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Ezra 10:4 "Get up, for it is your duty to deal with this matter; we will support you. Be strong and act."



Yes, we offer marketing services too!

Did you know that we're not just all about software - we offer a wide variety of comprehensive marketing services as well! From social media posts and paid advertising to search engine optimization and blog management - we do it all!

Including effective design for your auctioneer needs, we grab the attention of your auction audience and make a statement – making it more likely that they will stay on your site and bid. It's important to consider all of the extra details behind the successful auction marketing strategies out there, because as amazing as your auctioneer is, without a marketing campaign that draws in your bidders, your auction would go nowhere!

We are here to help with the behind the scenes work. From start to finish we will work with your company to craft an auction marketing strategy specifically for your auctions. We will guide you through this process in order to help you get the results you want. Discover our live auctioneer software development, hosting services, auction website design, and auction marketing below. We can't wait to help grow your auctions!

Facebook, LinkedIn, Instagram & Google - Organic & Paid Advertising

Social media isn't just a platform to see what other people had for dinner, it's an opportunity to engage with clients and promote your services. Both organic and paid marketing can help your

company reach quality bidders. We also can help you create and setup accounts on new social media platforms, creating and manage general brand posts and ads, and even create a custom social media posting schedule unique to your company!

[Learn More](#)



Search Engine Optimization

SEO is the process of optimizing your website content in order to rank higher in search results. We can help keep your site healthy and target specific keywords to improve the visibility of your auction site. We can also help make sure that bidders and consignors can find your auction site when searching online & get your pages to rank higher in search results.

[Learn More](#)

Facebook Pixel and Google Ads Manager

Do you do paid ads on Facebook and Google? Is your Pixel and Ads Manager tracking setup? The Facebook pixel is a snippet of code that you place on your website. It will collect data that helps you track conversions from Facebook ads, optimize ads, build targeted audiences for future ads and remarket to people who have previously taken some type of action on your website.

[Learn More](#)



Content & Blog Management

Having a blog on your website is a great way for your customers to learn more about your company, products & services you sell, as well as general industry information - like tips and tricks, helpful how-to's and other valuable information. You can repurpose and reuse your blog content for organic posts on your social media pages as well! Blogs are also great for search engine optimization, as they boost the content on your website and can be optimized for the keywords and key phrases that you want to rank for in Google Search Results.



[Learn More](#)

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Your favorite Auctioneers United FB help group is now on Instagram!

Follow the Auctioneers United Instagram account to get the latest social media tips and tricks, as well as learn great ideas for content, marketing, and more!

Follow us: @auctioneerunited

Market your auctions with Auctioneer Software!

GET STARTED TODAY

JUST IN CASE YOU MISSED IT!



Lead Generation Campaigns for your Auctions

Do you have a digital marketing strategy but aren't getting the leads you thought you would from it? While marketing campaigns are great at creating brand awareness and generating content for your bidders, you might need a more specific lead generation campaign to bring in new customers. In this blog post we will review what a lead generation campaign is, what a lead is, the different types of leads, as well as give some examples on what a lead generation campaign can look like!

[Read More...](#)



Exploring LinkedIn Creator Mode

Is your online and live auction website mobile responsive? Can bidders easily navigate through the site, effortlessly browse images that fit the dimensions of their screens, and effectively place bids? Can YOU efficiently manage your current auctions from your phone, make last minute updates to lots and track bidders without becoming overly frustrated that you've pressed the wrong part of the screen for the fifth time in a row?

[Read more...](#)



