

**FEBRUARY | 2023**



## **Explore our Live/Simulcast Auction Software!**

Looking to bring your live auctions online? It's never been easier with our Live/Simulcast auction software! Our software makes bidder registration, auction clerking, and invoice/statement processing easy. Adding a livestream for bidders participating online allows you to reach a wider audience and helps your bidders feel connected to the auction experience. Check out some of the main features of our Live/Simulcast software!



**Low Latency  
Livestream**



**Live Bidder  
Registration**



**Real-Time  
Messaging System**

Our simulcast auction software was developed around the wishes we heard from auction companies as they used other software that couldn't meet their needs. After hearing "I wish it could do this" or "I wish it had this" we created our unique software to serve you best.

**Learn More about our Live/Simulcast Auction Software**



## **NAA Conference & Show 2023 - See you there!**

**We are already counting down the days until  
the 2023 NAA Conference & Show in  
Oklahoma City!**

"A frontier isn't just a place, it's also the process of adaptation and change in new environments. To be on the leading edge of business and service, auction professionals need action, advancements, resilience, community, and more. The auction landscape is changing and the 74th International Auctioneers Conference & Show provides what you need to courageously explore new frontiers!"

**Register Today!**

**Sign up for a FREE Software  
Demo today!**

**WHAT ARE YOU WAITING FOR?**

**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...](#)



### **Photography Tips for Online Auctions**

What is the most important part of a lot listing in an online auction? Sure, the information section is important, and the contact information is too, but one of the most important things to have in your online listing is a good picture. Recently, online auctions have become more popular and are becoming more frequent. In this case, you want to be sure that your listings have good quality images that potential bidders can trust. Read on for some basic auction photography tips!

[Read More...](#)



[www.AuctioneerSoftware.com](http://www.AuctioneerSoftware.com)

616-538-2914 | [info@auctioneersoftware.com](mailto:info@auctioneersoftware.com) | 866-773-2638

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