

Ideas for Celebrating National Auto Auction Week

Try some of these tips to raise public awareness about your business and thank those who help make it a success

National Auto Auction Week provides a perfect launching platform for your marketing efforts. Below are a few suggestions to help you kick off your celebration, raise public awareness and keep the excitement running high all week. Please use these tips along with your own ideas to promote your business and publicize your contributions to your community.

- Send a news release, which can be downloaded from here and customized, to your regional media announcing the special week and alerting the media to your events. (Don't forget to include any online calendars, websites and blogs as well as print and broadcast media.)
- Post National Auto Auction Week information (news release, proclamation, photos and calendar of events, etc.) on all your social media.
- Display the downloadable NAAA logo and auction week slogan on all your social media accounts during the week, along with a brief explanation about the celebration. (Use the logo as your Facebook profile image or create Twitter hash tags from the slogan.)
- Use the customizable sample letter you can download to request your elected officials issue a proclamation declaring Aug. 13-17 as "National Auto Auction Week." Let them know you'd appreciate attending the ceremony. (Take a photo you can include with a news release and send a copy to NAAA.)
- Hold a day exclusively for the media and officials to learn about wholesale vehicle remarketing, your auction, how it operates, and its contributions to the community.
- Host a breakfast or luncheon for the general public and conduct tours on a non-sales day. (Invite community leaders, auction neighbors, friends and family as a thank you.)
- Donate to (or announce a pledge to support) a new charity, or renew your sponsorship of a current one to let the public know of your commitment to community service.
- Recognize an outstanding employee or honor a long-time staff member with a presentation at your event by awarding them anything from a certificate of appreciation, to a gift card or even a Warren Young Fellowship. (Another news release opportunity!)
- Prominently display the poster provided by NAAA and use it as a backdrop for photo ops, such as a donation, award or proclamation, or for shooting short video testimonials from your customers and vendors that can be uploaded to your web site and social media.
- To get your employees in the spirit and participate in promoting the contributions of auto auctions, offer a contest for decorating their auction lanes or office areas with signs and

posters, then have customers vote for the “Best Decorated,” “Most Outstanding,” “Funniest,” etc. and give prizes.

- Write a “Thank You” note to your dealers, expressing how much you value your relationship and that they are a key element to your success, which would not be possible without them. To show your appreciation, invite them to an exclusive sale and other events during the celebration week.
- Hold a daily prize drawing for your patrons (via business cards, random numbers at each lane, etc.) or mark several cars in the lanes with “National Auto Auction Week” and hide a prize in the trunk for the winning bidder.
- Give sponsorships from your auto industry vendors and publicize them as supporters of National Auto Auction Week
- Make a display for your lobby or office of old photos illustrating your auction’s history.

Be Creative. Share some of your ideas with us. Good luck and most importantly, have fun!