



Data Sheet: Auction for a Purpose

## Auction for a Purpose – 7 Simple Steps

We show you how to have a successful auction in 7 simple steps

### **STEP 1 – Determine your Purpose**

The very first step to a successful auction is to determine why you want to host an online auction. What is the purpose of your auction? What does it benefit?

### **STEP 2 – Revenue**

Now that you know the purpose, how much revenue do you want to generate with your online auction? By knowing this revenue goal, you'll have a better idea of how many items you'll want to get for your online auction.

### **STEP 3 – Planning and Updating**

Create a simple plan of action for entering the items into your online auction, including images and any other media. This process can take the most time, depending on the number of items that you have, so carefully determine your plan of action.

### **STEP 4 – Marketing**

You can have the best online auction, but if no one knows about it, it will not generate the revenue that you are looking for. Advertise and market your online auction everywhere. Send press releases out to local media, and use online portals such as Oodle, Craigslist and more to spread the word.

### **STEP 5 – Items for your Auction**

Getting the right items for your auction is another crucial part of these steps. Use the sample items that we provide on our website to give you an idea of what items to use. The more items, the more revenue opportunity that you have.

### **STEP 6 – Contacts**

Use your contact lists to solicit help for your auction. Whether you use your contact for donation items or for bid, they are important. Don't be afraid to contact them.

### **STEP 7 – Launch**

The last step is to launch your auction. Determine the best day and time for your auction to launch and end. You don't want the auction to end late at night or early in the morning as you may lose some visitors if they are asleep. Your auction should be either a 7 day or 10 day auction; no more than that. In your marketing, drive traffic to your online auction prior to launch so that your visitors can preview the items.