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Psalm 31:24 *"All you who wait for the Lord, be strong and let your heart take courage."*



10 Reasons Why You Should Be Advertising on Facebook!

Over the last 7 years Facebook has swept the nation. It's said that **there are over 1.69 billion Facebook users in the world today, and 223 million of those users are based in the US.**

Facebook has become a great place for old friends to reconnect, for new friends to keep in touch, and for businesses to communicate with their customers. Not only does Facebook serve a wide variety of purposes, but it's always changing and always improving, making it a great platform to be a part of. In the last few years pages, groups, advertising and have all continued to improve helping businesses and small companies make the most out of their online social presence.

As a business owner, you might already have a Facebook page and possibly even have built up a little following over the years – but are you truly advertising your business on Facebook? Let's dive into the many reasons that utilizing Facebook to advertise is important for your business.

What Does Advertising on Facebook Mean?

You have probably asked yourself, "should I advertise on Facebook?" and have then pondered, "what does advertising on Facebook actually mean?" Facebook advertising can be interpreted in a few different ways – which is ok! Advertising on Facebook can be anything from

promoting your products and services by organic posts on your business page, to strategically planning out paid Facebook Ads to target your ideal audience. Our 10 reasons why you should be advertising on Facebook will cover you no matter where you are in your journey. It doesn't matter if you have JUST created your business page, or if you already have built a following – we have something for you.



10 Reasons Why You Should Be Advertising on Facebook

- Build your following
- Expand your reach
- connect with your audience
- Target your ideal customer
- Save ad settings that work
- Become accessible to your customers
- Showcase every side of your business
- Measure your results & find areas for improvements
- Increase your sales
- Creating a lasting imprint with your business

So if you've asked yourself "should I advertise on Facebook?" you now have your answer! If you are not already advertising with Facebook in any capacity, now is the time to start! Start by making your business a page – and take the leap into paid advertising as well! Facebook can bring your business to the next level if you let it!

If you aren't sure how to get started with Facebook, or need some direction and help getting started, **contact us today!** Our team is more than happy to help you get started.

Online Auction Software

People have been buying and selling items through auctions for hundreds of years. Now online auction sites are a normal part of everyday life. With many other online auction providers out there, we make it easy by offering you ready-to-go online auction software with features to help your auctions run smoothly and efficiently.

Other online auction providers: Why should you have to pay their fees and abide by their selling rules? And who wants to go through the hassle of trying to figure out "do-it-yourself" online bidding software? Shouldn't there be an easier way to create and manage online auctions? Auctioneer Software is the online auction provider you can turn to for all of your software needs.

[Request FREE Demo](#)

Online Auctions

Software

POPULAR

Call For Pricing

✓ Web Based Admin

✓ Responsive Design

✓ Invoices & Reporting

[Request Free Demo](#)

Cosignor statements, unlimited pictures, user friendly

Ready to start growing your audience and customer base with Facebook advertising?

GET STARTED TODAY

JUST IN CASE YOU MISSED IT!



Exploring LinkedIn: It does not have to be boring!

LinkedIn is considered to be the largest business-oriented networking website geared specifically towards professionals. With its 500 million members in over 200 countries it is a great platform to network amongst other professionals far and wide. A well-written profile allows you to create an online professional brand which could lead to opportunities and connections that you may not have been aware of. With that being said, LinkedIn does have a reputation for being... well, a little boring. Do we think it is? The honest truth is that it can be- certainly when comparing it to Facebook or Twitter. But could that be one of LinkedIn's greatest assets? We think so! Below are a couple of reasons why we think LinkedIn's marketing platform offers



Online Auction Tips for your Upcoming Sales

Online auctions open up the possibilities to sell a wide variety of items to a large audience all from the comfort of one single location – the opportunities are endless when it comes to online auctions and sales. Maybe you are new to online auctions and don't feel that you have a good grip on how to make the most of each individual auction, or it's possible that you've been doing online auctions for many years and just feel like you're stuck in a rut of the same audience and bidders on your items. If you feel like you could use some extra help when it comes to your online auctions, we have some tips to help you maximize your auction efforts so that you can be as successful as possible in your upcoming sales.

things that are pretty exciting for networking professionals and B2B interactions.

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