



Auction Academy of North Carolina

Frugal Marketing

Section 1: Understanding Frugal Marketing

1.1 What does “frugal marketing” mean?

In your own words, write a simple definition you could explain to a new auctioneer or a small business owner:

My definition:

What parts of marketing feel “expensive” to you, and what parts feel “doable” without a budget?

Expensive:

Doable:

1.2 Why does marketing matter?

Write how you would explain the importance of marketing to someone who thinks “word of mouth is enough”:

Section 2: Your Current Marketing Reality

2.1 What are you doing now?

List the marketing activities you currently use:

Online:



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Offline:

Which one actually brings results?

2.2 Your biggest gap

What is the biggest hole in your marketing right now?

What is one reason you haven't addressed it yet?

Section 3: Building a Simple Marketing Plan

3.1 Your 90-day goal

Write one clear marketing goal for the next 90 days:

Why does this goal matter?

3.2 Your available resources

Budget (if any):

Time you can realistically commit each week:

Tools you already have (phone, email list, website, etc.):



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3.3 Your first three steps

1. _____
 2. _____
 3. _____
-

Section 4: Content Creation

4.1 What makes you the “knowledge broker”?

List three topics you could teach, explain, or talk about confidently:

1. _____
2. _____
3. _____

4.2 Content ideas you can create this month

Write five pieces of content you could produce:

1. _____
2. _____
3. _____
4. _____
5. _____

4.3 Repurposing exercise

Choose one idea above and list three ways you could reuse it:

Idea: _____

1. _____



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2. _____

3. _____

Section 5: Visuals, Graphics & Video

5.1 Your visual style

Describe the look or feel you want your brand to have:

5.2 Your next video

Plan a simple video you could record this week:

Topic: _____

What you'll show:

What you'll say:

Who it's for:

Section 6: SEO & Tracking

6.1 SEO basics you can handle yourself

Check your current status:

Website has clear descriptions:

Yes Needs work



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Images have alt text:

- Yes Needs work

Keywords match what people search for:

- Yes Needs work

Directory listings complete:

- Yes Needs work

6.2 Tracking what works

Write the top three metrics you want to monitor:

1. _____
2. _____
3. _____

Section 7: Directory Listings & Reviews

7.1 Your current listings

List every directory where you appear:

7.2 Directories you need to add

1. _____
2. _____
3. _____

7.3 Review strategy

Write a message you could send to a past buyer or seller asking for a review:



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Section 8: Social Media & Community Engagement

8.1 Your social presence

Which platforms do you currently use?

Which platform has the most potential for you?

8.2 Engagement plan

List three people or groups you should connect with this month:

1.

2.

3.

How will you engage with them?

Section 9: Today's Tools – AI, Short-Form Video & Social Proof

9.1 Using AI ethically and effectively

Write one way AI could help you save time:



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Write one thing AI should *not* replace in your business:

9.2 Short-form video plan

Describe a 10–20 second clip you could film that shows “behind the gavel”:

9.3 Social proof

What type of review or testimonial would help you most right now?

Section 10: Case Study Worksheets

Case Study 1

You have a great auction coming up, but the seller refuses to spend any money on marketing.

Red flags you see:

Questions you would ask:

How would you create a frugal plan that still works?

Case Study 2

You post content regularly, but engagement is low.



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Possible causes:

What you could test or change:

Case Study 3

A competitor is dominating social media with flashy videos. You have a phone and a quiet personality.

Your advantage:

Your strategy:

Section 11: Personal Action Plan

11.1 Your non-negotiables

Write 3–5 rules you will follow in every marketing situation:

1. _____

2. _____

3. _____

4. _____

5. _____

11.2 Your marketing circle

List the people you want in your “marketing support team”:



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Mentors:

Collaborators:

Professionals (designers, videographers, etc.):

11.3 How you will show up

Finish these:

When people see my marketing, I want them to feel:

The one thing I do better than most is:

The one area I commit to improving this year is: