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Proverbs 3:6 "In all your ways acknowledge him, and he will make your paths straight."



The Difference Between Auction Marketing and Traditional Marketing

Everything you need to know about auction marketing.

As an auction company, it is likely that you have asked yourself 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. Because you need to approach marketing your auction website in a much different way than any other traditional website, we like to refer to the idea as “auction marketing” simply because the overall approach does have to be different than the traditional method of marketing any other conventional website.

So, the big question is then: What is the difference between auction marketing and traditional marketing? Let's look at each type of marketing individually, starting with traditional marketing!

Traditional Marketing

Traditional marketing is often considered the simplest of the two marketing types. However, marketing overall is no simple task, as there are

always a ton of things to be analyzed and improved. Remember, the phrase “marketing” encompasses not only digital marketing, but it also includes the more basic forms of marketing that people used before the internet was the main source of communication.

Traditional marketing focuses on getting products or services seen or heard about by the public.



Early marketing tactics consisted of flyers, telemarketers, and mailers. Now, in the digital age that we are in, those traditional marketing methods are becoming more rare and many people are now focusing on search engine optimization, content writing, website link structure and other more digital forms of marketing with the goal of being found online and on social media.



Auction Marketing

Auction marketing does, at first glance, seem much more challenging, because an auction website's content is always changing based on the auctions that are currently running. This probably means you don't have a steady or consistent pool of products or services that you can continuously market. Although the methods are a bit different, the goals of both marketing strategies are essentially the same.

Auction marketing focuses on getting products (auction items) or services (the auctions themselves) seen or heard about by the public.

Auction marketing can be achieved through some of the same ways of traditional marketing, but because organic results take time (which auction companies don't always have), one of the best ways to get good results quickly is through paid advertising. Paid advertising allows you to choose and target the audience who would be most interested in what each specific auction has to offer and put your content in front of them! But just because you use paid ads doesn't mean you should stop your organic marketing efforts. Organic, result-based marketing such as Search Engine Optimization is still a powerful tool to use for getting your auction website out there on the internet and appearing in people's Google searches.

After learning about the overall approaches to both auction and traditional marketing, you might be wondering what the big difference is, as they have the same general goal. The biggest difference between auction marketing and traditional marketing is going to be the way that they are going to be achieved and implemented on your website. Auction marketing requires more immediate attention and action while trying to anticipate how to stay ahead of upcoming auctions and items. On the opposite spectrum, traditional marketing has a bit more leeway when it comes to working towards a long-term goal -- which might take months or even years to achieve. Ultimately, though, auction marketing and “regular” or traditional marketing are both on-going efforts that require a lot of time and dedication in order to achieve your desired results.

As you begin or proceed with your marketing efforts, remember that all marketing takes time and effort and is an investment into your business. If you aren't sure where to begin with marketing your

business, contact us today! Our marketing team has years of experience helping auction companies see the results they desire through marketing.

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

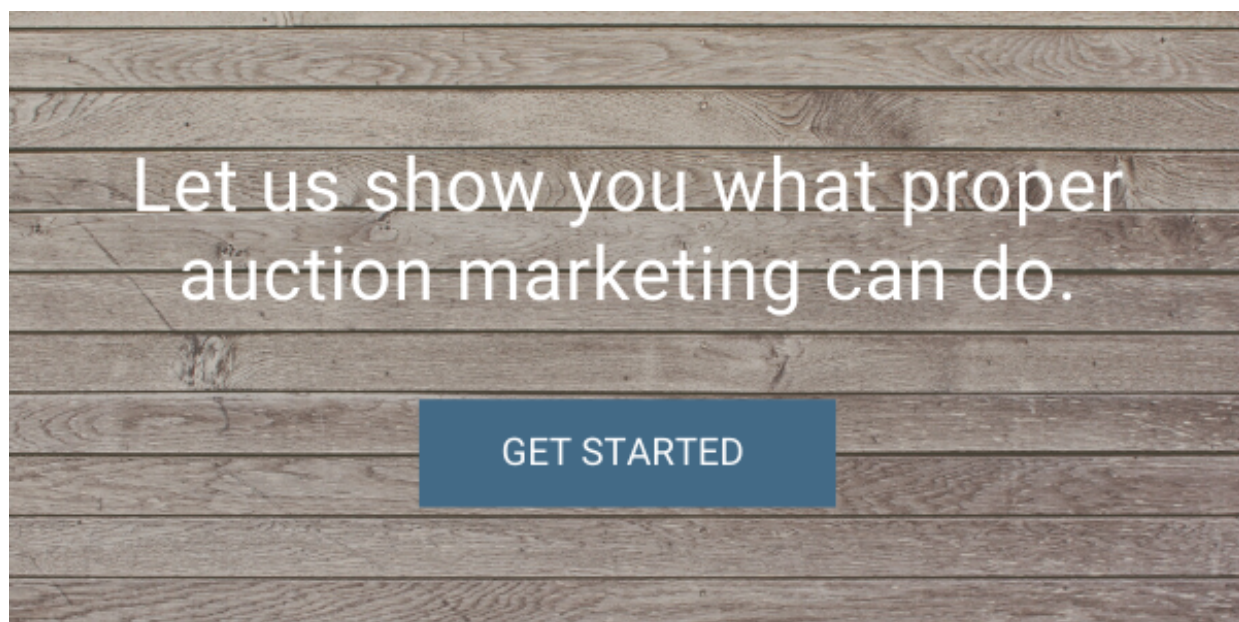


LinkedIn Marketing

LinkedIn is considered to be the largest business-oriented networking website geared specifically towards professionals. With its 500 million members in over 200 countries it is a great platform to network amongst other professionals far and wide. A well-written profile allows you to create an online professional brand which could lead to opportunities and connections that you may not have been aware of. Below are a few of our favorite reasons to join LinkedIn:

- Audience is focused on work, not play
- Recruitment/job opportunities
- Benefits for content creators
- Lead generation

Want to learn more about LinkedIn Marketing? **Contact us**, we can help!



JUST IN CASE YOU MISSED IT!



A Exploring LinkedIn: It Does Not Have to be Boring

LinkedIn is considered to be the largest business-oriented networking website geared specifically towards professionals. With its 500 million members in over 200 countries it is a great platform to network amongst other professionals far and wide. A well-written profile allows you to create an online professional brand which could lead to opportunities and connections that you may not have been aware of. With that being said, LinkedIn does have a reputation for being... well, a little boring. Do we think it is? The honest truth is that it can be- certainly when comparing it to Facebook or Twitter. But could that be one of LinkedIn's greatest assets? We think so! Below are a couple of reasons why we think LinkedIn's marketing platform offers things that are pretty exciting for networking professionals and B2B interactions.

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How to Increase Your Audience Using Facebook Live

There are many aspects to look at when you are running an auction. Whether online or live you will always have people who think they can outsmart the system...your system. There are two types of bidders – real and fake. Those fake bidders are those who try and register to bid but have no real intentions of bidding to win or pay for items after the auction. There are many ways to help combat this including having a registration in place to help prevent those bidders from getting into your system...you will want to talk to your auction provider and work through this if you don't have a system in place already. Another factor is Shill bidding, this is the general idea of a person placing a bid to drive up the price (helping the seller increase revenue) without actual intention of purchasing the item. This type of sneaky behavior stains the auction process & easily creates broken trust between real, genuine bidders & the sellers. Not only that but it is also illegal, going against the fair trading act & the dishonest use of a computer provisions of the crimes ac

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