

October | 2021

Numbers 6:24 - 26 "The Lord bless you and keep you; the Lord makes his face shine on you and be gracious to you; the Lord turn his face toward you and give you peace."



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 front 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!

Organic & Paid Posting

The easiest thing that you can do for your live auction marketing is to post information about your auctions to your company pages. You can give all important details about your live auction, highlight specific lots, and even introduce your auctioneers! These posts will remind people about the auction and will help get them excited! If you have it in your budget, you can also do some paid advertising to get your auction in front of people who would be interested in attending. If you're just setting up the Facebook account for

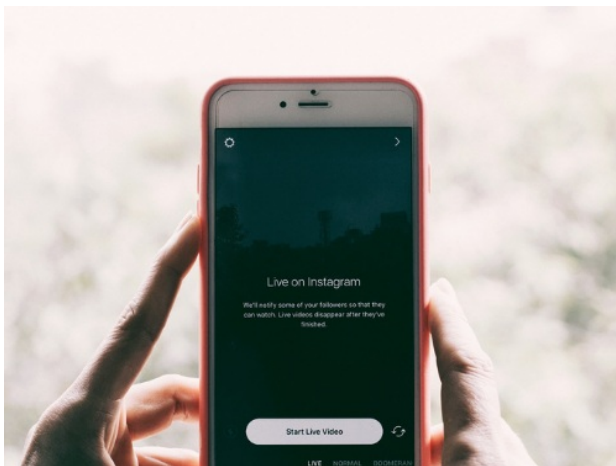
your business, you likely won't have a lot of followers and might struggle to see results at first.



If that is the case, we suggest doing 70% paid advertising and 30% organic posting each month to help build up your audience and grow your following. This way you are still able to get your auctions in front of potential bidders. As your presence grows you can start to shift your paid vs. organic posting ratio, but remember that it is still a good idea to have paid advertising to help your page grow during slow periods.

Create a Facebook Event

Facebook has a great feature that allows you to create events. Set up an event for your auction, list all the details about registration, bidding, and lot order, as well as where it will be located. Then, invite people to attend! You can also share the event to help get the word out. Facebook events are great because they will allow you to see how many people have RSVP'd to the event. This can help you gauge your bidder turnout and see if people are planning on coming! Learn more about creating a Facebook event for your live auction in [our past blog](#).



Go Live on Facebook & Instagram

Using the Live Videos feature on Facebook and Instagram gives your followers a sneak peak into the upcoming auction. Consider going live whenever you're at the auction site to show off the lots as well as the event location. Want to do even more with your live video? Interview the main auctioneer for the event! Going live helps to add a layer of authenticity to your marketing, as your followers get to see the people behind your company. Bidders will be happy to learn more about your auction as well as your company!

We hope that these live auction Facebook and Instagram social media tips have helped set you up for a successful live auction! If you're looking for more live auction marketing tips, check out [our past blog here](#). If you have any questions about social media marketing, we would love to help! We offer a wide variety of auction marketing services and would be more than happy to help you promote your live auctions. **Send us a message or give us a call** – we'd love to help!



Tips for a Clean, Professional Instagram Aesthetic

When it comes to presenting your company and your brand on social media, it is important to have a clean, professional look. While this is important for all social media platforms, it is especially important to keep in mind when creating and posting to your Instagram account, as Instagram is a very visual platform. Read on for some tips and ideas on how to create and keep a clean, professional Instagram aesthetic.

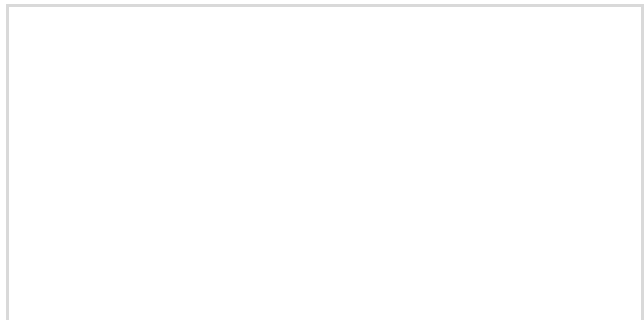
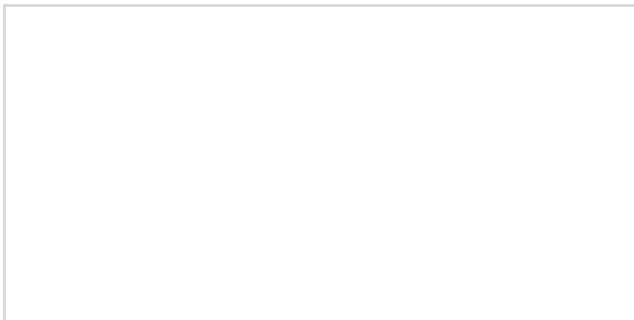
- Know your audience
- Plan ahead
- Edit your images before posting
- Schedule your Instagram posts

[Read more](#)

Utilize social media for successful
live auctions!

GET STARTED TODAY!

JUST IN CASE YOU MISSED IT!





How to Take Advantage of your Auction Data

When you have good online auction software you get a whole lot more than just a platform to catalog and host your auctions. You also get a ton of helpful information that you can use to learn more about your users and grow your auction company. When correctly applied, you can take insights from your auction data and narrow down your target audiences of bidders and consignors, find your niche of items to sell, and determine better auction marketing techniques! Sounds pretty great doesn't it? The information is available to you, you just have to figure out the best way to take advantage of it.

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Is Facebook Marketplace a Good Resource for Auctioneers?

Facebook Marketplace started in 2016 as a way for individuals to buy and sell items on their social media platform. Facebook took advantage of their existing messenger system to build a selling platform that met the needs of its users while competing with eBay for traffic. This feature of Facebook has been around for a while and has proved very successful for individuals looking to sell their goods. We believe that more parties besides individuals can take advantage of this extension of Facebook to promote their company and services – particularly auctioneers.

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