

NATIONAL AUCTIONEERS ASSOCIATION  
**CONFERENCE  
& SHOW**

*San Diego, California*

**JULY 26-30, 2022**



**Schedule your marketing appointment now for the NAA  
Conference & Show in San Diego!  
Meet with us at Booths 1 & 2 | July 26-30th**

The 2022 NAA Conference & Show is almost here and we can't wait to meet and chat with everyone! We are currently scheduling appointments to chat about our software, marketing services, and MORE! Email us at [info@auctioneersoftware.com](mailto:info@auctioneersoftware.com) or [click here](#) to set up a time to chat about software or marketing in the auction industry! We look forward to seeing everyone at the show!



**Shannan**  
Marketing Manager



**Ashlee**  
Social Media & SEO Specialist

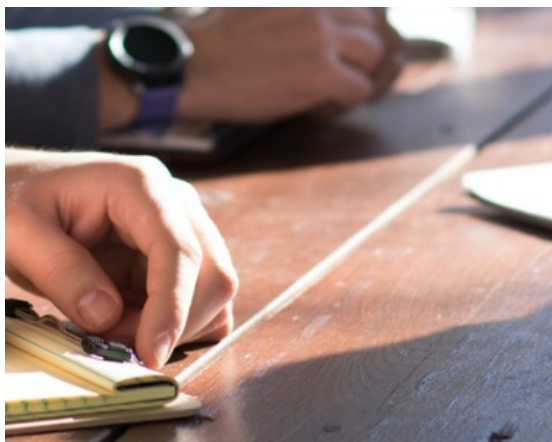
What are you doing to market your auctions and get your website to number 1 on search engines? If you're not happy with your answer, meet with Shannan and Ashlee at the 2022 NAA Conference &



Let's talk about marketing!

**STOP BY BOOTHS 1 & 2**  
*for a FREE insulated grocery bag!*

## IN CASE YOU MISSED IT!



### **The Difference Between "Auction Marketing" vs "Traditional Marketing"**

As an auction company you likely have run into some serious questions about how to market your website. It may seem nearly impossible – especially since your website content is constantly changing to reflect new auctions and items within those auctions. In light of the need to approach marketing your auction website in a much different way than any other traditional website, we like to refer to this as “auction marketing” simply because the overall approach does to be different than the traditional method of marketing any other conventional website. Read on to learn what to do for auction marketing vs traditional marketing!

[Read more...](#)



### **Social Media Tips for a Successful Live Auction**

If you aren't already taking advantage of social media for your live auction marketing, you are missing out! Social media is an invaluable marketing tool, regardless if you are hosting a live or online auction. With so many people checking in on their various accounts everyday, it is important that you get your events in from of them. We've rounded up a few of our best live auction Facebook & Instagram social media tips for a successful live auction to help get you started!

[Read more...](#)



[www.auctioneersoftware.com](http://www.auctioneersoftware.com) | 866-773-2638 | [info@auctioneersoftware.com](mailto:info@auctioneersoftware.com)