

# fiverr HOLIDAY

Digital Guide



Black Friday marks the official start of the biggest retail season of the year, and everything you do between now and Christmas will determine if the holidays drive serious revenue or are a missed opportunity for your business. Which will it be?

**Unclear on just how important the holiday season is?  
Take a peek at this compelling research:**



Holiday sales are expected to increase 5% to 5.6% over last year's shopping season, reaching a peak of \$1.10 trillion at 2018 holiday season.<sup>1</sup>

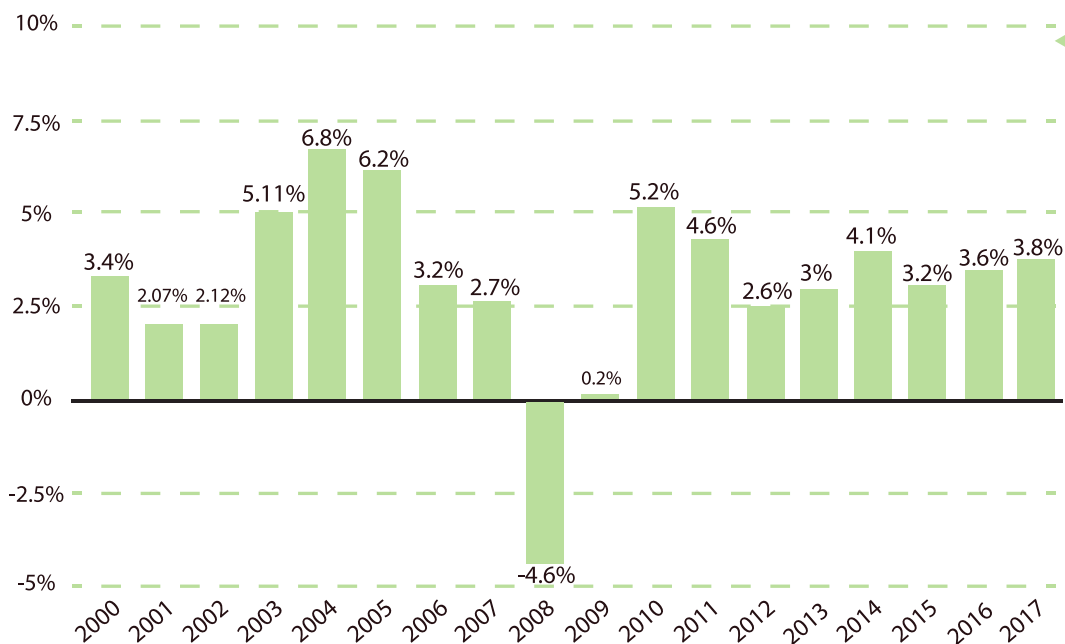


As a whole, for some businesses, November and December run up to 30% of annual revenue.<sup>2</sup>



Holiday revenue keeps growing at a steady rate YoY: <sup>3</sup>

**Year-Over-year growth of Christmas holiday retail sales in the United States from 2000 to 2017**



<sup>1</sup> Deloitte, 2018

<sup>2</sup> National Retail Federation, 2017

<sup>3</sup> Statista, 2018

That being said, E-commerce buying patterns vary drastically by industry. Apparel/accessories and computer/electronics are particularly sensitive to the holidays.<sup>4</sup>

Bottom line: if you run a business—regardless of industry—**November and December are the most sales crucial months on the calendar.** It's up to you to make the most of them to end the year with a bang and start 2019 in the green.

Luckily, we're here to help. The purpose of this guide is to **get you (and your business) ready for the holidays**, with a little help from Fiverr freelance services. On the following pages, you will find recommendations for holiday-related freelance services that will have you singing “Joy to the World” in no time.

Use the below as a checklist to make sure you have everything planned so you're ready. Then, start earning.

**Good luck,  
The Fiverr team**

This guide was 100% **#MadeOnFiverr** by content writer [jandrewnelson](#) and designer & illustrator [gefenbd](#).

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<sup>4</sup> Rjmetrics, 2015



# Videos

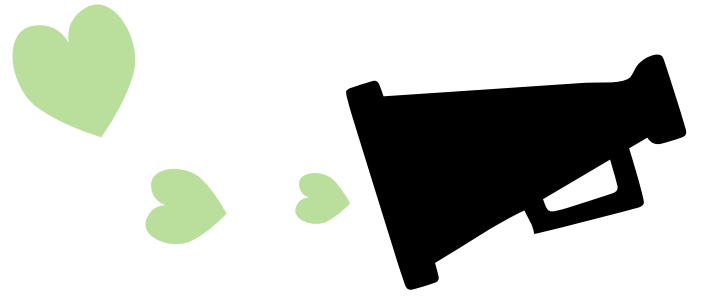
Holiday season is video season, especially if you're aiming to sell. Not sure you need video? Check out these statistics, gathered by Google: <sup>5</sup>



A week before the holiday selling season begins, marketers start to have concerns. Will their video be a hit or a bust? Will it fly high or crash and burn? Is their message the right one? It is too much of a hard sell? When is the best time to send it? So many questions. So little time. Here are some **tips to point you in the right direction.**

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<sup>5</sup> Google, 2017



## 1. Don't Go Straight For The Hard Sell

Take a personal and genuine tone in your content and use the opportunity to create something not too heavy or sales speak-y. The holiday season is a great time to also show your culture, and build personal, authentic relationships with your audience.

## 2. Keep it Fun

Keep your video fun and lighthearted. Include your own employees and showcase their personalities. They can give a personal holiday greeting or even talk about what they're grateful for this season, or who of their family or friends is the hardest to shop for.

## 3. Use Well-Known Themes and References

Don't be shy about doing your own version of a well-known theme such as a song, movie or story. Just make sure it will have meaning to your audience.

**Ready to craft the perfect holiday video for your business needs?**

[Hire a Fiverr freelancer!](#)

# Holiday Branding

Branding is a year-round affair, with advantages ranging from top-of-mind awareness to a boost in customer loyalty. During the holidays, seasonal branding can help with all of this and also allows you to **support your uniqueness, create a dynamic, up to date appearance, encourage your personal connections with your customers and boost your holiday promotional season.**

**Here are four ideas to help juice up your holiday branding.**

## 1. Be Consistent

If you are going to give your brand a quick “makeover” this holiday season, we recommend being consistent with your branding on all channels. Own a color or a specific look and feel, and be sure that it’s portrayed across all platforms that you will be using.

## 2. Be Colorful

Depending on the holiday, use festive colors in your branding, colors that resemble that specific holiday – be true to the season. However, it’s important that you stay true to your existing brand so that your customers are still able to recognize you.

## 3. Be Timely

If you are going to update your branding for the holidays, be timely. Make sure that you’ve created everything well in advance and everything is either scheduled out or already implemented. If you are sending out an email newsletter, make sure you are sending it out before everyone leaves for the holiday break.

## 4. Be Clear

Quality over quantity. Get your message across in a few short words and don’t bombard your customers with the same messaging over and over.



**Ready for your holiday makeover?**

**Hire a Fiverr freelancer!**

# E-Commerce

Fight the pre-holiday rush at the mall or kick back on the sofa and order online? Increasingly, Americans are choosing the couch. **At 2017, online sales hit a \$108.2 billion all times record**, increasing 14.7% from the year before<sup>6</sup>



## How can you get a piece of this exploding pie?

Before digging in, make sure your online store is ready for visitors and ensure those visitors can easily find your site. Start with a website audit and hunt for broken links, 404 errors and web access issues. Check for search engine optimization and content. Check site performance and reduce load times. And because in 2018 holiday season 50% of millennials will use their smartphones to purchase - **make sure you're mobile ready and friendly.**



<sup>6</sup> Adobe Analytics, 2018

<sup>7</sup> PWC, 2018



## 1. Bundling

One method to encourage your clients to purchase larger orders is bundling—providing several items for sale as a single, combination product. During the holiday season, as shoppers are busy finding gifts for everyone on their list, bundling helps make their buying decisions easier. You can also create unique packages based on customer insights, or allow your customers to create their own bundles.

## 2. Flash Sales

Flash sales are just that-gone in an instant. And that sense of urgency usually puts a fire underneath potential buyers to purchase. Try creating several sales campaigns for different dates and send an email blast to your customers. Flash sales emails have 14% higher open rates compared to regular campaigns.<sup>8</sup>

## 3. Free Shipping

It's universally acknowledged that customers enjoy free shipping. 58% of shoppers purchase more items just to qualify for the shipping and 83% are willing to wait an extra 48-hours for delivery to get the free shipping.<sup>9</sup>

## 4. Coupons

People LOVE discounts, and the holiday season is a great opportunity to give them exactly what they want. Give your loyal customers a discount they can't ignore, and see just how much they'll appreciate it. Give your new customers/ subscribers a meaningful welcome discount, one that earns their long-term loyalty.

**Prepare your e-commerce strategy for the holidays.**

**Hire a Fiverr freelancer!**

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<sup>8</sup> Shopify, 2017

<sup>9</sup> ComScore & UPS, 2014

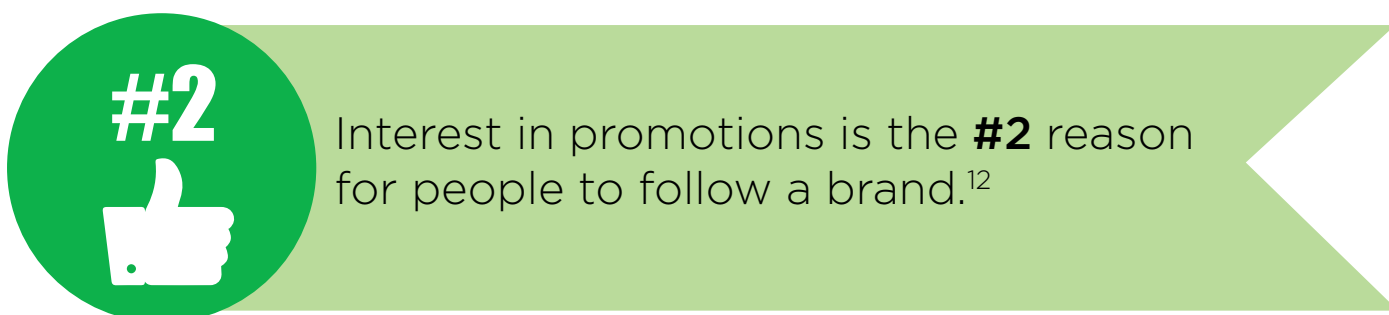
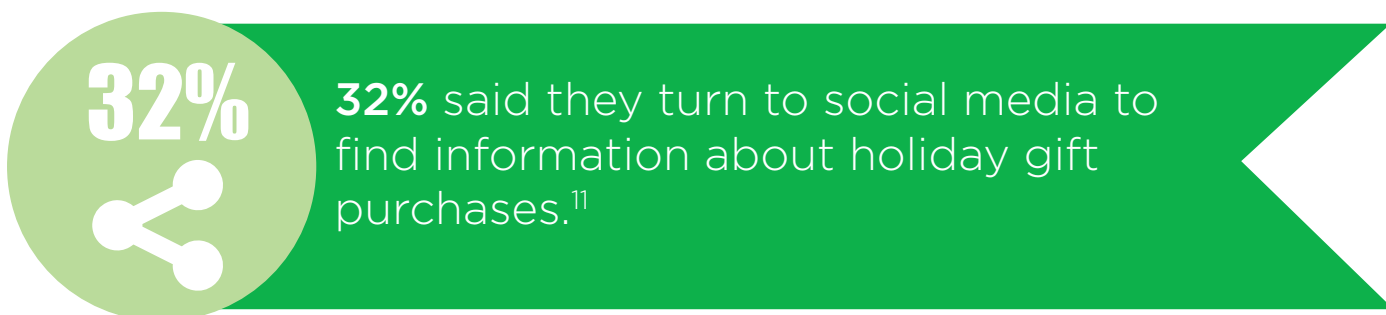
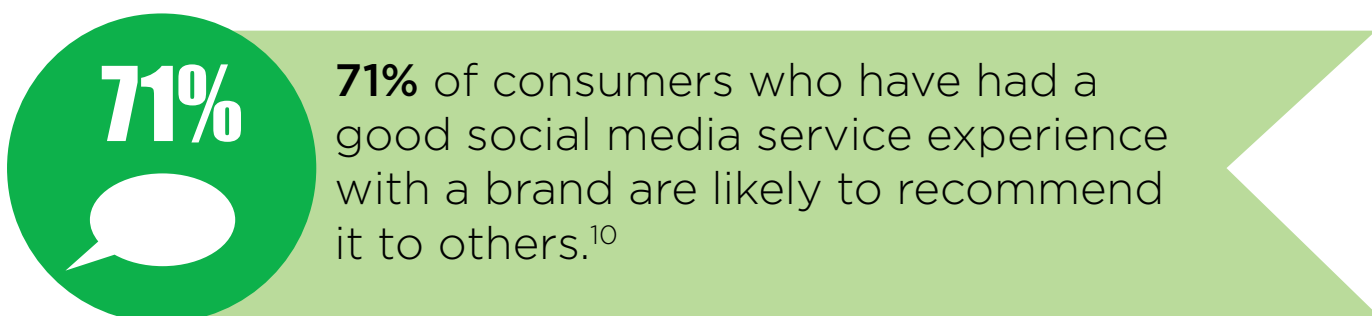


# Social Media

The world has gotten more social—and so has business. Social media is constantly changing and has dominated desktops and mobile devices globally.

Make the most of the holiday season and enjoy a major revenue spike by optimizing your social media. When done right, social media can build a strong brand identity and drive sales.

**Exactly how important is social media during the holidays?  
Extremely important:**



<sup>10</sup> DreamGrow, 2018

<sup>11</sup> Marketing Land, 2017

<sup>12</sup> SproutSocial, 2016



**With huge growth projected for the 2018 season, leverage the unique capabilities and functions of each social platform to market your business, using these tips:**

## **1. Festive Holiday Content**

Create content with festive images as a way to show customers you are in the holiday spirit and remind them it's gift buying time. Be consistent and make sure your content and advertising is cohesive, as social media design includes channel specific banners, media covers, logos and more.

## **2. Deals & Exclusives**

Holiday shopping is frequently synonymous with exclusive seasonal deals. Promote these deals through social media as a way to give to your followers and incentivize new followers to become fans of your brand and business.

## **3. Influencer Gifting to Boost Holiday Sales**

Influencers can transform products and services from the 'hidden gem' category to the 'must-have.' Their enthusiasm can turn you into a household name over night. Influencer gifting can be a challenge. Selecting the right gift for the right influencer can be solved with a little work.

**Get your social ready for the holidays.**

**Hire a Fiverr freelancer!**



# Email Marketing

Email is a great channel to communicate with your clients, and in the busy holiday season, it gives you a way in through the noise. To make sure you're making the most out of it, here are some tips to running a successful email marketing campaign this holiday season.

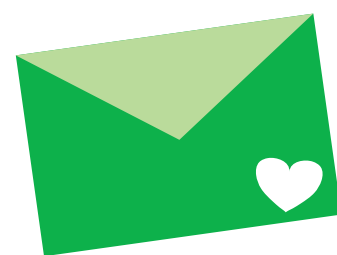
## Segmentation

Marketers often see an increase in revenue attributed to email from segmented campaigns. Basic segmentation means separating the active subscribers from those who are inactive. Then sending different messages to each group. Segmentation can go even deeper if you focus on things such as age, gender and browsing activity.



## Personalization

Personalization is a key element to making customers feel like you went the extra mile. It can be as simple as using the subscriber's first name on the subject line, or re-targeting the consumer with similar items to buy. If you can personalize, you should. Business Insider points to personalized recommendations as increasing revenue by 39% while cutting buyer churn by 46%.<sup>13</sup>



**Need some professional help with your email marketing?**

**Hire a Fiverr freelancer!**

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<sup>13</sup> Business Insider, 2017

# Content

80% of holiday shoppers are influenced by the internet before making a purchase.<sup>14</sup> And what exactly do they see online? Content. Content is the best way to convince your potential clients, and needs to be written well in order to do so. So exactly what should you be aware of? Check these tips out.

## 1. Avoid Cliches

“Wrap up the holidays” and “stuff your stocking with savings” has been used by every brand around. It’s time to wrap it up and say goodbye to cliches. Stuff your stockings with new catchy phrases instead with help from Fiverr Pro copywriters.

## 2. Build Urgency. Now.

The holidays happen only one time a year, so create a sense of urgency in the content. Urgency moves the buyer to get out their credit card and make a purchase - now.

## 3. User Generated Content

A recent survey shows that not only do consumer reviews outweigh free shipping when it comes to making buying decisions, but it’s also more important for shoppers than their own family and friends’ recommendations.<sup>15</sup> Leverage user-generated content to drive increased sharing and discovery. User reviews have been a driver in decision making for a long time and user-generated content lends credibility to the message.



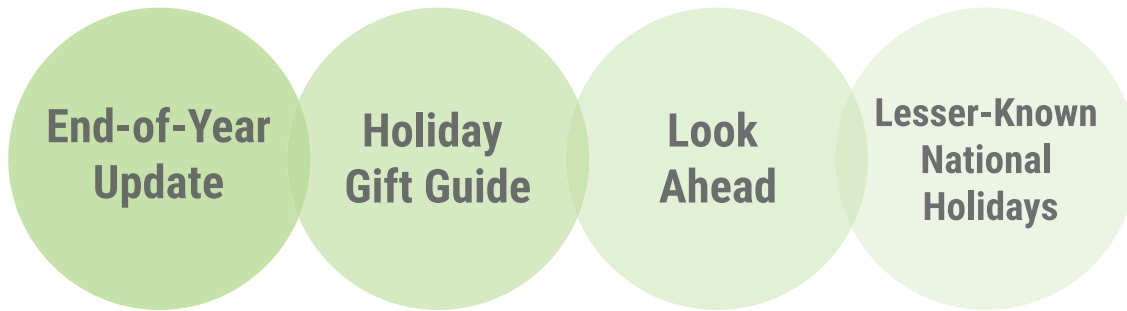
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<sup>14</sup> WordStream, 2018

<sup>15</sup> Bluecore, 2018

When talking about holiday content, the key is early preparation. Start now and think about what your customers care about. Holiday content is your opportunity to stand out among the influx of noise created during the holidays.

## So what kind of content can you create?



### End-of-Year Update

List the best-selling products you have. Highlight the awards you have received, talk about community events, and celebrate employee achievements.

### Holiday Gift Guide

Content devoted to holiday gift ideas is perfect to give value to your target market while highlighting your products at the same time. With shoppers willing to spend over \$600 for friends and family, one way to stay competitive is an online gift guide. This type of content can engage shoppers early, increase conversion by encouraging shoppers to make a selection, cater to last-minute shoppers, and improve promotional mailings.<sup>16</sup>

### Look Ahead

Look at future trends in your niche and highlight your plans for next year. In short: give customers something to look forward to.

### Don't Forget Lesser-Known National Holidays

Content based around well-known holidays is good, but using lesser-known holidays is the sort of thing that can grant you a competitive advantage. To make it easy, we've compiled a full list of **important dates this holiday season:**

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<sup>16</sup> Publitas, 2017



Feeling ready to start creating your holiday content?

[Hire a Fiverr freelancer!](#)

# The Takeaway

As a business owner, the holiday season is a huge opportunity to make an impact in your bottom line. Make sure you're ready to get the most of it by checking the relevant freelance services off your to-do list:

## Video

- Short Video Ads - create a special video for the holidays
- Intros & Outros - make your existing videos relevant for the holidays

## Holiday Branding

- Holidays special edition logo design
- Banner Ads design
- Holidays special edition Packaging Design
- Customers greeting cards

## E-Commerce

- Shopify/Amazon store design
- Dropshipping
- Photoshop
- Copywriting
- Landing Pages

## Social Media

- Influencer Marketing
- Social Media Design
- Copywriting
- Social Media Marketing strategy and management

## Email Marketing

- Holidays Campaigns

## Content

- Website Content
- Articles & Blog Posts
- Proofreading

Done?  
It's time to relax,  
Sit back, breathe  
and get ready to do  
it all again in 2019.



**Happy Holidays to you  
from everyone at Fiverr.**