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More Isn't Always Better:

Targeting Tips for Quality Website Traffic

When it comes to paid advertising, it can be easy to get stuck in the mindset that bigger is always better. But, contrary to popular belief: it's not. After launching a campaign, it's hard to not get excited when thinking about the surge of new website visitors and traffic that the campaign is sure to bring in. However, it's important to manage expectations and realize that while hundreds or even thousands of new website visitors may seem like a great thing at first, it's not always what it seems.

Would you rather get 100 users on your website that don't bid on anything, or 20 users who bid in your auctions with a few who even end up becoming winning bidders? That's right – you'd choose the 20 over the 100. This is something to keep in mind when it comes to choosing audience targeting and website traffic results for digital marketing efforts.

Audience Targeting

Before your auction marketing paid ad campaign is published out into the world, it's important to consider your target audience and who you want to see your ads. It may be tempting to want to run your campaign with the widest reach possible and have your ads shown to as many people with as many different interests as possible,

but that won't get you the results you desire.



For example: when running a campaign for an antique auction, it wouldn't be wise to target people who are looking to buy farm and construction equipment. Instead, it would be smarter to target people who like and want to buy antiques and collectibles. Even though the targeting options for antiques and collectibles may be smaller, the audience seeing the ads will be more receptive to them and have a higher chance of clicking on the ads, going to the website, and bidding in your auction!

[Click Here for More Targeting Tips](#)

Are you ready to see a change with your digital marketing / social media strategy?



Get bidders where they already spend time: on social media

Our setup package gives auctioneers polished business pages, custom graphics, pixel tracking and MORE!

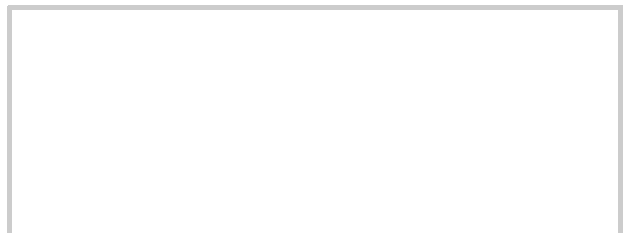
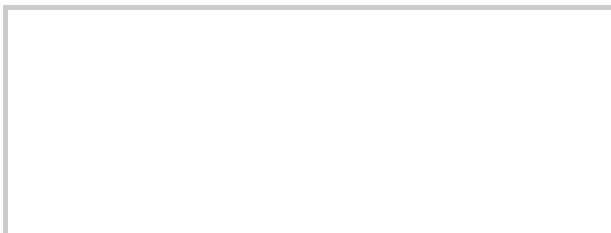
Learn More

www.auctioneersoftware.com

Are you getting the most out of your marketing efforts? Whether you're running online auctions, live sales, selling real estate, or all of the above, having the right digital presence and digital advertising strategy can make a huge difference in how many bidders and buyers you attract.

Tired of guessing at social media? Let us help!

JUST IN CASE YOU MISSED IT!





LEAD GENERATION CAMPAIGNS FOR YOUR AUCTIONS

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.

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LOCAL VS NATIONAL MARKETING CAMPAIGNS

Local vs National Marketing Campaigns

When it comes to your marketing strategy for your online auctions, there are a lot of questions to ask yourself and details to figure out. One of the things you should decide is if you want to do marketing on a local or a national level. We're here to help you answer the tough question: Which is better – local vs national marketing campaigns?

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