

**Colossians 3:15** *"Let the peace of Christ rule in your hearts, since as members of one body you were called to peace. And be thankful."*

**November | 2021**



Happy  
Thanksgiving!

## **We Are Thankful For You!**

This Thanksgiving, Auctioneer Software is taking a moment to reflect on all that we have been blessed with in 2021. While it has not been an easy year, it's important to step back and recognize how the Lord has provided. We have loved meeting and taking on new clients from around the world this year as well as learning more about the various types of auctions that each of you hold. We are thankful for all of you this Thanksgiving and hope that you are able to be with your loved ones, eat amazing food, and enjoy some much earned rest.

Happy Thanksgiving from the Auctioneer Software Family!

## **Our office will be closed**

**Thursday, November 25 and Friday, November 26 for the Thanksgiving holiday!  
We will be back in the office on Monday, November 29th!**



## Looking Forward...

While we are celebrating Thanksgiving this week, make sure that you are looking forward to the Christmas holiday ahead! You will want to update your business hours, highlight any big Christmas auctions you're holding, and create a few holiday social media posts to help grow your engagement.

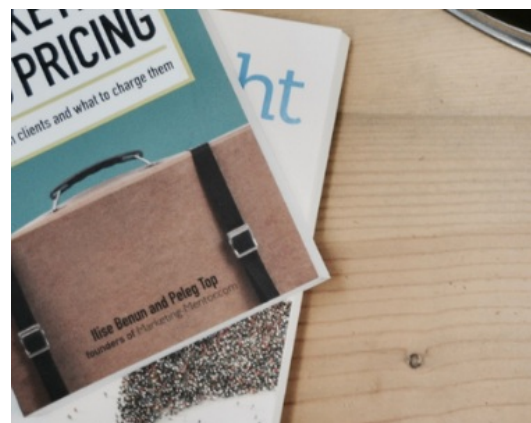
**Looking For Help With Holiday Marketing?**

[Contact Us](#)

Experience the joy of Auctioneer  
Software this holiday season!

[FREE SOFTWARE DEMO](#)

**JUST IN CASE YOU MISSED IT!**



## 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.

[Read More...](#)

## Local vs National Marketing Campaigns - Which One is Best for You?

When it comes to your marketing strategy for your online auctions, there are a lot of questions to ask yourself and details to figure out. One of the things you should decide is if you want to do marketing on a local or a national level. While national works best for some auctions – like large equipment auctions, unique opportunities, or if you are willing to ship items to the winning bidders – but sometimes its best to stick close to home and only advertise locally. We're here to help you answer the tough question: Which is better – local vs national marketing campaigns?

[Read more...](#)



[www.auctioneersoftware.com](http://www.auctioneersoftware.com) | 866-773-2638 | [info@auctioneersoftware.com](mailto:info@auctioneersoftware.com)