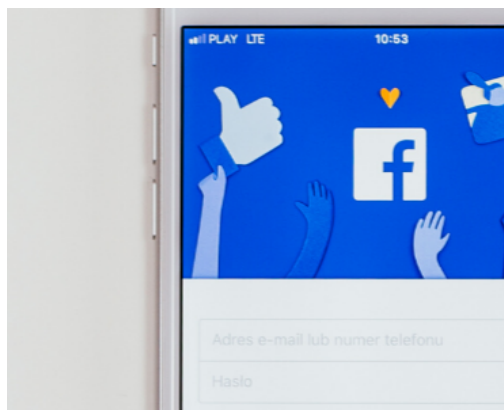




Responding to Bad Customer Reviews

Running a business is hard work and running an auction business can be even harder work. Auction companies are always moving... new auctions are always happening, products need to be constantly inventoried and recorded, and shipping needs to happen quickly and efficiently. That's not all, don't even get us started on having to create or maintain an online presence! As you know, reviews are an important part of any business's online presence. Reviews showcase a small portion of who businesses are, but if you have any experience with them, you'll know the difficulty of keeping up with them. Not only that, but now there are multiple platforms for any company to receive reviews on! Google, Facebook, and your personal website are all places where you might receive a review or feedback from your customers and clients.

[Read More...](#)



How to Increase Your Audience Using Facebook Live

Social media is taking auction industry marketing to a new level – so much ability and power at our fingertips! Social media provides opportunities to connect with people we might never have connected with before. When it comes to your online presence, there are always new things to be learned and new features to be utilized within your campaign. Live videos are no exception. Going live with Facebook is a relatively new feature that has gained popularity across the nation on various social media platforms. Facebook live videos are not only great for your average social media presence to stream a fun experience with friends and family, but they are also a great resource for businesses to use within their marketing efforts. If you are a business and are not using live videos, read on below, and if you are a business that currently uses live videos but feels like you could improve your strategy, we can help you too!

[Read more...](#)



www.auctioneersoftware.com | 866-773-2638 | info@auctioneersoftware.com

Spectrum Net Designs, Inc | PO Box 806, Grandville, MI 49468

[Unsubscribe {recipient's email}](#)

[Update Profile](#) | [Customer Contact Data Notice](#)

Sent by newsletter@auctioneersoftware.com

