

Recap of the NAA Digital Marketing Summit

As I sit down to write this, I am just returning from an incredible few days in Fort Worth, Texas, attending the Digital Marketing Summit put on by the National Auctioneers Association. This event further reinforced my opinion that Minnesota is one of the most significant and strongest state associations. The presence by MSAA members, not only as attendees but as speakers and members of the Summit Task Force, was unbelievable!

MSAA members Billie Jo Schultz and Bridget Siler served as members of the Digital Marketing Summit Task Force and played a crucial role in planning an incredible two days of education. MSAA Director Ray Caruso and Chris Schwartz gave an outstanding presentation on the topic of Creating, Maintaining, and Capitalizing on Your Brand. Lexi Grafe further reinforced the fact that SEO is one of the most important things for your business and your website in her presentation, "5 SEO Steps to Rank #1 on Google and Win New Customers." Lexi also gave this presentation at our MSAA Conference and Show in January, and it was just as good as the first time I heard it. Billie Jo Schultz spoke on the topic of "Google Ads Marketing: Benefits, Limitations, and Automations," where I learned about a new Google Ads campaign type called 'Performance Max,' and we are excited to test these ads with some upcoming campaigns. Rounding out Day 2 of Minnesota representation was John Schultz, who spoke on the topic of "Using Google Analytics (GA4) to Inform Business Decisions." Did you know after July 1st, standard Universal Analytics properties will stop processing new hits, as GA4 will be replacing it. Most of you are likely using Universal Analytics; it is recommended that you prepare to use Google Analytics 4 going forward.

I can't recommend the NAA Digital Marketing Summit enough. If you have the opportunity to attend in the future, do it! The education is top-notch, and you will leave with lots of great ideas. I was able to attend with three coworkers on our marketing team. We were able to take away valuable information to implement in our company on the topics of Video Marketing, the Psychology behind Marketing, Branding, GA4, Google Ads, SEO, and so much more! I look forward to attending again in the coming years!

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