

December | 2021

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*Luke 2:10 "And the angel said unto them, Fear not; for behold, I bring you good tidings of great joy, which shall be to all people."*

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Merry Christmas!

## Merry Christmas from Auctioneer Software!

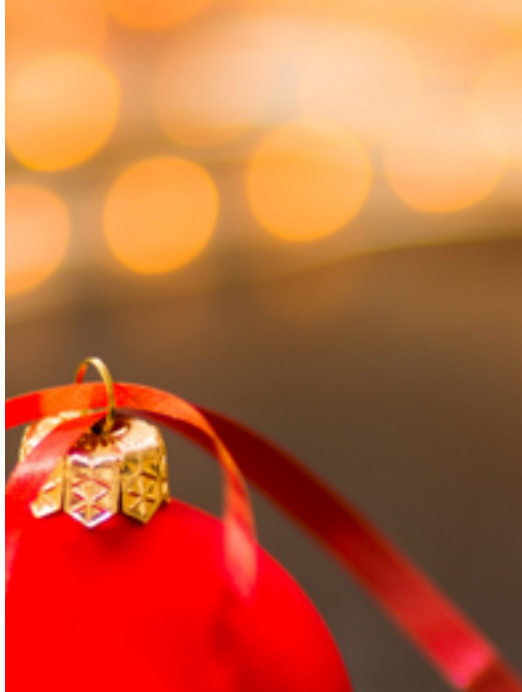
This past year has flown by and Christmas is almost here! We wanted to take a moment to wish all of you a very Merry Christmas. We have so much to celebrate this year and each and every one of our wonderful customers are a part of that - we are so thankful for all of you who continue to trust us with your Auction Software and continue to make us who we are. We look forward to what this new year will bring for your business and ours and we can't wait to continue to serve you for any of your auction needs. *From our Auctioneer Software family to yours, Merry Christmas!*

### Our office will be closed

Friday, December 24th to enjoy Christmas as well as Friday, December 31st to celebrate the New Year!

### Tis the Season for SEO!

The new year is a perfect time to start with Search Engine Optimization for your auction website. Even if you don't have the time or resources to dig in deep, there are a few simple things you can do to help!



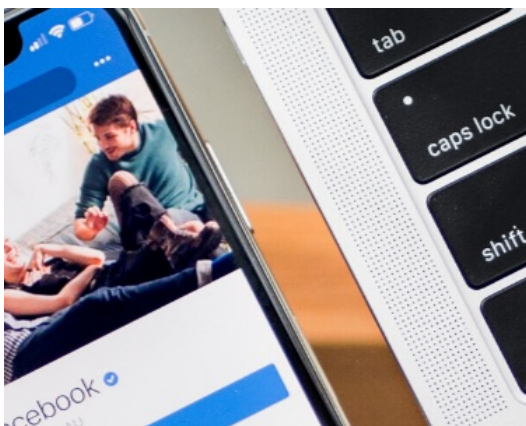
- Be sure your company information is updated and accurate on all places across the internet (Google My Business, website, social media, etc.)
- Review your listings on directory sites, such as Yelp, Yellow Pages, Angie's List, etc.

[Learn more about SEO](#)

New Year, New Auctioneer  
Software!

[LEARN MORE](#)

**JUST IN CASE YOU MISSED IT!**



## How to Utilize Facebook Events for Your Auctions

If you're an auction company, you know how challenging it can be to have a large inventory of items that constantly change. Although some auctioneers specialize in one specific industry such as cattle and livestock, farms, vehicles, real estate, jewelry, or other items, it can still be challenging to find the right audience for each of your auctions, especially if you are one of the auctioneers that does NOT specialize in one specific area. For example, if most of your business's auctions are estate sales, it's likely that the items up for sale in each auction are going to be very different depending on the person whose estate you're selling along with many other factors as well. Facebook events can help you separate your auctions so that you can reach the best audience for the items you have selling, and we are going to show you how!

[Read More...](#)

## 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. When you are posting on social media your goal is to reach individuals or businesses that would be interested in bidding on items in your auctions. Marketplace gives you the advantage of showing auction items to people who are already in the buying mindset, which makes it more likely that they will convert over and bid on one of your items.

[Read more...](#)



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