



## National Auction Association Headquarters Auction Comprehensive Marketing Performance Report

**Date:** December 22, 2025

**Property:** National Auction Association Corporate Headquarters

**Location:** Overland Park, Kansas (Kansas City Metropolitan Area)

**Sale Date:** December 17, 2025

### EXECUTIVE OVERVIEW

This report provides a comprehensive, data-driven analysis of the marketing strategy, execution, and performance associated with the online auction sale of the National Auction Association's headquarters building. The purpose of this report is to transparently document how the auction method of marketing was deployed, how prospective buyers engaged across channels, and how those efforts translated into qualified participation and competitive bidding.

The campaign utilized an integrated, digital-first marketing strategy supported by industry platforms, professional referral networks, earned media, and regional business publications. The approach was designed to maximize exposure while supporting bidder qualification and facilitating transparent price discovery through competitive auction mechanics.

### CAMPAIGN PERFORMANCE SNAPSHOT

- Active paid campaign window: **28 days** (November 17 – December 15, 2025)
- Total website sessions generated: **7,600+**
- Geographic reach: **11 U.S. states**
- Registered bidders: **26**
- Active bidders during live auction: **13**
- Unique bidders during extension period: **6**
- Soft-close price escalation: **+88%** from start of extension to final hammer price

These outcomes reflect sustained engagement, qualified participation, and competitive bidding activity. The sections that follow examine how marketing execution contributed to these results.



## **I. CAMPAIGN OBJECTIVES AND STRATEGIC APPROACH**

The marketing strategy was developed to support the following objectives:

1. Generate broad but qualified exposure
2. Provide transparent, accessible property information
3. Encourage early bidder qualification
4. Support competitive bidding through sustained engagement

The campaign intentionally employed multiple channels to reach buyers at different stages of awareness and consideration, while reinforcing legitimacy through repeated exposure and third-party context.

## **II. CAMPAIGN TIMELINE AND CRITICAL MILESTONES**

### **A. Pre-Launch Phase (October – November 2025)**

#### **October 1 – October 31, 2025**

- Market research and comparable analysis
- Property evaluation and documentation
- Professional photography, videography, and aerial imagery
- Marketing strategy development

#### **November 1 – November 16, 2025**

- 3D virtual tour creation and interactive mapping
- Listing preparation for commercial real estate platforms
- Design and production of promotional materials
- Email list development and segmentation

### **B. Launch Phase (November 17 – December 15, 2025)**

#### **November 17, 2025 – Campaign Launch**

- Campaign activation across paid digital, industry, and traditional channels
- Initial publication of the property on LoopNet
- Press release distribution announcing the auction
- Launch of paid digital advertising campaigns
- Deployment of targeted email campaigns



- Direct mail distribution to regional business audiences
- Activation of regional business media sponsorships and industry newsletters

### **During Active Campaign Window**

- LoopNet listing enhanced to Silver-level promotion
- Sustained paid advertising throughout the 28-day window
- Ongoing organic promotion and referral engagement
- Regular reminder communications to prospective bidders

### **C. Final Phase (December 16 – 17, 2025)**

- Final reminder communications issued
- Final bidder registration recorded at 12:45 PM CST
- Auction executed using a soft-close format
- Final hammer price achieved at 2:34 PM CST

## **III. CHANNEL PERFORMANCE AND TRAFFIC ANALYSIS**

### **A. Channel Performance Summary**

<b>Channel</b>	<b>Sessions</b>	<b>Engagement Rate</b>	<b>Avg Engagement Time</b>
Facebook / Instagram	2,461	27.1%	4:09
LinkedIn	1,648	20.3%	2:14
Google Ads	915	43.1%	14:39
Direct / Organic	888	49.8%	29:06
AuctionByMayo.com	517	73.5%	42:50
Auctioneers.org	196	63.8%	—

This table illustrates the distinction between volume-oriented channels and sources associated with higher engagement depth.

### **B. Paid Digital Advertising Performance**

Paid digital advertising generated approximately **65.4%** of total website sessions.



- **Facebook / Instagram**  
Served as primary awareness channels, delivering exposure at scale.
- **LinkedIn Sponsored Content**  
Reached professional and institutional audiences relevant to commercial real estate decision-making.
- **Google Ads**  
Recorded the highest engagement rate, indicating stronger intent among search-driven users.

Together, these channels supported both initial discovery and informed consideration.

### **C. Industry Platforms and Referral Sources**

- **LoopNet**
  - 14,657 property views
  - 6,180 unique prospects
  - Estimated view-to-registration conversion: ~0.42%
- **AuctionByMayo.com**
  - 517 sessions
  - 73.5% engagement rate
  - Average engagement time: 42:50 minutes
- **Auctioneers.org**
  - 196 referral sessions
  - 63.8% engagement rate

These sources supported engagement depth and bidder qualification within the broader campaign.

## **IV. EARNED MEDIA AND REGIONAL BUSINESS EXPOSURE**

Earned and paid business media placements played a complementary role within the overall marketing campaign by expanding regional exposure, reinforcing awareness, and supporting buyer consideration among professional and executive audiences. These channels were integrated alongside performance-based digital advertising and industry platforms to support repeated visibility within established business contexts.

While business media placements were not designed as primary direct-response tools, they contributed to broader engagement by maintaining visibility during the evaluation period and reinforcing legitimacy for prospective buyers encountering the property across multiple channels.



## **A. Press Release and Earned Media Coverage**

A press release announcing the auction of the National Auction Association headquarters was distributed at the launch of the marketing campaign. The announcement was subsequently picked up by regional publications, including the *Kansas City Business Journal* and a local Kansas City outlet.

Earned media coverage expanded exposure beyond paid placements and reinforced awareness of the offering within established business and commercial real estate audiences. This coverage provided third-party context that complemented performance-driven marketing efforts.

## **B. Kansas City Business Journal**

The *Kansas City Business Journal* served as a regional business media channel reaching executives, investors, and decision-makers within the Kansas City metropolitan area.

### **Placements**

- Display banner advertising
- Newsletter placements
- Sponsorship window: November 30 – December 15, 2025

### **Measured Exposure and Participation**

- Total impressions: **167,684**
  - Banner ads: 29,114 impressions
  - Newsletter placements: 138,570 impressions
- Total clicks: **51**
- Aggregate click-through rate: approximately **0.03%**

### **Role Within the Campaign**

KCBJ placements provided sustained visibility within a trusted business environment, supporting familiarity and contextual validation for prospective buyers evaluating a commercial asset. Referral traffic originating from BizJournals.com reflected alignment with the offering, reinforcing its role as an awareness and validation channel within the integrated campaign.

## **C. KC Daily**

KC Daily functioned as a regional business newsletter providing repeated exposure to local business leaders, professionals, and investors through sponsored content and featured “Daily Pick” placements.



## Placements

- Sponsored article: November 25, 2025
- Daily Pick placements: December 1, 3, and 10, 2025

## Measured Exposure and Engagement

- Average sends per placement: approximately **26,100**
- Open rates ranged from approximately **49.6% to 54.6%**
- Unique opens per placement: approximately **13,000 to 14,300**
- Click-through rates ranged from approximately **0.06% to 0.26%**

## Role Within the Campaign

KC Daily supported repeated visibility and message reinforcement within a daily business briefing. While click-through volume was modest, the channel contributed to ongoing awareness and recall during the auction consideration period.

## D. Role of Business Media Within the Integrated Campaign

Together, business media placements contributed to exposure, engagement, and reinforcement within the broader marketing ecosystem. These channels complemented performance-based advertising and industry platforms by supporting awareness, maintaining familiarity, and reinforcing confidence in the auction process among professional audiences.

For commercial real estate assets requiring extended evaluation, buyer decision-making typically involves multiple touchpoints over time. Business media supported this process by maintaining visibility as prospective buyers progressed from discovery toward informed participation.

## V. KEY MARKETING INSIGHTS

- Volume and intent serve different functions and must be balanced
- Industry platforms and referrals support bidder qualification
- Repeated exposure contributes to participation and awareness
- Earned and sponsored media provide contextual reinforcement
- Auction marketing benefits from disciplined, data-driven execution

## CONCLUSION

This marketing campaign demonstrates how an integrated, professionally executed strategy can support qualified participation and competitive bidding in an online auction environment.



By aligning marketing execution with auction mechanics, the campaign achieved broad reach, sustained engagement, and transparent price discovery.

The results documented in this report offer transferable insight for property owners and auction professionals evaluating auction-based real estate marketing strategies.