

K-BID'ness

K-BID Online Auctions Affiliate Newsletter

January 2017

Letters to the Editor: Carrie.Caruso@K-BIDMail.com

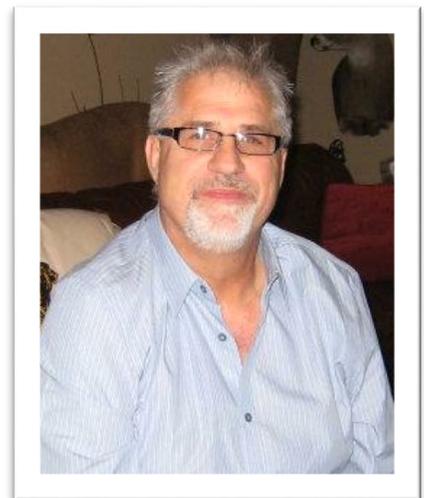
Affiliate Tim Olson Remembered Well

As many of you know, one of our **K-BID** Affiliates, Tim Olson, died during an auction removal on October 27, 2017 after a fall from a ladder.

Several **K-BID** employees attended the funeral, and we heard such incredibly wonderful stories about Tim. He was the glue that bonded people together in all areas of his life. He was not of singular focus - he was involved in many fulfilling activities at the time of his death. He grabbed everything by the tail and made the most of his life. Between the speakers and the private conversations we heard, it was obvious that everyone adored him.

Special thanks to all who helped Tim's family complete all of his auctions.

He is already sorely missed at **K-BID**. May we all be remembered as fondly when we leave this world.



New Affiliate Advisory Council/Panel

By **RAY CARUSO**

Some of you may recall that in mid-November we had a bit of a dust-up on the **K-BID** Affiliate user group on Facebook. My issue was with what I perceived to be extreme negativity in some of the posts. While I still feel that the affiliate user group was not the right forum for such comments, the incident did make clear the need for affiliates to be able to make their feelings known on various topics and issues.

In order to give affiliates a voice in direction, policy and procedure, **K-BID** will host a quarterly Affiliate Advisory Panel. The panel will meet on Fridays near the end of each quarter. Schedule for 2017 is as follows: March 17, June 30, September 29, and due to year-end holidays, December 15. Meetings will start at 10am at the K-BID office in Maple Plain, and will conclude with lunch (either on or off-site). Present at the meetings from K-BID will be: Ray Caruso, President; Becky Farniok, Executive Vice President; Chris Schwartz, Marketing; and Tom Godar, Software Developer.

We would like to have 4 affiliates to represent the interests of the affiliate network. If the affiliate attending the meeting is from far enough away as to require an overnight stay, **K-BID** will pay for lodging at the AmericInn in Long Lake. We feel it best that each affiliate representative commits to attending all meetings in a given year.

Get Involved!

- **Represent affiliate interests**
- **Quarterly meetings & lunch**
- **1-year commitment**
- **Email Ray if interested**

If you would like to serve, please email me at: Ray.Caruso@K-BIDmail.com. In the event we have more than 4 affiliates wishing to volunteer, we will post the names on the Facebook affiliate user group and ask the affiliate population to vote. After the four affiliate representatives are selected, the balance of the affiliate population will be divided among the 4 representatives. Individual affiliates may offer issues to their representative to discuss at the quarterly meetings.

We believe that affiliates are entitled to peer representation in the operation of our network. In order to make this work, it is imperative that we have at least 4 affiliates willing to invest their time and effort to the process.

Most Common ZenDesk Issue

- “Why is my bidding turned off ?”

Highest Priced Item this Quarter

- \$30,600

- 2005 Ford F-550

- A2C Auctions

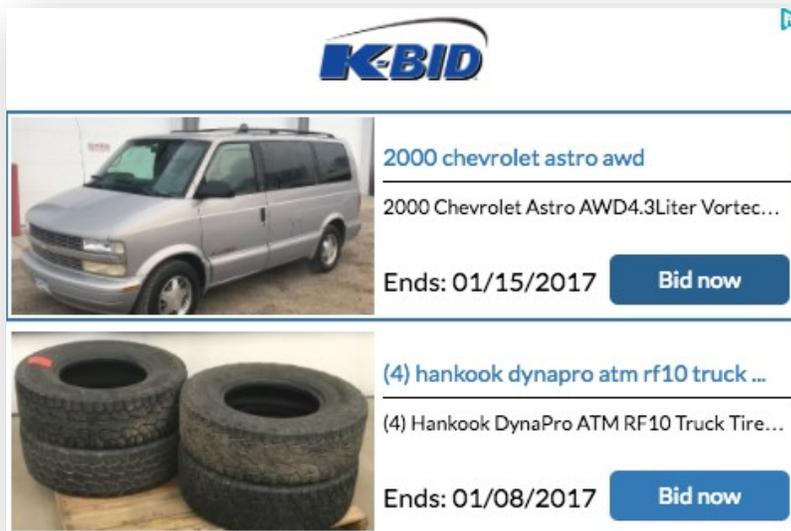
Exciting New Marketing Tactics

For many years, **K-BID** relied on traditional print media outlets for the majority of our advertising and marketing. In 2014, we made the decision to focus our marketing efforts (and budget) on digital marketing instead. To this point, the move has been a success, and we have seen yearly growth in website traffic and participating bidders. One great advantage with digital marketing is the ability to test and quickly measure and analyze new marketing opportunities that can help us continue to grow our business.

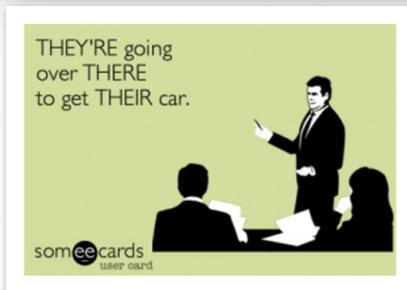
Last month, we began testing a dynamic re-targeting service that displays banner ads to people across the internet and also

in some social platforms. What makes these ads effective is how they target previous **K-BID** visitors with images of auction items they have viewed, or similar items that fit their interests. By learning traffic patterns, types of items viewed, and bidding behavior, we now hope to convert more “auction browsers” into “auction buyers.”

We were pleased with the results of our tests and will be incorporating more re-targeting ads into our 2017 marketing plan. We believe that this will increase brand awareness and distinct bidders participating – the only thing we ask of you is to please avoid clicking on the ads to save them for people who may want to bid on your auction.



The screenshot shows two auction listings from the K-BID website. The first listing is for a '2000 chevrolet astro awd' with a 'Bid now' button and an end date of '01/15/2017'. The second listing is for '(4) hankook dynapro atm rf10 truck ...' with a 'Bid now' button and an end date of '01/08/2017'. The K-BID logo is visible at the top of the listings.



Did You Know?

- Sales taxes are now input as whole numbers

Grammar Tip

- There, Their, They're
- To, Too, Two
- Your, You're
- All of these words have an appropriate usage; we should know the difference.

YOU'RE	YOU ARE.
YOUR	IT BELONGS TO YOU.
THEY'RE	THEY ARE.
THEIR	IT BELONGS TO THEM.
THERE	A PLACE.
WE'RE	WE ARE.
WERE	PAST TENSE OF "ARE."
WHERE	A PLACE.
THEN	A POINT IN TIME.
THAN	A METHOD OF COMPARISON.
TWO	THE NUMBER 2.
TO	INDICATES MOTION.
TOO	ALSO OR EXCESSIVELY.

facebook.com/grammarly

K-BID Community Involvement

As part of the strategic planning *K-BID* did last year, we felt it was necessary to be involved with our community by participating in charitable events.

In November, *K-BID* employees volunteered at Second Harvest Heartland. Established in 2001, Second Harvest is one of the largest, and most innovative members of Feeding America - a nation-wide network of more than 200 food banks in the U.S.

Volunteer with *K-BID*

Second Harvest

May 11, 2017

1:00pm - 3:00pm



The *K-BID* group packaged onions, while other companies packaged cereal. Before we began, we were given a quick tutorial on the packaging process. Second Harvest partners with a local pig farmer, who uses all the “waste” as feed for his pigs. So no onions are actually wasted - whether “bad” or dropped on the floor.

There were several different stations involved in the process. Amanda, Becky, Carrie, Chris, and Heather sorted through large pallets of onions to find acceptable ones, which were weighed and delivered to the bagging station. Here, Ray and Fiona awaited the totes of weighed onions to be delivered down their chute, and tied off the ends of the mesh bags. Eight 5-lb bags were then combined in a 40-lb sack that Tom would carry to large pallets for shipping to food banks later.

The onion volunteers were able to package over 5,000 pounds! All together, cereal volunteers and onion volunteers packaged 6,642 pounds of food - providing over 5,535 meals.

In 2017, *K-BID* will be extending volunteer opportunities to our affiliates. The next one will be May 11, 2017 from 1:00pm-3:30pm at Second Harvest’s location in Golden Valley.

Please email heather.jessen@k-bidmail.com by April 11, 2017 to sign up.





K-BID Online Auctions
 5030 Highway 12
 Maple Plain, MN 55359

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Happy *K-BID* Anniversary!

Oct

Advanced Sales	6 years
K&C Auctions	6 years
North Auctions	6 years
Wheels-N-Deals	5 years
AAA Midway Storage	4 years
New and Used	3 years
K-BIDUSA R&L Sales	3 years
Encore	2 years
Bid Bandits	2 years
Bargain Billy's	2 years
Wants-NESD	2 years
Fanberg Auctions	1 year
Red River Valley Auctions	1 year
AllState Auctioneers	1 year

Nov

MEMA	5 years
K-BIDUSA Knoxville, TN	3 years
Earth Thrift Auctions	3 years
Always-A-Deal Auctions	3 years
American Specialties	2 years
Smoky Mountain	1 year
Felix Properties	1 year
Peggy Grubbs and Associates	1 year
Halstengard Auctions	1 year

Dec

Full Metal Firearms	8 years
GCS	7 years
Rock Solid Auctions	7 years
P.R.O. Auctions	6 years
LCS Auctions	4 years
NAB Auctions	2 years
KJ's Unlimited	1 year

Most years this Quarter!

A Quick Peek at the Stats

Q: What was the most watched item sold on *K-BID* this Quarter?

A: A 1971 Dodge Challenger.
 137 watchers; sold for \$24,400.00.
 - North Auctions