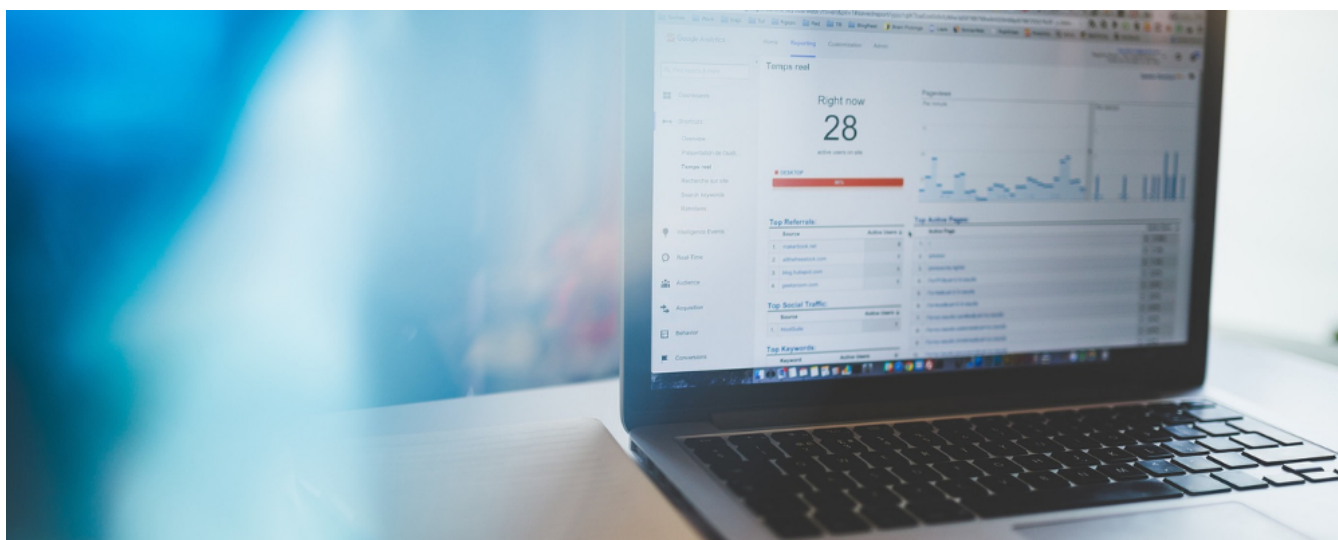




April | 2021

Isaiah 40:31 "But those who hope in the Lord will renew their strength; they will fly up on wings like eagles; they will run and not be tired; they will walk and not be weary."



How to Attract the Right Traffic to Your Online Auction

Looking to spice up your online auction strategy? We're here to help with some tips and tricks on how to get the most out of your online auction!

If you are looking to get people interested and excited about your upcoming online auctions, there are many fundamentals to set in place to have a successful online auction strategy. There are various strategies for your online auction marketing and the first step is decide which of those strategies meets your objectives. Of course, attracting new buyers and driving up the cost of your items is always one!

As more auctions move online, there is increased flexibility for both the bidders and the auction company hosting the auction! With online auctions, the bidder can be in a different city or state, bidding on their phone and maybe even on their lunch break! In turn, the auction company can advertise the auction to a larger range of people! The accessibility and opportunity for online auctions are better than ever.

In order to get the right traffic coming to your auction website, you'll have to understand your target audience and do a few things to help draw potential bidders in. Read on to discover some tips on how

expand and attract the ideal audience to your online auction.

Understand your audience

It may seem simple and obvious, but sometimes attracting the right audience - people who will come to your website and actually participate in your online auctions - can be tricky. But, considering that you are probably a part of your audience, you will have an idea of who will be interested in the items that you are selling. It is important to know exactly who you want to promote your online auction to and to not waste your time promoting to people who are not interested. Maybe you have a list of other businesses in your area or extended area that are looking to expand their business and would love to purchase your equipment. Or you have networked with individuals within your industry and you know they have been renting equipment and now is the perfect time for them acquire their own and ditch those rental fees.



Highlight the auction on your website

If you already have strong traffic to your website this will be an easy step for you! Bidders who come to your website know what you offer, and know what they want, so you know the interest is already there. Make sure that your website visitors can easily see where your upcoming auctions are, and that your auctions are updated regularly with a list of what is expected for sale and always have several images of your for sale items to increase your bid rate. People love to see what items are rather than read about them. A great place to feature or highlight your upcoming auctions is right on your homepage!

Promote on social platforms

To make sure you are reaching all potential bidders, don't forget to promote your online auction on several social platforms. By marketing on social media, you are reaching the people who don't go to your website but instead happen to stumble upon your opportunity from a Facebook Post or Ad. Facebook Groups are a great way to get to new bidders and clients as well. Share your upcoming online opportunity not

only on your website but also your company social media pages, groups, and other pages. This type of engagement will increase your reach, help direct bidders towards your registration link, provide the location of your event and push constant reminders so they don't forget. Post regularly and more often as the date gets closer! In addition to your own posts, ask friends, family, previous buyers, and supporters to share your posts on their social platforms as well.



Use existing contacts

Do not forget about that handy list you have of previous customers' contact information. If they have been apart of a previous online auction, then there is a good chance either they are interested or they know someone who is! Keep your potential bidders informed with weekly or biweekly emails that informs them when upcoming events will be, what will be sold and registration information, if they haven't already registered. The key idea here is to make your emails appealing to the eye and unique to them, so they know how important they are to your business.

Hopefully these tips gave you more insight and now you are ready to hit the ground running and make your next online auction the best one yet! Contact **us today** if you need help - and even if you don't! We offer many other marketing tools and resources to better promote your upcoming auctions!

[Learn More about our auction marketing services](#)

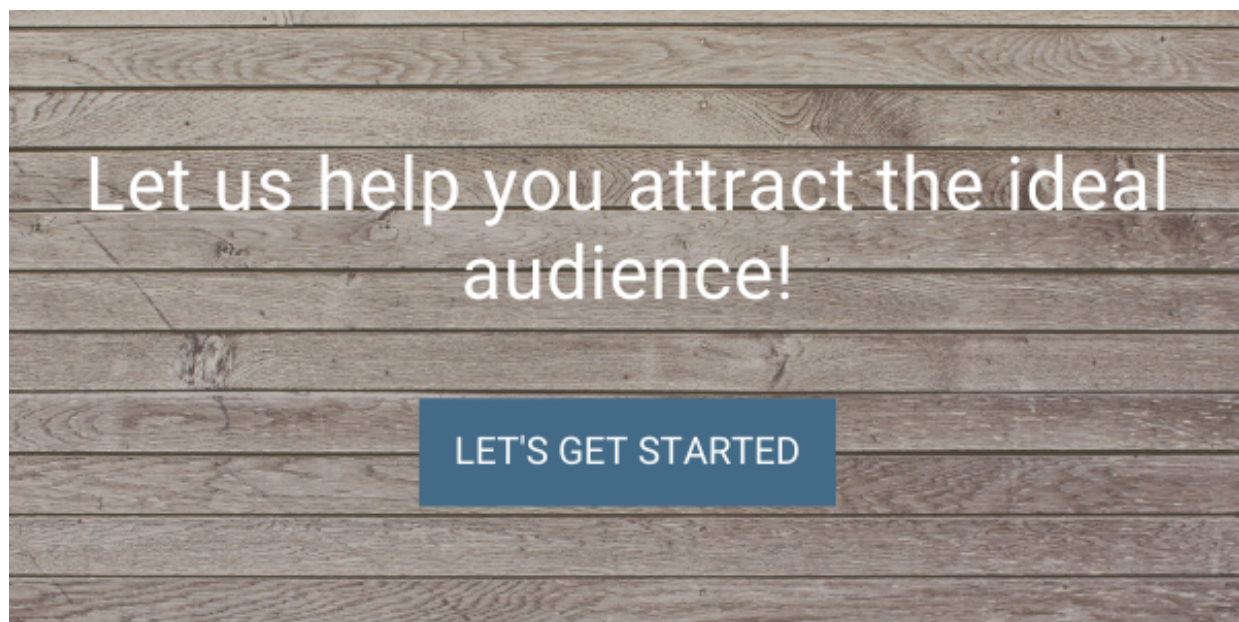
How to identify the perfect target market for your company!



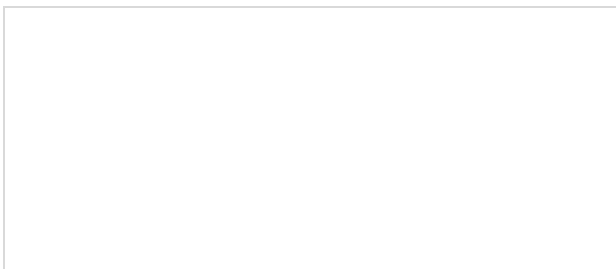
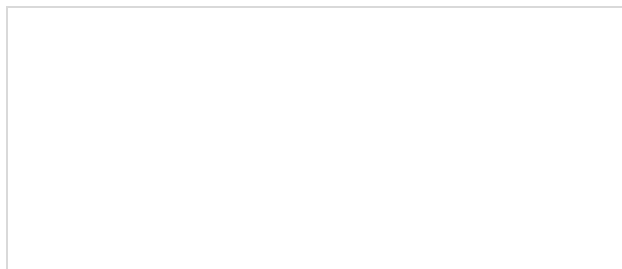
Still struggling to determine and identify the perfect target market for your specific industry or company? Here are a few helpful tips to help you define your target market:

- Look at your current customer base - what does your current customer base look like?
- If possible, check out your competition's customers - they have similar products/services, so they'll have similar customers.
- Analyze your product and service, who uses it the most? Who benefits from it the most?
- Look at the demographics of your current customer base and consider the demographics of your target, ideal customer base .

Need more help? Give us a call or [send us a message!](#)



JUST IN CASE YOU MISSED IT!





Auction Marketing vs Traditional Marketing

As an auction company you likely have run into some serious questions about how to market your website. It may seem nearly impossible – especially since your website content is constantly changing to reflect new auctions and items within those auctions. In light of the need to approach marketing your auction website in a much different way than any other traditional website, we like to refer to this as “auction marketing” simply because the overall approach does to be different than the traditional method of marketing any other conventional website.

[Read More...](#)



How to Increase Your Audience Using Facebook Live

With so many businesses on the internet nowadays, it is hard to differentiate yourself from your competitors and win people's business. One easy way to help your business stand out from the crowd is a Google My Business listing. Google My Business is a free, user friendly tool that Google offers to help businesses and organizations manage their online presence across multiple Google applications such as Google Search Results and Maps. A Google My Business listing helps a business tell their story and win new customers. Read on to discover the benefits of Google My Business listings as well as features and best practices to help your business and auctions grow!

[Read more...](#)



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