

January | 2022

Psalm 121:1 *"My help comes from the Lord, the maker of heaven and earth."*



Yearly Content Audit - 2022 is Here!

January is the perfect month to conduct a content audit to help determine your content marketing strategy for the upcoming year!

2022 is here and it's time for your yearly content audit! Now that it's already the second week of the new year, it's time to get serious about your content marketing strategy for 2022. Are you going to stick what you've been doing, or try something new? Before you decide, it's a good idea to complete a content audit to determine if last's year's content strategy worked or if it could have been better.

Read on for tips on how to conduct a yearly content audit as well as some new, fresh marketing ideas to try this year!

Yearly Content Audit: Evaluate your Current Strategy

First things first, before your marketing strategy can be improved, you must identify what you have done – or didn't do at all – in 2021! Create an excel doc with a tab for each one of your marketing areas. For example, a tab for organic social media, blog posts, email newsletters, etc. Then, fill in each sheet with all of the content that

you created for each area over the past year.



Some helpful metrics to keep in mind when evaluating your social media content impact are impressions, reach, and pageviews. Page views are the number of times your page has been viewed. Reach measures the number of unique views a post (or page) has received. Impressions show how many times your post has showed up in someone's timeline – NOTE: impressions include multiple appearances. For example, if a user scrolled by it in their timeline two days in a row, that would count as two impressions. Once you have everything laid out, complete with all the stats and traffic results, you'll have a better understanding of what worked and what didn't work.

Pro tip: your yearly content audit won't be as much of a hassle if you add your content to an excel doc as you go throughout the year! Try adding an excel doc to your list of organizational tools for this upcoming year!

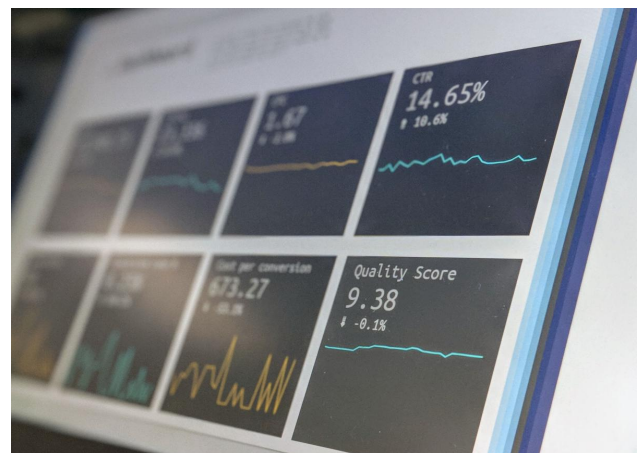
Repurpose your content

Just because it's a new year doesn't mean you have to come up with all new content. While it is a good idea to create new content to keep it fresh and keep your audience engaged, it's also okay to repurpose older content and make it new again – as long as it's still relevant! Spruce up and re-optimize older blog posts, then take that content and put it into newsletters and social posts. And vice versa – expand on short social media posts to create new, longer blog posts!



Think outside the box

Take some chances and think outside of the box when it comes to content marketing this year! Your customers may appreciate seeing something new. If you have very specific "boring" branded colors, try adding a pop of color into your graphics. Ask a fun survey question on social media that will get your followers to respond and interact with you! Add a cheesy joke section at the end of every email newsletter. Anything that will mix things up and make your company stand out will give your content marketing strategy a fresh new life!



Want some more content marketing strategy tips? Don't know where to start when it comes to creating a yearly content analysis? **Contact us today, we can help!**



Auctioneers United - FREE Facebook (& now on Instagram too!) Help Page

Join our Auctioneers United Facebook group and follow our Auctioneers United Instagram page to stay up to date on the latest marketing trends as well as tips and tricks on how to get the most out of the most popular social media platforms! The group is FREE to join and if you don't find the tips helpful, there's no obligation to stay!

Benefits:

- Opportunity to connect and network with fellow auctioneers and auction industry experts
- Learn helpful tips and tricks on how to better market your auctions
- Discover new features about platforms you may already be using!

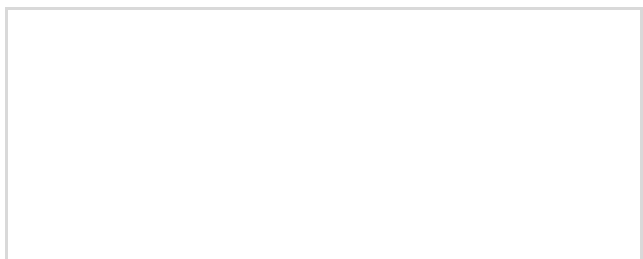
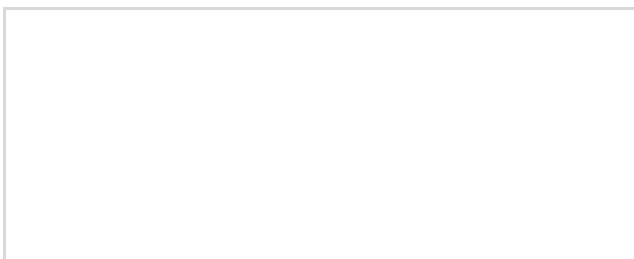
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JUST IN CASE YOU MISSED IT!





How to Make a Mobile Friendly Website

Did you know that approximately half of your website visitors will be viewing your site on their mobile device? Having a mobile-friendly website is no longer optional! If your mobile visitors do not have a good experience, their first time, you will drive away a huge proportion of your traffic and not to mention hurt your SEO rankings in the process.

I'm sure you have heard it before, but we are saying it again: Your website needs to be mobile responsive- or aka mobile friendly!

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How to Attract Traffic to your Online Auction

If you are looking to get people interested and excited about your upcoming online auctions there are many fundamentals to set in place to have a successful online auction strategy. There are various strategies for your online auction marketing and the first step is decide which of those strategies meet your objectives. Of course, attracting new buyers and driving up the cost of your items is always one!

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