

Marketing

Slattery Auctions distinguishes itself from its competitors through its unique and wide reaching marketing campaigns that consistently generate a significant response from our target market. Slattery Auctions builds on the traditional and digital marketing approach to auctions, encompassing advertising through newspapers, industry journals, social media, SEO, website display and through Slattery's extensive mailing list, with an innovative flair which might include professional photography or producing a short asset video.

Where a client's assets are included in Slattery Auctions' weekly car auction or monthly truck and machinery auction, Slattery Auctions covers all costs associated with the advertising and marketing of those assets.

In the circumstances where Slattery Auctions is engaged to remarket a unique or specialised asset or carry out an onsite auction, we agree a specialised budget with our client for the purposes of undertaking a specially tailored marketing campaign on those assets. The size of the marketing budget and the scale of the advertising campaign are relative to the value of the assets being sold.

It is of foremost importance to Slattery Auctions to ensure that all our client's assets listed for auction have been sufficiently marketed and advertised so that we can generate enough interest in these assets to create competitive tension between the buyers attending our auctions. Our past experience suggests that our marketing and advertising campaigns result in well attended auctions that generate sufficient competitive tension among our buyers to ensure we maximise the returns for our clients.

Here's a summary of some the marketing tools we use:

Featured advertising on Slatteryauctions.com	Print media advertising in various newspapers, including Sydney Morning Herald, Melbourne Age, West Australian, Brisbane Courier Mail	Targeted email marketing to our huge database of active buyers
Print media advertising in various industry journals and magazines	External website advertising across a range of industry specific websites and the Fairfax digital network of 160 + websites	Social media, including Facebook, Twitter, LinkedIn, YouTube and Instagram
Postcards, brochures and flyers sent to our extensive mailing list of active buyers or a direct targeted mail list	Telemarketing to potential buyers	PR - editorials and media releases prepared for media and industry journals
Search Engine Optimisation (SEO) to increase our visibility in Google searches	Google AdWords to ensure we rank high in searches for specific keywords	Feature videos to showcase high value assets