

September | 2021

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Timothy 1:7 "For the Spirit God gave us does not make us timid, but gives us power, love, and self-discipline."

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## Tips for your next live/simulcast auction!

Live/Simulcast auctions are a fantastic way to auction off real estate, machinery, and equipment to a large group of bidders. Because of the dual bidding capabilities, bidders from around the world are able to participate in a live/simulcast auction, creating a larger bidding pool and thus a higher final bid. Now that live/simulcast auctions are becoming more popular, we wanted to provide you with some tips to help make sure that your auction stands out.

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### Market your auction

You need to make sure that people know your auction isn't just a live auction! Make sure to share your auction on social media, in your newsletter, and anywhere else you want to highlight that it is both a live and online simulcast auction!

### Invest in quality equipment

If you are going to have a large portion of your bidders using the simulcast livestream, make

sure that you have a good camera. Nothing is more frustrating than a fuzzy image that takes a bidder's attention away from the auction. You don't want your technology to be the reason someone doesn't place the highest bid.



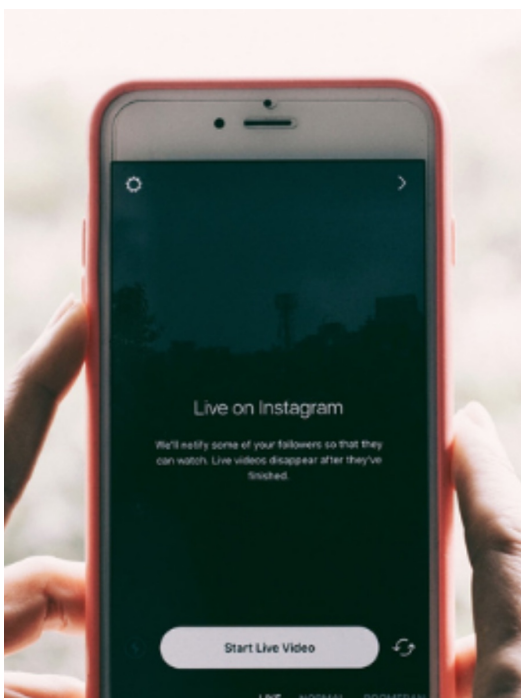
### Check in with online bidders

Before you start your auction, check in with your live bidders to make sure that everyone is comfortable with how the process will work. Make sure that the livestream is working for everyone too! Our software makes it easy to check in with online bidders by sending out an announcement to everyone at once instead of having to message each bidder individually.

### Clearly explain the bidding setup

Make sure that everyone knows your auction is a live/simulcast auction before you begin. You don't want someone to get upset that they were outbid because they didn't realize there were online bidders halfway through the auction. Present clear information to all of your bidders and everything should go smoothly.

Live/Simulcast auctions are an incredible way to sell assets to a large group of bidders. We hope that these tips have given you some ideas for your next live/simulcast auction to make it a huge success. If you're interested in updating your live/simulcast clerking software, **contact us** today for a free demo.



### Social media tips for a successful live auction!

If you aren't already taking advantage of social media for your live auction marketing, you are missing out! Social media is an invaluable marketing tool, regardless if you are hosting a live or online auction. With so many people checking in on their various accounts everyday, it is important that you get your events in from of them. We've rounded up a few of our best live auction Facebook & Instagram social media tips for a successful live auction to help get you started!

- Try organic and paid posting
- Create a Facebook event
- Go live on Instagram & Facebook

### [More tips](#)

Get ready for your next  
live/simulcast auction!

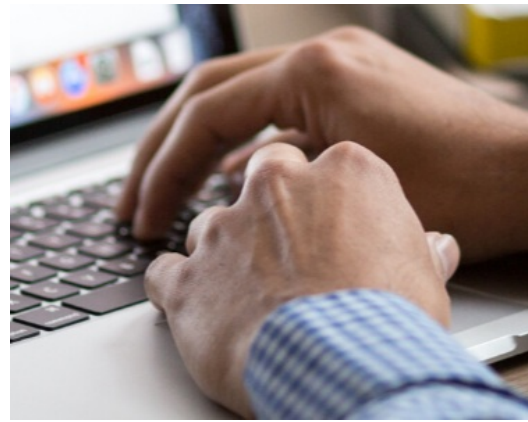
GET STARTED

## 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.



### **3 Reasons your Auctions should Move Online**

If you have been in the auction industry for a while, it's likely that you are no stranger to online auctions, but if you are not running your auctions online, what is holding you back? Is it the fear of not getting as good results? Or maybe it's the simple avoidance of change. Whatever it is, we are here to help. Utilizing online auctions creates endless opportunity for you to maximize your auction results and reach a much larger audience. Still not convinced? That's okay read on to learn three major reasons why you should be utilizing online auctions.

[Read more...](#)

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