

Having success with
LiveAuctions.TV

General marketing guidelines to maximize you online bidder participation

The amount of online bidder participation can relate directly to the visibility of the internet bidding service in all forms of sale publication.

1. **Include a statement on the sale information page of the sale catalog (use the following example as a template).**



“Internet Bidding: If you are unable to attend the sale for any reason, internet bidding is available via the LiveAuctions.tv website. Internet buyers must create an account and request a buyer number prior to the sale. If you choose to use this service please visit our sale at <http://www.LiveAuctions.tv>”

--- or ---

Real-time bidding is available via the internet for this sale. Live audio and live video will allow buyers to bid on animals just as if they were present at the sale. Buyers must create an account prior to the sale. Please visit <http://www.LiveAuctions.tv> to create an account and request a buyer number. Instructions are available at <http://www.LiveAuctions.tv> to walk you through the account setup process.

Web Address <http://www.LiveAuctions.tv>
LiveAuctions.tv, e-mail address brad@LiveAuctions.tv

Buyers who would like to bid via the internet must register with LiveAuctions.tv two days prior to the sale.

2. **Include a lot sized ad on every third page of the catalog (examples below).**

LiveAuctions.TV

NEW!

Real-time bidding is available via the internet. Live audio and live video will allow buyers to bid on lots just as if they were present at the sale. A buyer account must be created prior to the sale. Go to <http://www.liveauctions.tv> If you cannot attend the sale because of weather, distance or business conflicts, please use LiveAuctions.tv Call [sale management] for assistance



3. Include the LiveAuctions.tv logo, a statement about internet bidding availability and a link to <http://www.LiveAuctions.tv> on your sale website (example below).



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For further questions, feel free to contact me.

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Note: LiveAuctions.tv does not supply internet connection. Cable, DSL or faster internet required at sale facility. Minimum upload speed of 500kbps or .50 Mbps. To test your speed, you can use a website such as www.speakeasy.net/speedtest. Internet cost is the responsibility of the seller.