

March 2019

MARCH 2019



www.louisianauctioneers.org

Are you Ready for the LAA Convention & NAA Convention?

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March 2019 NEWSLETTER LAA News and Updates 2019



10 Reasons You Should Outsource Social Media

- 1) Strategy + business goals + key performance indicators (KPIs) = success. If you're spending time on social, you better know how it's improving your business.
- 2) You need consistent brand messaging, no matter the platform. Your brand persona needs to be tightly defined and tie into your branding and messaging with tone and voice.
- 3) Who, specifically are you targeting? What, SPECIFICALLY, do you want them to do? If you can't answer SPECIFICALLY, outsource social media marketing and let the professionals nail that down for you.
- 4) What will you post? How often? Remember, you can't just talk about yourself! A content strategy is critical to continued success; social media professionals are superheroes when it comes to creating content in a publishing calendar.
- 5) Collecting, recording, and storing data. Agencies often have access to state-of-the-art social media marketing tools.
- 6) TIME. Many agencies and consultants have you covered during evening hours, weekends and holidays (we do!) Simply stated: Time is money and social media takes time!
- 7) Testing is critical. If you don't have the time or know how to do this, you need to outsource social media marketing to someone who does.
- 8) Knowledge. While your person may know Facebook inside and out, do they know about Instagram, LinkedIn, or the latest algorithm changes affecting your brand? It's not your job to dabble and see what works — when you outsource social media marketing to us, that is.
- 9) Advertising goes hand-in-hand with many social sites now. Without it, you're wasting a lot of time and money (especially on Facebook). If you don't have any advertising know-how, consider outsourcing.
- 10) People and resources. Honestly, even our smallest clients have a team of people getting their social set up with something smart to say. Social truly takes a village.



Upcoming Conferences/Workshops

June 1st, 2019 | LAA Conference | Paragon Casino/Hotel | Marksville, Louisiana
July 9th-13th, 2019 | NAA Conference | Hilton New Orleans Riverside | New Orleans, La

LAA Facebook Page

Please like our LAA Facebook Page:
<https://www.facebook.com/louisianaauctioneers.org/>

Louisiana Auctioneers Licensing Board News Page

<http://www.lalb.org/news.php>

USED MOTOR VEHICLE COMMISSION AGREEMENT
July 2014, the LA Auctioneers Licensing Board and the LA Used Motor Vehicle Commission signed this Interagency Agreement regarding the sale of used vehicles.

Louisiana Auctioneers Licensing Board News Page

MANUFACTURED HOME SALES

If you sell manufactured homes at auction that have a HUD sticker, you must be licensed by the LA Manufactured Housing Commission. Please use this link to visit all of the information you need: http://sfm.dps.louisiana.gov/mh_contact.htm

This office is under the Louisiana State Fire Marshal's office. They are investigating to be sure Louisiana Auctioneers are compliant with these laws.

Please contact them directly for any additional information you may need at 225-362-5500.

***"Your Talent determines what you can do.
Your Motivation determines how much you are willing to do.
Your Attitude determines how Well You Do It."***
~Lou Woltz

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