

October | 2022

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Hebrews 13:2 *"Do not forget to show hospitality to strangers, for by doing so some people have shown hospitality to angels without knowing it."*

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## Improve your social media marketing strategy in 10 steps!

How is your social media marketing strategy working for you? Have you seen the engagement and traffic that you were hoping for? Do you think there is anything missing to improve on?

If you are a business owner, it's likely that you understand the positive effect that utilizing social media can have on your marketing efforts. Social media is a great way to reach the world through a simple post from your computer or cell phone -- but how do you get there? So often it seems that people understand how effective social media can be, yet struggle with how to actually build an online presence up. How does one ACTUALLY bridge the gap between the knowledge of how useful social media can be and the actual action of reaching a larger audience through posts and social media interaction.

Not to mention if you are a newer business, or maybe even your business that is made up of less than tech savvy individuals, building up your social media presence can be a challenge. As an Auction Software company, we understand the different challenges that many auctioneers may face while trying to implement social media into their business plan and we want to help – **which is why we have ten easy steps to help you and your business start building up your social media presence today!**

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**1** ANALYZE YOUR  
COMPANY'S CULTURE

**2** CREATE A  
CONSISTENT BRAND

**3** INVEST IN EXPOSURE

**4** POST CONTENT OFTEN

**5** THINK OUTSIDE THE  
BOX

**6** CAPITALIZE ON LOCAL,  
NATIONAL, AND  
WORLDWIDE EVENTS

**7** RECORD AND ANALYZE  
RESULTS

**8** EXPLORE USING  
#HASHTAGS FOR  
MORE EXPOSURE

**9** RESPOND TO ALL  
USER ENGAGEMENT

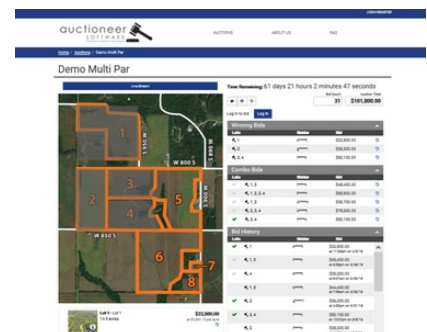
**10** DON'T BE AFRAID TO  
BE HUMAN!

LEARN MORE

## Multi Part Auction Software

We understand that you will want to hold many of your multi parcel real estate auctions both in -person and online. Our software allows you to add a low latency livestream to your auctions so that you can reach bidders who won't be attending your auction in person.

[Learn more!](#)

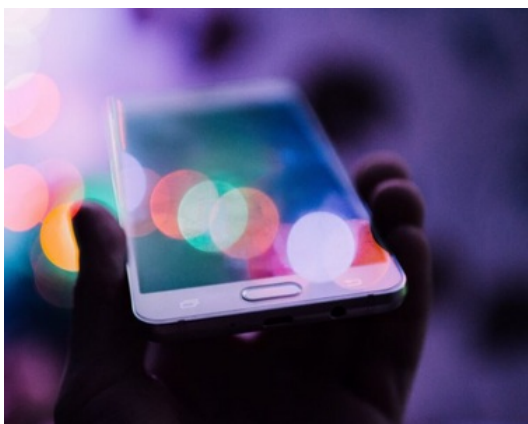




# Check out what we can do for you!

[LEARN MORE](#)

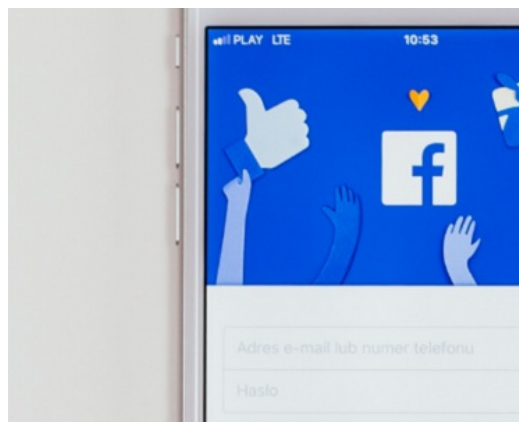
## JUST IN CASE YOU MISSED IT!



### How to Get More Engagement on Social Media

In today's world, almost every marketing strategy includes, or should include, social media marketing. If you aren't on social media, you should strongly consider re-structuring your marketing strategy to include it – as it is where the majority of businesses reach their customers! If social media marketing is already included in your strategy but you have found that your social stats aren't living up to your expectations – this article is for you! Read on to learn how to get more engagement on social media!

[Read More...](#)



### How to Use Google Search Console for your Auctions

Social media is taking auction industry marketing to a new level – so much ability and power at our fingertips! Social media provides opportunities to connect with people we might never have connected with before. When it comes to your online presence, there are always new things to be learned and new features to be utilized within your campaign. Live videos are no exception. Going live with Facebook is a relatively new feature that has gained popularity across the nation on various social media platforms.

[Read more...](#)



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