

MARKETING CAMPAIGNS ON A BUDGET

*Presented by the National Auctioneers Association
November 2016*



Table of Contents

3

Introduction

4

Email

7

Social Media

9

Paid, Earned and Owned Media

13

Collateral and Marketing Tools

14

In Conclusion

Marketing Campaigns on a Budget

Dear Reader,

Marketing on a budget. As professional marketers, business owners, or both, we know that when it comes to strategic marketing efforts, budget is either the first or second consideration. We are asked to bend corners, sharpen edges, and even squeeze water from a rock in order to fit a budget while accomplishing a laundry list of marketing goals.

Do any of these sound familiar?

"I want more people to know who we are."

"I want people talking about us and sharing more of our stuff on social media."

"I want you to get our name out there in high-traffic places like I see other companies."

"I want you to make us show up on the first page of Google searches."

You've heard or thought about all of those things, haven't you? Those requests have been a part of the marketing puzzle forever, and they always will be. However, the tricky part in today's environment is trying to navigate the gushing fire hydrant of new marketing platforms, tools, analytics, and ideas. Every day is an exercise in learning about new trends on the fly and being able to adjust your core marketing principles accordingly while not losing your brand identity.

And all the while, you're expected to worry about cost. Thankfully, there is relief.

As the marketplace crowds together and the planet shrinks, marketers increasingly have more control over far-reaching concepts and tools. Some brands have figured out that they can 100-percent control their message from internal sources such as a blog, website, or social media feed. They have also discovered economical ways to

NAA volunteer committee members and staff spent several months crafting a message and figuring out which platforms would serve the campaign's goals best – all while, you guessed it, staying on budget. The results of those efforts were tangible and hugely successful, and we encourage you to read about them in the conclusion of this paper.

All of this is to say that it is more possible

The NAA embarked on its largest digital campaign in history during National Auctioneers Week in 2016.

distribute their messages to highly-targeted masses without relinquishing control – a major win/win for a brand. And, those discoveries are scalable – meaning even the smallest business can implement the same thought processes and protocols to fit its need.

That was true for the National Auctioneers Association in 2016 as it embarked on the largest digital campaign in NAA history with its #AuctionsWork / #NAAPro campaign during National Auctioneers Week.

than ever for a business or marketer to achieve their marketing goals, and do so without overspending. It takes a bit of market research and planning up front, but the results are well worth it.

We hope you find ideas here through discussion and NAA's examples, and we wish you the same success the 2016 #AuctionsWork campaign enjoyed because, as iSeries says, *it's about you!*

Email

When it comes to effective mass communication in the face of small budgets, email continues to be one of the most widely accepted and most often used marketing tools.

According to the [2016 Consumer Adoption and Usage Study from Adestra](#), 74 percent of consumers surveyed across all generations said “I have an email address because ‘everyday life.’” Fifty-one percent said they have email in order to buy things online. Only 5 percent said they rarely use it.

Email has survived the doomsday prediction of a few years ago that young people would find it too slow or cumbersome in today’s instant communication setting. The fact is, however, email has not just survived among the young, but it also has held its place in the mobile environment. According to Adestra, email ranks second for ages 19-34 among top uses for smartphones (behind personal telephone calls). Texting was third, followed by internet browsing. Social media ranked fifth.

National Auctioneers Association

8880 Ballentine, Overland Park, KS 66214
913.541.8084 // auctioneers.org // facebook.com/naaauctioneers

#AuctionsWork

#NAAPro

Dear NAA Member,

Good Tuesday to you! I trust this email finds your National Auctioneers Week has started on the right foot after Monday’s kickoff with the NAA logo. We saw great participation yesterday, and this has raised our excitement even higher than it was when the week began.

Today is “Walk the Talk” Tuesday – something I feel very strongly about. As much as we need to stay at the front of technology’s advances, our industry has a rich history based on personal relationships. So, today, I want you to join me in walking and talking with 10 people in the general public. Talk to them about why auctions work, especially when they are managed by an NAA auction professional like you.

If you have a printed copy of the March issue of Auctioneer magazine, there are 10 tear-out cards for you to use today. Leave those cards with the people you meet. Snap a pic or shoot a quick video of your positive interaction with them, and post it on social media with the #AuctionsWork and #NAAPro hashtags. If you need to print out some extra cards, you can get them through the link at the bottom of this letter.

Let’s go share today about how great our industry is. Let’s go build some relationships.

Sincerely,



John Nicholls
AARE, AMM
NAA Vice President



“Strong email performance among all age groups – even desktop-loving Boomers – points to the need to keep your email messages relevant, interesting, and, most importantly, attractive and easy to act on in any environment,” the report said.

Personalize it

So, email works. We get that. But, why?

The NAA personalized its email marketing pieces to members by using a letter tone and format from officials including President John Nicholls. Results showed the strategy worked.



Personalize your campaign

Personalized emails have a 241 percent higher click rate than their “business as usual” counterparts. Find out how you can get started sending personalized campaigns through the NAA’s partnership with Constant Contact at www.auctioneers.org/constant-contact.

There are a lot email campaigns that don’t work, and when you’re on a tight budget, you can’t afford to guess whether your email blast will be opened or clicked. That means your message style and delivery have to be on point. Today, one of the best ways to ensure success is to personalize your email.

In June, email marketing company Epsilon released its “Q1 2016 North America Email Trends and Benchmarks” report. The effect personalized email has on click rates is staggering. Pitting personalized emails against business as usual (BAU) emails, click rates were 241 percent higher for personalized messages. That result came after 8.5 billion emails from 150 Epsilon clients across many industries were assessed.

“It’s no secret that personalization in the inbox works,” Judy Loschen, Epsilon Senior Vice President, Strategic Consulting, said in the report. “This includes leveraging new technology and fewer restrictions by Internet Service Providers to unleash creative potential in the inbox, while using data to better understand consumer behavior and deliver the most personalized and contextually relevant experiences.

“The combination of art and science for email marketing efforts will drive business outcomes.”

Why it makes our market-on-a-budget list

Considering email’s entrenchment and perceived usefulness among all segments, logic says this component should be a part of an auction professional’s marketing plans.

The great news is you probably already have some sort of email system, which can be anything from using Microsoft Outlook to store your contacts and blast messages manually, all the way to already employing a third-party vendor to assist with email blasts, automated email marketing, or more. Already having this system in place can save cost up front since it likely means you won’t be adding costs for the purpose of your campaigns.*

If you do use a vendor – Constant Contact, for example – check your account and see what you’re paying for in terms of usage. Knowing this can help guide later planning and implementation.

NAA’s example

During National Auctioneers Week 2016, NAA strived for consistent engagement with and from members throughout the week. It was decided a daily email, released first thing in the morning so that members would see it before diving into

their work day, would be a cost-effective way to touch the entire membership with each day's message.

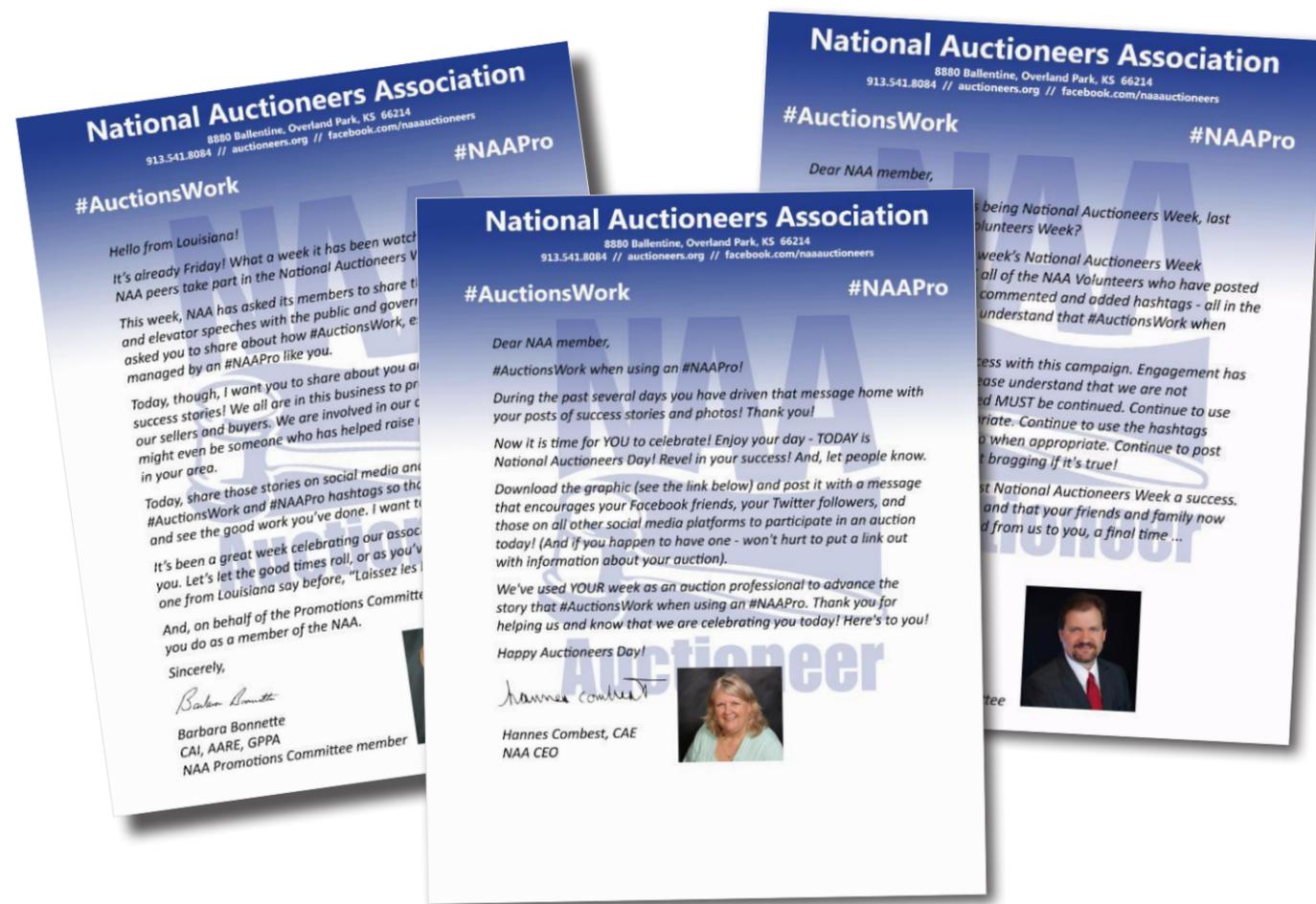
Each email (there were seven in all) would be from a different official or committee member. Each message would be designed and written in a letter format – down to the signature.

Results of the effort showed that the decision to engage the NAA membership through email was a good one.

According to Constant Contact, the average open rate for “Other – Non-profit” customers is 20.98 percent. The click-through rate (CTR) is 8.74 percent. The NAA National Auctioneers Week emails averaged a 32.8-percent open rate and a 17.9-percent CTR.

As for costs, NAA already had its Constant Contact account established, so this increased engagement and portion of the campaign cost nothing additional.

**This refers to most third-party vendors, who can charge different amounts based on the total number of emails you send. Manual users, you likely won't see a change in cost, but as your email marketing grows, demands on your time will as well.*



Social Media

Social media marketing has grown so much in the past three years that reasons for not having it be a core piece to your marketing puzzle have mostly dissolved.

True, there are still pockets where deep analytics are hard to find and measure legitimate ROI, but the largest issue aside from that is businesses simply haven't been dedicating enough resources to let their social media channels really work for them. That is changing, according to one report.

U.S. marketers plan to increase their budget in 12 different social media areas in the next 12 months, [according to an Oct. 13 article from eMarketer.com](#). The top five areas expected to see budget growth: AdWords, Mobile, Facebook, Bing, and Instagram.

Perhaps the most recognizable of those five is Facebook, which has positioned itself as the leader among social media platforms. In fact, it isn't really fair to lump Facebook in with many other platforms at this point considering it has morphed itself from a way to stay connected to friends and family into an entire ecosystem that involves sophisticated personal and business uses.

Part of that evolution is Facebook's razor-sharp ability to target ads and achieve results, regardless of your budget size.

Facebook the elephant

Social media analytics firm Simply Measured, in its 2016 report, "The State of Social Marketing," outlined nine large U.S. social networks being used most often among major Interbrand 100 and Fortune 500 companies as they communicate with their target audiences.

To no great surprise, Facebook topped the list for good reason.

"Facebook's 1.65-billion share of the 2.2 billion global social media users makes it the elephant in the room, and a big reason why so many companies consider Facebook to be central to their social marketing strategy," the report said. That 1.65 billion number? That's the number of users every

month, and it includes 1.51 monthly mobile users.

They see Facebook as "a destination for news, trends, shopping, and entertainment," the report said. And while marketers and advertisers continue to invade the public's Facebook space, their efforts moving forward must involve video. Why?

"In 2016, video is at the center of any conversation about Facebook marketing, with over 8 billion videos viewed on the network each day," the report said.

AdWords, Mobile, Facebook, Bing and Instagram are among the top social marketing resources expected to see budget growth in 2017.

Why it makes our market-on-a-budget list

You don't have to overspend to achieve results. One of the best features to Facebook's ad platform is its model to charge based on the amount of exposure to a given audience as opposed to charging for audience customization. You create one list or 100, and Facebook will only charge you based on the number of people in that list you would like to reach per day.

For example, if you build an audience of 10,000 but only want to spend the minimum amount per day (in most cases it is \$5-\$10), your ad will be served to a lower percentage of that target group. Spend a little more, and more people in the group will see the ad.

The cool piece to this is that you never have to worry whether your ad is being served to people outside of your target group. So, while it may take a bit longer with a smaller budget to



reach people, you're always working in that arena. No wasted time, energy, or dollars.

NAA's example

During the 2016 National Auctioneers Week campaign, NAA used Facebook advertising in earnest for the first time. Three ads ran during a two-week period – the week leading up to National Auctioneers Week and then during the week as well.

The ads were targeted to current NAA members, as well as: a lookalike audience based on current NAA members; visitors to the auctioneers.org website over the previous 180 days (using Facebook tracking pixels); and a lookalike audience based

on those visitors.

Some additional filters were also included, such as: behaviors that included an interest in auto television shows; past or current work in real estate; and other interest or experience in business, luxury real estate, real estate brokerage, real property, and shopping & fashion.

The ads used were an #auctionswork ad with gavel image; #auctionswork & #naapro magazine cover image; and a video ad (:30 NAA house commercial).

The results of that campaign: 838,966 total impressions delivered to 247,818 individual Facebook accounts; with 22,247 actions taken (link clicks, page likes, etc.).



facebook.com/



@NAAuctioneers



linkedin.com/company/national-auctioneers-association



youtube.com/NAAuctioneers

The ads were shown an average of 3.39 times per person/account.

All of that was accomplished for less than what it would cost to have a typical :30-commercial created, never mind aired on television for any amount of time in a medium-sized market (to an audience that may or may not be interested in your business).



Content Marketing
(v) a type of marketing that requires sharing and creation of media contents for the customer

Paid, Earned and Owned Media

If you are familiar with the concepts of paid, earned, and owned media, you realize by this point the trick to sustainable, effective marketing on a budget.

It has everything to do with leveraging your owned media and earned media opportunities to such a level that paid media becomes a great enhancement to your strategy instead of a vital need.

And, if you aren't familiar with those concepts...

Owned media is everything you control internally – your website, blog, email, unpaid social media posts, etc. **Earned media** is the publicity you gain (or “earn”) through owned media and any other promotional efforts (a story written about you, for example) other than advertising. **Paid media** is exactly what it says – publicity you pay for through advertising. (This model has allowed marketers to better gauge their efforts and track their dollars compared to the antiquated marketing vs. public relations, traditional TV/radio/print vs. online/digital buckets.)

Regardless of the model, traditional outlets still very much have their place in an updated, online world, and they will as long as consumers continue to use those outlets. In fact, while digital ad spend (which includes social media) is **forecast to overtake television ad spend for the first time ever** in 2017, television ad spend is still expected to grow. General forecasts for radio are for ad spends to hold steady, while print is expected to do the same everywhere except newspapers. Ad spend in that arena is forecast to trend down. (This could open the door to some great print opportunities for you. See NAA's example later in this section.)

What it means is that you must be diligent in choosing the right platform for your message, not just sometimes, but every time you choose to spend on advertising. Depending on your target audience, potential total reach, potential total saturation, and

#NAAPro

#AuctionsWork

the message itself, where TV may work best for one ad campaign, social media may work better the next.

In other words, don't marry yourself to one ad channel. Doing so could heavily tamper your ad's effectiveness, which means you are spending money that will likely bear no fruit. Instead, have them all ready to employ as each situation warrants.

Why it makes our market-on-a-budget list

Let's bring all of that back to an individual level.

Start with what you own. Can you use your website as a place to publish content (videos or print)? Does your brand have a blog? Do you have an active, thriving social media relationship with your buyers and sellers? How confident are you in your having a clean email list?

If you can, build your campaign using these channels first. You've spent a lot of time and energy in building these; put them to work for you, and don't underestimate the reach your lists can have.

Next, see if there aren't connections in your list that can lead to earned media opportunities. Do you regularly send items to your local media outlets? Great, include them and follow up with a phone call to pitch your campaign. None of that costs a dollar.

Determine your target, choose your channel and create a realistic budget to achieve your goal.

Are you able to hold an open house or take part in a community event for no cost? Events like this should carry at most a minimal cost on your part.

Finally, with those other two legs in place, determine what parts of your campaign can use the added push that comes from a paid media opportunity. Are you about to host an event? Advertise it (using the platform that makes the most sense for the event and for your budget). Is your campaign celebrating a specific day or demographic? Determine your target, choose the best way to reach that target, and be sensible regarding how much money it will take to reach all or some of that target (if you're happy with 30 percent saturation, don't spend for 100 percent, for example).

Planning in this fashion as opposed to choosing only to advertise will help keep your campaign costs down and engagement opportunities up.

NAA's example

NAA put all of this into practice when it decided where and how to reach the most people for the least amount of money.

In owned media, NAA published several articles on auctioneers.org and supplemented that effort with a bit of paid media by using Outbrain -- a content placement tool. NAA also leveraged its placement in the USA TODAY "Auction Showcase", using the platform to highlight the #auctionswork / #NAAPro campaign for free. Placement here was a major win for a small association. (The placement belongs in owned media as NAA controls the content that appears.) We already discussed the email portion of the campaign earlier in the paper.

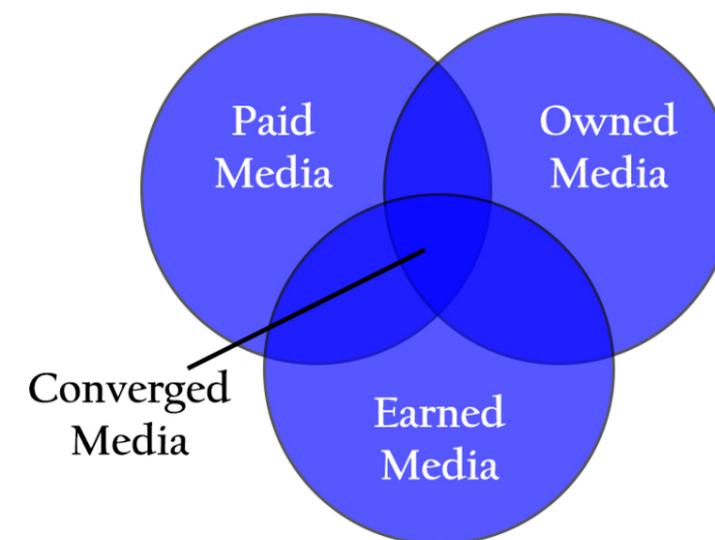
In earned media, NAA asked its members and staff to become daily influencers by showing the NAA logo, sharing hashtags,

sharing NAA content, and more. It all led back to the campaign and/or auctioneers.org.

In paid media, NAA invested in mailing lists of professional media outlets, which then received the campaign pitch, daily communication pieces, and more. That led to better brand exposure, as well as some limited additional earned media opportunities.

We discussed the paid portion of the Facebook ad spend earlier, but NAA also was presented with a couple of opportunities that provided additional paid media exposure, in parts of seven states, at reasonable investment. Two publications with an attractive target readership offered special sponsorship/remnant pricing opportunities as part of their National Auctioneers Week offerings. NAA chose to accept the discounted pricing and therefore was able to extend its campaign to targeted readers for far less than full price. (Never be afraid to ask a publication if it is able to discount ad space. The answer may be no, but you should always try.)

Paid vs. Owned vs. Earned Media



Examples

Paid Media: advertorials, any paid advertising, etc.
Earned Media: organic sharing/liking, feature articles, unpaid promotion by outside sources
Owned Media: company website, blog, email, social media handles & pages, etc.

When paid, earned, and owned media are all used together effectively, they form a comprehensive "converged media" strategy.

Collateral and Marketing Tools

There are those rare occasions where a campaign just needs something extra – outside of content – to give it that flashy touch or longer-lasting appeal.

When that happens, it might be a great time to look at non-traditional items that can carry your campaign's marketing weight. Perhaps, it is a hat with your brand or campaign (preferably both) on it. Maybe it's a calendar, trinket flashlight or auction hammer. In recent years, made famous by the LIVESTRONG Foundation, messaged bracelets became a hot item.

Should you determine to go this route, buying these types of items in bulk at a promotional price from a vendor can help reduce your cost. Beware of quality, however, as there is something to be said here about getting what you pay for.

Why it makes our market-on-a-budget list

As we were just saying, there are tons of vendors – online and in stores – that can supply your company with small giveaway items for low costs. Do your homework and compare a few quotes before deciding which vendor to use. They typically will be glad to tell you how much a quantity will be to produce.

Play this tool right, and it can become a fun but integral piece to your marketing budget. (Remember those small plastic footballs that everyone used to brand?)

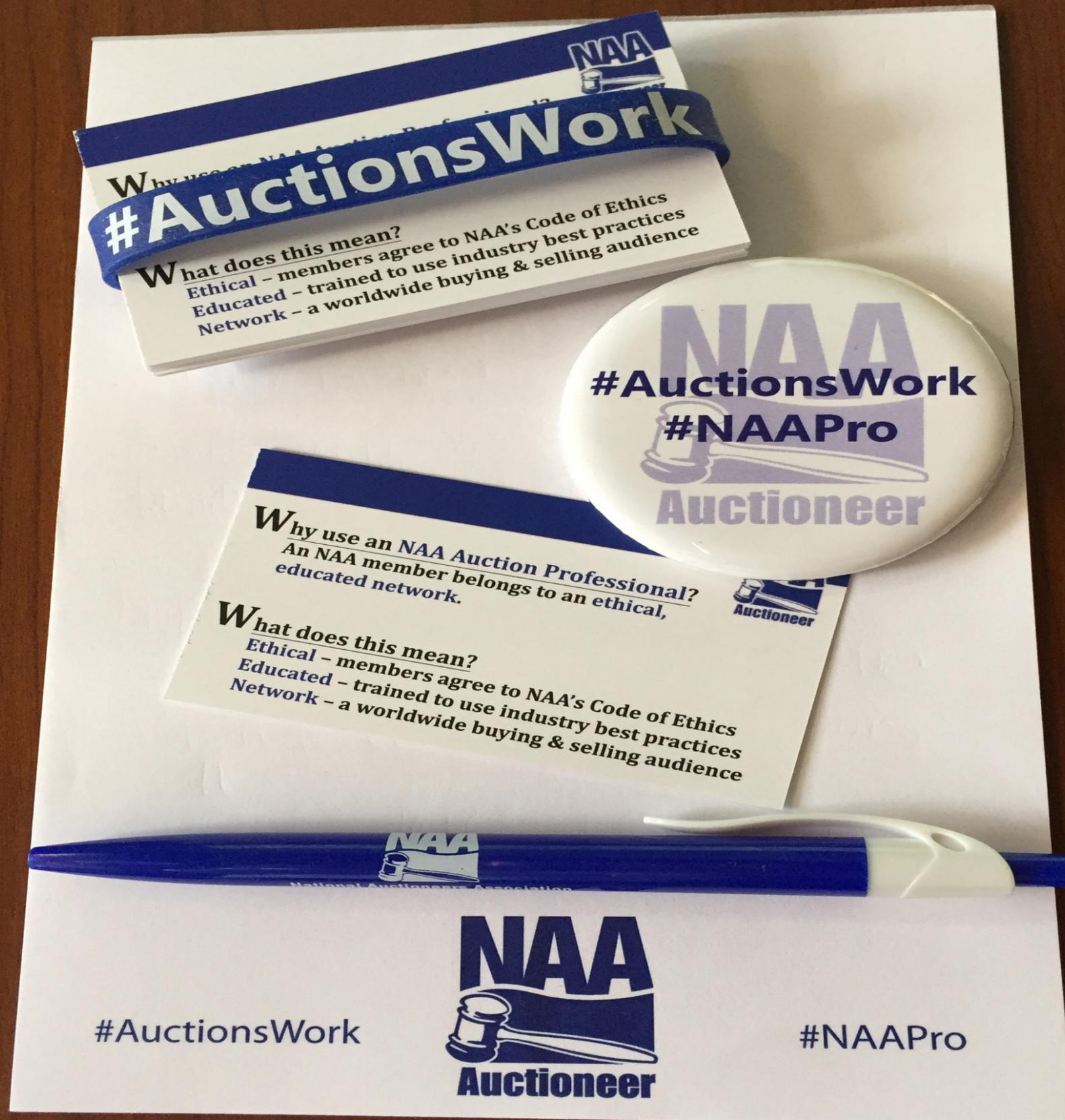
NAA's example

For NAA's purposes, the #auctionswork campaign used bracelets and buttons. Each item was simply branded with the hashtags and distributed to members to easily wear and share at all of their events/meetings/etc.

The result?

The buttons were worn well past National Auctioneers Week, with several members wearing them to the NAA Day on the Hill Advocacy event in September. Members continue to ask for additional bracelets.

Now pushing into a fourth quarter of use, these ongoing member engagement and marketing tools were produced in bulk for approximately \$1,500.





In Conclusion

Of course, the most important component to any marketing effort is the end product and determining whether that effort was effective in accomplishing the strategic goal you set in place before you began planning and implementing.

In NAA's case, the end goal was two-fold. The Association wanted to: 1) spread the #auctionswork/#NAAPro message to members, non-members, and the general public; and, 2) create a momentum push in which NAA members could easily take part and contribute to furthering the NAA brand and message that #auctionswork, especially when managed by an #NAAPro.

In order to measure those goals, Key Performance Indicators (KPIs) included but weren't limited to: paid ad reach; social media engagement; email open rates and CTRs; social listening; the number of mentions in Google searches for the weeks that followed compared to

before the campaign began; and, finally, budget adherence.

How did we do?

The #auctionswork / #NAAPro campaign resulted in:

- A minimum of 350,000 readers, viewers, and social media users were exposed to campaign advertising, content, the Find An NAA Auction Professional database, and general NAA brand.

And ...

- Social media and email engagement numbers and feedback strongly suggested a high rate of participation in the campaign by members. From that standpoint, it was considered to perhaps be the highest level of pride NAA members had shown in an association campaign in many years.

And ...

All of that – touching well over a quarter-million people with the concept that #auctionswork, especially when managed by an #NAAPro, and doing it repeatedly over several weeks – was accomplished for less than what it would cost to purchase three (3!) 512GB MacBook Pros.

Now, it's your turn. Take what you have learned here, apply it where it fits, and market your brand, product, and services on a budget.

iSeries puts the
Power of Learning
in your hands.

ABOUT iSERIES

As an auction professional, you know firsthand the importance of helping your client meet their goals. Now, it's your turn! With webinars and whitepapers covering general and industry-specific topics, iSeries is there to help you develop your business and hone your auction craft. Best of all - the program is free and convenient to all NAA members!

iSERIES ARCHIVES

Miss a session? The complete iSeries archives is available on demand to NAA members on the iSeries page.



- August 3, 2016
Social Media
- October 5, 2016
Prospecting Estate Sales
- November 2, 2016
Campaigns on a Budget (White Paper)
- December 7, 2016
Auction Marketing
- February 1, 2017
Business Planning
- March 1, 2017
Third-Party Real Estate Marketing (White Paper)
- April 3, 2017
Turning Prospects into Sellers
- June 7, 2017
National Advocacy Update