

June | 2021

Proverbs 10:28 "The hope of the righteous will be gladness, but the expectation of the wicked will perish."



Benefits of Attending Conferences & Tradeshows

We Conferences and Tradeshows are a great way to keep up-to-date on the latest happenings in your industry! Although they can sometimes be long and require travel, there are many benefits to attending.

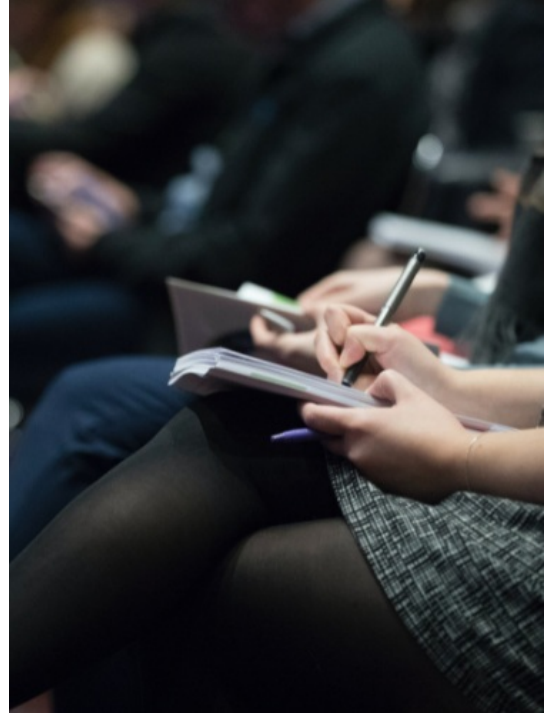
Benefits

Attending a conference and/or tradeshow allows you to:

- Stay up to date on the latest news and events in your industry
- Check out the competition
- There may be an opportunity to host a seminar to speak to an audience on a topic
- Get your brand out there - pass out fun swag like pens, candy, or anything else that would catch people's attention!

- Hold meetings with potential clients and business partners
- Networking opportunities

and so much more!



2021 NAA Conference & Show

The National Auctioneers Association is celebrating 72 years of auction excellence at their in-person and virtual 72nd International Auctioneers Conference and Show Hybrid Event, July 13-17, 2021. Access the virtual Conference education and meeting on demand!

[Get the Details](#)

Marketing Seminars at the 2021 NAA Conference & Show

There are many different marketing seminars and



talks at the NAA 2021 Conference & Show that can help you improve your auction marketing and overall branding strategies! Some of the talk topics include:

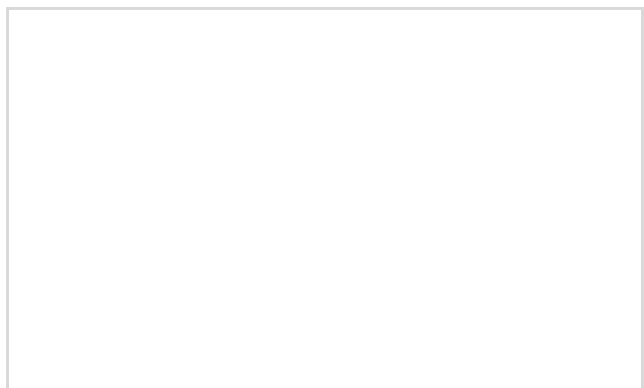
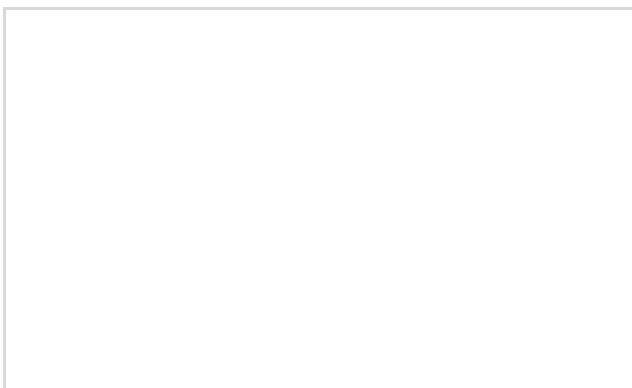
- SEO Master Class
- Harness the Power of Media: Enhancing Your Professional Brand
- Using Demographic Data in your Marketing Strategies
- Marketing: Ask me Anything
- The Art of Social Selling
- Video Marketing
- Google Ads Master Class
- LinkedIn for Networking

[View Conference Schedule](#)

Can't attend the Conference but
want to improve your marketing?

WE CAN HELP!

JUST IN CASE YOU MISSED IT!





The Benefit of Content Creation for your Auction Website

You may think you have a fair amount of content on your website. After all, you have a lot of lots! Your auctions are doing great even if you haven't been seeing a lot of new traffic coming in. You're getting by just fine, right? Wrong. While having a lot of lots is great, you need to take the time to focus specifically on your auction website content creation. You should be presenting your bidders with information about your company and industry in order to give them the best experience possible when visiting your site. Not to mention the fact that pages with better content tend to rank higher in the search engines.

[Read More...](#)



The Advantages of Multi Par Real Estate Auctions

Real estate auctions offer up so many advantages to buyers and sellers that they wouldn't receive in a traditional sale. From avoiding a lengthy negotiation process to the ease of selling, auctions are truly one of the best ways to sell property. However, did you know that a real estate auction can have even more benefits when the auction company makes it a multi parcel auction? Multi par real estate auctions have added benefits for the buyer, seller, AND the auction company, making them a no-brainer for larger real estate auctions.

[Read more...](#)



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