

January | 2022

2 Corinthians 12:10 "Therefore, I'm all in with weakness, insults, disasters, harassments, and stressful situations for the sake of Christ, because when I'm weak, then I'm strong."



New Year, New Ways to Reach Your Customers!

The new year is the perfect time to try new things- like finding new ways to reach your current and potential customers!

It's been said over and over: new year, new strategy, but January really is perfect time to re-evaluate and adjust your marketing strategy for the upcoming year! While your current strategy may be working, there are always new things to try and improve!

Read on for some tips and ideas on how to better reach your current customers as well as identify and target new ones!

Paid Ads: Facebook, Instagram, LinkedIn

While you may already post organic social posts to your company page, paid advertising can really boost the traffic to your website and your auctions as well as page engagement and new page likes and follows. While paid ads can be tricky and may need some adjusting at first, once

you get the hang of it and start publishing campaigns regularly, the possibilities are endless!

[Learn more about Facebook Advertising](#)

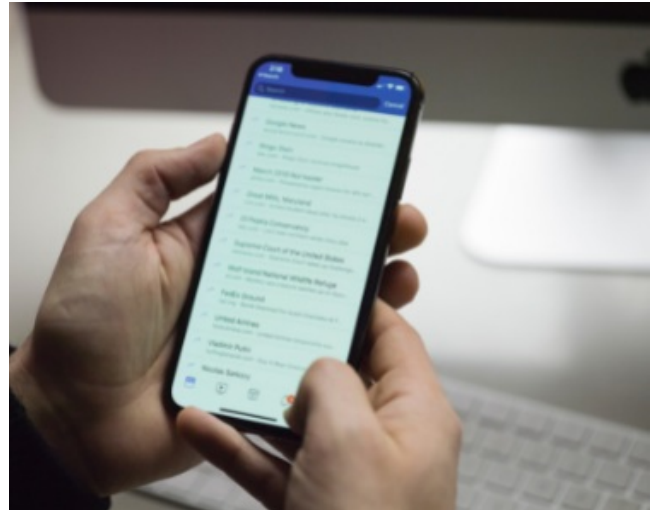


Facebook Marketplace

While it may seem like an unlikely too, Facebook marketplace is a great way to list and bring more attention to individual auction items! Recently, Facebook launched Marketplace for Business - a marketplace specifically for businesses to sell and advertise that is separate than your personal Facebook marketplace.

NOTE: Be sure to include that the item is part of an online auction in the item description, and provide a direct link to the lot page.

[Learn more about Facebook Marketplace for Businesses](#)



Data to Look At: User bidding patterns and demographics

Facebook & Instagram Stories

Reach and engage with your current audience through Stories on Facebook and Instagram! Stories have been growing in popularity, as they are a great way to provide more less formal "behind the scenes" content than standard social media posts provide. Fun examples for Facebook and Instagram stories include: behind the scenes, the process an auction item goes through from intake to being sold, highlighting employees or fun facts about auctioneers!

[Learn more about Stories](#)



Use 2022 as a chance to expand your marketing efforts and find new ideas to reach new and potential customers alike!

Need help getting started? Need someone to manage social posts and paid ads entirely? [Contact us today, we can help!](#)

SEO for 2022!

Try these Search Engine Optimization tips to rank better on Google and see more traffic to

your website in the upcoming year.

Alt Text

Adding alternative text to your photos on your website can help Google's robots read and get a better understanding of the content on your page as they index it. Alt text also helps visually impaired users access the information on your page.

Anchor Tags

Anchor text are descriptive keywords with hyperlinks to other pages to better describe the page that the link leads to.

YOAST SEO

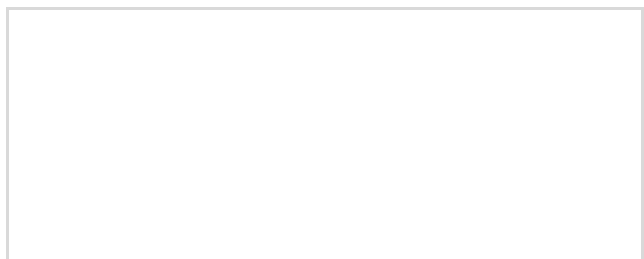
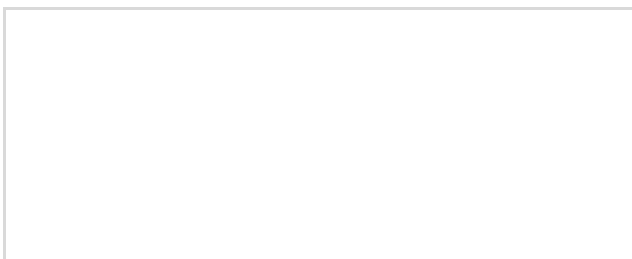
YOAST SEO is a great tool to add to the backend of your website. YOAST analyzes each page and provides recommendations and suggestions on how to improve the page for SEO!



Reach your customers in new ways
with Auctioneer Software!

GET STARTED

JUST IN CASE YOU MISSED IT!





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...](#)



How to Improve Google Rankings

Having a strong presence on the internet is important for ensuring current and potential customers alike find your website and auctions. If you don't have a strong website that is properly optimized, it will not appear in Google's Search Results. One of the most likely reasons that your website is not appearing in search results is that it is not crawlable, and therefore cannot be indexed. To fix this issue, it is important to understand how Google crawls and indexes your website to determine rankings on search engine results pages. Read on to learn the process of how Google crawls and indexes websites and what you can do to improve your google rankings.

[Read more...](#)



www.auctioneersoftware.com | 866-773-2638 | info@auctioneersoftware.com