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**IN AUGUST** 

### 451 MAIN ST LIVE LIVING ESTATE REAL ESTATE AUCTION – EAST GREENVILLE, PA

Location: 451 Main St East Greenville, PA 18041

Personal Property will be sold LIVE on August 9th starting at 9:00am. Real Estate will be offered LIVE at 11:00am



HEAVY EQUIPMENT, TRAILERS, AUTOMOTIVE TOOLS ONLINE AUCTION – WILLIAMSPORT, PA

Location: 1737 Lycoming Creek Rd Williamsport, PA 17705

Online bidding begins to close Wednesday August 13th at 6:00pm



NEW MINI EXCAVATORS, ATTACHMENTS & SEA CONTAINER AUCTION – BECHTELSVILLE, PA

Location: 724 Route 100 N Bechtelsville, PA 19505

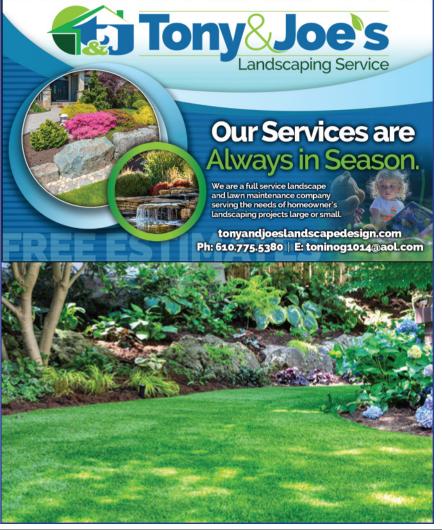
Online bidding begins to close on Thursday, August 14th at 6:00pm

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# THE MID-YEAR MARKETING RESET

# What's Working (And What's Not) in 2025

RESET



## MARKETING TIPS By Julie Huff, Copywriter, beMarketing

Here we are, more than halfway through 2025. How's your marketing strategy holding

up? Still running smoothly, or starting to feel a bit... stuck?

Chances are, what worked last year isn't hitting quite the same, and a mid-year reset might be just what you need. So, let's dive in.

#### **AI & Automation**

AI? Still big. Automation? Even bigger. When used together, correctly, they can speed up your process and sharpen your strategy. Platforms like Google and Meta can now build ad components for you, but don't lose the human oversight.

The balance matters. Use AI to streamline, but keep refining and checking performance. Don't hand over the wheel completely.

#### **Brand Voice > Generic Voice**

Does your voice sound like everyone else? Blame FOMO and the AI content boom. It's crowding out real brand personality, and audiences are noticing.

But when everyone blends in, it's easier to stand out. 2025 is about authenticity. If your marketing sounds like a human and feels aligned with your brand, you're ahead of the curve.

#### **Content is Still King**

AI Overviews are drastically changing the way people search, and that's great news if you're providing content that's actually helpful. Instead of taking one solid piece that answers a question, Google is now taking snippets from many

different places... and that means you need to focus on quality, not quantity.

#### Social = Search

Search isn't just Google.
People are now turning to
Instagram, TikTok, and
YouTube to find what they
need — especially through
UGC (user-generated content).

That means it's time to treat your social like SEO:

- •Add searchable captions
- •Use simple, keyword-rich language
- Tag smartly and strategically

#### **Short-Form Storytelling**

Mobile-first isn't new, but mobile storytelling is. Think interactive posts, branded mini-series, AR filters, and snackable content that fits the way people scroll

The goal? Make content people want to tap on, not just scroll past.

#### Time for a Reset?

2025 is about intentional, human-first marketing. At beMarketing, we help brands find their voice and build strategies that stick. Let's talk about your next move.

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