fiverr business.

Gear up for growth

Made on Fiverr
by @eivanova

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Made on Fiverr
by @dvincentgomes

Voiceover Artist
James

Introduction

The business world was in talks of reform for a long time — and for years, ideas rarely turned into actions. But then COVID-19 hit the scene. Suddenly, the world at large had both the opportunity and the urgent need to find a new way forward. In the wake of many business struggles and economic shutdowns, new possibilities are rising up.

That means now is the time to get your business geared up for success.

Perhaps you want to transition to a more sustainable sales channel to tide you over during another unexpected crisis. Or maybe you want to introduce products and services to address new pain points that recently emerged.

As a business, whatever you plan to achieve this year, you'll need a strong start. And if you're not sure just how to get started, we've got you covered. We've compiled a list of four actionable steps to bring your business to the next level this year:

- **Step 1:** *Build a Strong Brand*
- **Step 2:** *Strengthen Your E-Commerce Presence*
- **Step 3:** *Boost Your Online Content*
- **Step 4:** *Reach More Customers*

Using this plan, you can attack every goal on your list with confidence and achieve your best results yet.

This e-book was 100% made on Fiverr by content writer clearvoicepro and graphic designer designerheather. The featured talents were handpicked by Fiverr's Editorial and Customer Success Management teams.

clearvoicepro

designerheather

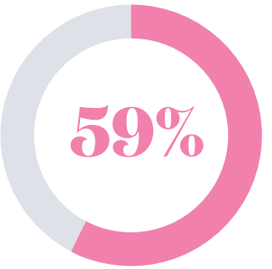
Step 1: Build a *Strong Brand*

Motivational Speaker
Jimmy

Brand consistency is critical for every business, regardless of size, customer, or location. The power and professionalism of your social media presence, website, and design elements are essential in building a loyal customer base.

Proper branding can impress potential customers and have a huge impact on your goals:

The right colors can boost brand recognition by up to 80%. [5]



of consumers prefer to buy new products from familiar and trusted brands. [5]

10 *seconds*

It takes just 10 seconds to leave an impression on consumers. [5]

Consistency communicates to your customers that your brand is dependable. The more recognizable your brand is, the more trustworthy it is. Every time you utilize the same branding elements, you're delivering on your brand promise.

However, having a strong brand isn't just about protecting your bottom line. Regardless of your branding strategy, every blog post, every tweet, and every interaction serves as a form of publicity for your business. In short, branding is marketing.

With consistent and catchy brand colors, fonts, and messaging, your customer will get to know you better both online and off. Start with a fresh brand style guide — and then use it throughout your brand presence. Next, create the perfect logo that reflects your brand identity.

"Establishing a strong brand requires consistency. Your design and delivery should speak the same symmetrical language as the portfolios and adverts that you showcase. Having your own unique style in your conversations, descriptions, designs, and delivery of your services will help ensure long-term and loyal customers."

Abhi Chauhan
Graphic designer
Fiverr seller since 2020

[5] WebsiteBuilder, 2020

Made on Fiverr
by @designer_nm

Brand Style Guides

A brand style guide is your key to consistency. It has all of the elements that give your company a distinct look, feel, and personality. These elements include your logo, fonts, colors, tone, and design guidelines.

Your brand style guide also establishes standards and rules for your marketing efforts. It makes your content more recognizable, it increases your brand value, and it makes it easier to communicate your values to external partners.

Once you define your brand style guide, apply it to your logo, social media accounts, website, and mobile designs.

Fiverr's Branding experts can help you create a custom brand style guide that sets you apart from the competition.

mijalzagier

chloedlg

santosstudio

thedesignaffair

sbbandara

Would you like to **dive deeper** into creating a brand style guide? *Read our full guide here.*

Logo Design

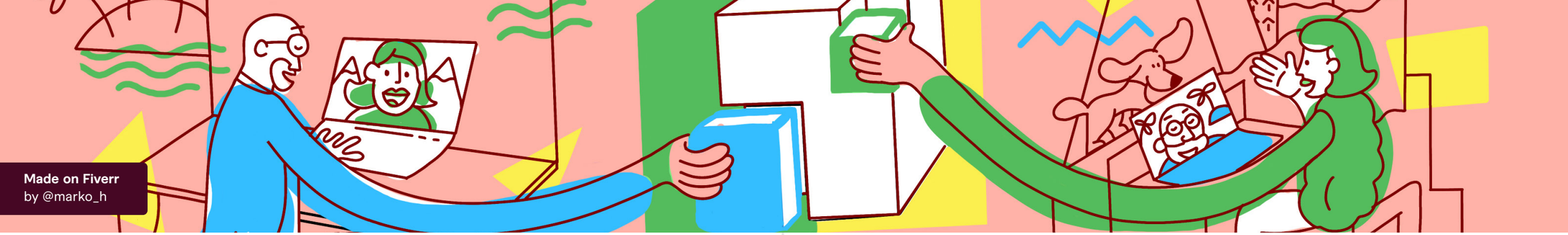
Your target customer probably sees hundreds of logos every day. You need a business logo that cuts through the noise, grabs their attention, and steers them to your business. It should also include the colors, fonts, and personality that you've defined in your brand style guide. A great business logo achieves all of this with a simple, memorable, and timeless design. To get inspired, take a look at some of the logos created by Fiverr sellers, and feel free to contact them directly.

Geometric –
use traditional shapes in unexpected ways

Made on Fiverr Logo Maker
by @vanadium1st

Lowercase Logos –
say more with less

Made on Fiverr Logo Maker
by @rag_design



Made on Fiverr
by @marko_h

Overlapping Elements – connect the dots and turn heads

Retro Design – put some old school magic into your branding

Intricate Details – use a richer and more artistic aesthetic

Black & White – stay classy and keep it simple

BLITZ

Made on Fiverr Logo Maker by @skydesigner

Made on Fiverr Logo Maker by @yogh18

Made on Fiverr Logo Maker by @mariashtelle

Made on Fiverr Logo Maker by @umuarus

Sometimes, it can be hard to picture what logo style would work for your business, so it's easier when you can see the results upfront. We've made that possible with the Fiverr Logo Maker. The AI-powered tool learns about your business, industry, and the elements you want to include in your logo.

Then, it displays beautiful logo designs to choose from based on hand-made designs from Fiverr designers. These designs will also have different variations, so you have the freedom to select something that truly fits your brand.

Social Media Design

On most social media platforms, you can customize your business profile to reflect who you are and, most importantly, ensure it's consistent with the rest of your branding assets. Not sure what assets you need? Find these social media design specialists on Fiverr.com for some creative ways to build consistency across your accounts.

shanmark002

hmailimaro

rvdesigner

raymondleo

hightlink

Web & Mobile Design

With more business taking place online due to COVID-19, your digital storefront is more important than ever.

Your website is your display window. It's ground zero for purchases, and it's the place your customers will visit to learn more about what you do or sell. Make it appealing, beautiful, and, of course, consistent with your brand's style and character. Fiverr's Web & Mobile Designers can help you effortlessly integrate your new designs.

mltb300

aamirsehar

Cc__creative

miashotwell

vishnugupta726

Video Editor/Co-Founder
Sania

Brand Design
2021 Trends

As you start the process of refreshing your brand, make sure you give your freelancers guidelines that incorporate this year's hottest trends:

Muted Colors

Color trends have taken a sharp turn from bright and bold to soft and muted. Brands are opting for light, pastel colors that give off a safe and soothing vibe. [6]

Adaptable Logos

With a digital shift and an omnichannel approach, brands are prioritizing adaptability in their logo designs. It's become a necessity to have different variations of the same logo (with changes in size, color, or complexity) depending on where it'll be used. [7]

Accessible Designs

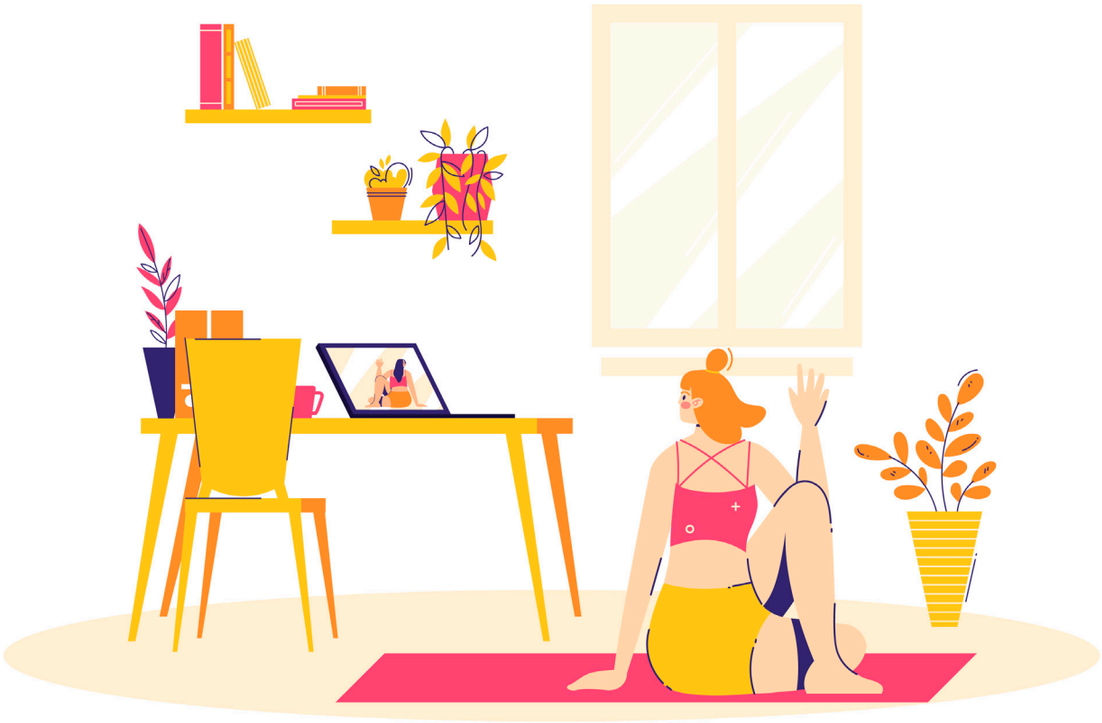
In an effort to maintain Americans with Disabilities Act (ADA) compliance, brands are also keeping accessibility in mind when designing brand assets. Font size and weight, color combinations, accessible controls, and content structure all play a critical role in making websites and designs more accessible. [6]

Minimalism

Minimalism continues to rule in the branding and design industry. Brands are making a steady shift toward simple and classic aesthetics, removing clutter and ensuring timelessness. [7]

For more design inspiration (and to spark ideas about other areas of your business), check out Fiverr Discover, our curated selection of beautiful works that were **#MadeOnFiverr**.

[6] JUST Creative, 2020, [7] Finances Online, 2020



Made on Fiverr
by @frizenasya

Step 2: Strengthen Your *E-Commerce Presence*

We're deep into the digital era. Customers prefer to buy anything they can online, and they have a very high standard of service. Every part of their experience is important, from how long it takes a page to load to how quickly their items can be shipped. On top of that, COVID-19 and social distancing mandates have impacted how business is done on a massive scale. Businesses have had to adapt, and having a strong e-commerce platform or website is now more important than ever. Still not convinced? Take a look at these figures:

- By mid-April 2020, U.S. retailers already saw a **68% year-over-year increase** in online revenue. [8]
- Online retail orders had **increased by 146%** around the same time. [8]
- U.S. consumers spent **$21.7 billion online during the first 10 days** of the holiday shopping season — a 21% increase year-over-year. [3]
- **51% of consumers** are buying more online and visiting stores less. [3]
- The **pandemic has accelerated** the shift to e-commerce by five years. [9]

"Websites are not static. Make sure yours is always updated with the latest software, in addition to fresh content and an up to date design."

Daria Pechaiko
Professional coder and developer
Fiverr seller since 2020

[8] Forbes, 2020 , [9] ROI Revolution, 2020

"The first step to make an e-commerce business work well is ensuring that you have done as much research as possible about your product and your target audience. Offering an attractive, relevant, and convenient product to your audience creates a ton of sales opportunities on a regular basis."

Damiano Raveenthiran
E-commerce development expert
Fiverr seller since 2016

The beginning of the year is a great time to optimize your online shopping experience or launch a digital storefront.

In addition to meeting customer expectations, there are plenty of benefits for you, too. **A well-designed online store can boost your sales and turn one-time customers into repeat shoppers**. A strong presence in the most popular marketplaces can expose your brand to millions of potential new customers.

Whether you choose to sell your products and services on your own website or on one of the major marketplaces, ensure you're getting the most out of your e-commerce strategy with a few necessary steps:

Develop your *E-Commerce*

If you decide to sell your products on your own website, you need to choose the e-commerce platform that works best for your business. There are several options available, but three stand out from the pack:

Shopify: A Shopify storefront is easy to set up, and there are several visually appealing templates. Shopify integrates with other applications, like Facebook Shop, Google Shopping, and Instagram. Also, based on your plan, Shopify storefronts come stacked with SEO features and marketing tools.

WooCommerce: WooCommerce is an open-source e-commerce plugin for WordPress. It's popular because it's easy to install, and many of the themes are free. There are several customizations to create a professional store that's consistent with your brand style guide.

Magento: Magento is also an open-source e-commerce platform. It's mobile and SEO-friendly, has fast load times, and includes lots of customization options. Magento also provides currency and language support.

Find an e-commerce developer on Fiverr.com to help you pick the right platform and get your online store up and running.

declanmaltman

edoardoizzo

damianorstore

jimavidbrio

yaeliroz

Would you like to know more about e-commerce? *Read our full guide here*

E-Commerce *Management*

Need help maintaining your e-commerce business? From running the day to day to uploading your products, to even doing ongoing research on potential new products, Fiverr's E-Commerce Management providers will help you with every aspect of managing your store. Find them on Fiverr.

Have you decided on suppliers and vendors? Are you prepared to manage and fulfill online orders? Have you set up an inventory management process? What about customer care?

Find the best supply chain management services, from procurement and vendor management, and sourcing to logistics management.

Procurement & Vendor Management

mi_ting

noyeljohns

ebaadali12347

anix061

safi1992

usamataufiq

Shoemaker and Designer
Ritika

E-Commerce
2021 Trends

Be sure to keep these e-commerce trends in mind:

Voice Shopping

Improvements in voice search technology have made it easier for people to shop online using just their voice. Online businesses are now optimizing their websites and listings to accommodate voice shopping to stay ahead of the digital curve. (11)

Visual Commerce

Since many shoppers are avoiding the stores, they need an online experience that feels just like shopping in a physical store. Visuals continue to be a hot trend as they provide shoppers with an accurate idea of what your product looks like or what kind of experience they can get from it. Visual commerce tools like 360-degree images, augmented reality, visual search, and user-generated content will continue to take center stage this year. (12)

Free Listings on Google Shopping

In April 2020, Google made it free to get listed on Google Shopping. (13) While paid listings still show up prominently under this section, businesses can now sell on Google without any additional fees. So 2021 will see more businesses taking advantage of this function.

[11] Mage Monkeys, 2020, [12] 3D Cart, 2020, [13] Google, 2020

Made on Fiverr
by @plavko90

Step 3: Boost Your *Online Content*

Made on Fiverr
by @katarzynasurman

With face-to-face meetings and in-store visits close to impossible these days, online content has become the number one channel to communicate and connect with your audience. So give every aspect of your online content a boost — from website copy and product descriptions to blog posts and videos.

Written Content

Written content helps you communicate with your audience and with search engines and can even determine how high you show up in the SERP (Search Engine Results Page) for relevant searches.

Blog posts, website copy, landing page copy, guest posts, and email copy are all types of written content, and they're all important:

- Businesses with blogs see **2X more email traffic** compared to businesses without a blog. [14]
- **74% of web users** pay attention to the spelling and grammar on company websites. And **59% would avoid buying from a company** that made obvious mistakes in spelling and grammar. [15]
- **47% of buyers** see 3-5 different pieces of content before they engage with a sales rep. [16]

"Connect authentically. Write to relate over writing to sell. Show how a service, product, or project creates solutions instead of listing features. People expect quality. Versatility is valued. Innovation is rare. How can your idea impact people in ways that they have yet to imagine?"

Brandon Johnson
Commercial film and literature writer
Fiverr seller since 2015

[14] Optinmonster, 2020, [15] Write My Site, 2020, [16] SmallBizGenius, 2020

"Content is king. If you publish content that adds value across your website and social pages, your ideal audience will follow. Before posting content, ask yourself one simple question: "Would my ideal customer or client feel that their time was well spent after watching or reading this?""

Eric Spero
Professional writer
Fiverr seller since 2020

The time is now to focus on all aspects of online content:

Articles & Blog Posts

Writing articles and blog posts allows you to communicate ideas with your customers in-depth — whether it's to share what your product does or guide your customers through their purchase decisions. Your strategy should involve publishing blog posts and articles regularly to keep your audience engaged and informed and bring valuable traffic to your site.

Need some help? Find freelance writers on Fiverr to produce engaging Articles and Blog Posts in your brand voice.

carrieblogger

jefferyspivey

freelancemomma

strongestate

Morena2003

Website Content

All of the written words on your website should inform your customers (and the search engines) about your website's purpose. Who are you, and what do you do? Every word on your website is a powerful opportunity to win over customers. And don't forget to research and use the right keywords when crafting your copy. This ensures you're sending the right signals to the search engines, too.

Ask one of Fiverr's Website Content experts to create compelling, keyword-optimized website content for you.

matthewiharvey

maddieco

sarahmakh

gammelinc

creat1vepattern

UX Writing

Written content also plays a critical role in the user experience.

Can your users interact seamlessly with your digital products? Do they know what happens when they tap on a certain button or how to change their requirements within the software/app?

Good UX writing makes all of this possible. Connect with Fiverr's UX Writing experts to create clear and accessible microcopy for your website or app.

nickharris01

rachelcheyfitz

michelle_berois

Translations

In today's global marketplace, it makes smart business sense to maximize your potential customer reach by making your website content, product descriptions, and marketing assets available in multiple languages. Increase your sales by communicating directly with your customers, no matter what language they speak.

Connect with Fiverr's professional translators to help you get started.

Bhernandez88

miiila

clari_k_machado

Product Content

Whether you have an e-commerce store or listing on a marketplace, you need exceptional, eye-catching photos of your products, and you need enticing descriptions that communicate your products' value.

- **44% of shoppers** consider relevant search results as the most important factor when they browse through products.[17] Product descriptions optimized with accurate keywords can make this happen.
- For **67% of consumers**, the quality of a product photo is highly important to help them decide on a purchase.[18]
- **25% of shoppers** want to be able to zoom in on product photos.[17]
- **17% of shoppers** want to view the product from alternate angles.[17]

[17] Digital Commerce 360, 2020, [18] Kelly Heck Photography, 2020

Product Descriptions

These descriptions are your chance to guide your buyers toward making a purchase. Tell them everything they need to know about the product, including what it is, what it does, and who it's for. And remember to keep keywords in mind, so people looking for your products can actually find them.

Fiverr's Product Description writers can help you capture the essence of every item.

carrieblogger

levinewman

deryano

bingeclock

Product Photography

Don't just tell them. Show them. Include high-quality product photos and visuals to help each item stand out. And when adding photos to your product listings, consider including images showcasing alternate angles, super-zoom, and 360-degree views.

Hire Fiverr's Product Photography freelancers to capture eye-catching and enticing product photos.

 fluffmedia

photo_service

seanviens

alexandermaleev

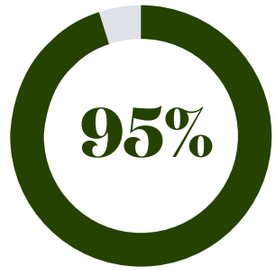
westeasphoto

Videos & Video Ads

Video is king across all online platforms. With shrinking attention spans, video has become a highly effective content format to engage your audience. No wonder it's overtaking blogs and infographics as the most commonly used content marketing formats. [19]

Video content has proven to be a powerful method of educating and engaging your audience:

of video marketers claim that videos have increased their website traffic. [20]



noticed an increase in user understanding of their product or service as a result of video. [20]

of video marketers have also seen a direct increase in sales due to video. [20]

Video marketing works because today's social media networks are primarily video-focused. Users are naturally drawn to movement, and video capitalizes on this. It's important to ensure your videos are professional and consistent with your brand's style and voice.

[19] HubSpot, 2020, [20] Wyzowl, 2020

Made on Fiverr
by @anhole_42

Whiteboard & Animated Explainers

A whiteboard video or animated explainer is perfect for complex products. Like cartoons do for kids, animated explainer videos bring complicated concepts down to earth with easy-to-understand visuals and narration.

Fiverr's experts in Whiteboard & Animated Explainers can help you tell captivating stories through animated videos.

frank_d
albertanimation
sickmotion
ivilina
lemondigital

Would you like to learn all the ins and outs of explainer videos? *Read our full guide here*

Live Action Explainer Videos

Live action explainers work well when you can demonstrate how your product works, when your product is tangible, or when it's best to explain your product by action rather than by illustration.

Fiverr's experts in Live Action Explainer Videos can help you create the videos your product needs to better explain its characteristics and advantages.

colormatics
MikeVann
jonahhaber
ianmoore
kineticcuts

Short Video Ads

A short video ad is a great addition to your online marketing campaigns. Video marketing is proving to be a powerful and effective part of any marketing strategy — now more than ever.

Fiverr's experts in Short Video Ads can help you create promoting videos to increase the engagement with your audience.

pickera
websitevideo
ryancollins995
linarysortega
sebski22

Need to get inspired? Head to Fiverr Discover to find references for the look and feel you have in mind for your video.

Producers & Director
Aaron, Sean & Chris

Video Editor
Gabrielle

Online Content
2021 Trends

Keep your business buzzing by following these online content trends:

Interactive Content

With brand-consumer interactions mostly happening online these days, interactive content will take center stage in 2021. Businesses will open up more engagement opportunities through interactive infographics and videos as well as polls and surveys. Did you know **interactive content generates 4X more engagement than non-interactive content?** [21]

Voice Search Optimization

The use of voice search is increasing, with 58% of people reporting having used it to find local business information. [22] Businesses should consider optimizing their content to anticipate voice queries and conversational language.

Content Personalization

Personalizing your content helps strengthen customer relationships and boost engagement [23]. As data technologies continue to improve, 2021 will see businesses making great strides in delivering personalized content to improve content relevance and customer experience.

Shoppable Videos

Businesses will leverage the popularity of videos by making them shoppable to enhance and shorten the shopping experience. This year, we will see marketers adding links to videos that will open up relevant landing pages or product pages when viewers click on them. [24]

[21] Orionators School of Learning, 2020, [22] Review 42, 2020, [23] HubSpot, 2020, [24] Trend to Review, 2020

Made on Fiverr
by @lina_graphic

Step 4:
Reach More
Customers

To expand your reach and continue growing your business, it's important that customers can find your business online. There are several ways to promote your business, but the following five are the most effective at pumping up your online presence: social media marketing; search engine marketing (SEM); search engine optimization (SEO); remarketing, and email marketing.

Social Media Marketing

Social media marketing is no longer an option for businesses — it's a must.
The number of users on each platform, and the amount of time they spend there offers unprecedented access to your customer base.

- Almost **50% of the world's population** now uses social media. [27]
- **43% of global social media users** research products online through social networks. [27]
- **24% of global social media users** discover brands and products through recommendations on social. [27]
- **90% of people** say that they buy from companies they follow on social media. [28]
- **75% increase their spending** with a brand they follow on social media. [28]

Additionally, you can build trust by solving customer service issues directly and in a personalized manner. And, you can engage with your audience consistently, keeping your brand top of mind and ensuring your company stays relevant. Executing great social media marketing requires a few things:

[27] Smart Insights, 2020, [28] Mobile Marketer, 2020

Create a Content Calendar and Cover All Your Bases

Plan your posts ahead of time to ensure you never scramble for content. Additionally, find the right platform for your business. While Facebook, Instagram, and YouTube are still the most used social networks, it really depends on the audience you're trying to reach. Other platforms, like LinkedIn, Snapchat, Pinterest, and TikTok could be beneficial to your strategy depending on your audience.

Fiverr's social media marketing gurus can help you get ahead with impactful social media content.

agatajankows604

creativeman

miggykey

socialrecipe

thebrandninja

Use Professional Influencers

When it comes to influencing, businesses tend to focus on celebrities or influencers with large reaches. However, your objective is not to reach as many people as possible but to build trust within your specific niche. This means finding professional micro or nano-influencers who exist within your niche and leveraging their power to engage with others in a specific community. Fiverr's influencer marketing freelancers can help you build a new fanbase.

sociallyskilful

prateek1892

farrin21

Made on Fiverr
by @elyluu

Social Media Advertising

To take your social presence to a whole new level, combine your organic social media marketing efforts with paid advertising. Social media advertising gives you a much-needed boost to stand apart from the competition and get noticed by the right audience.

- Social media advertising accounts for **28.6% of all internet advertising revenue.** [29]
- Social media campaigns **help boost exposure, traffic, lead generation**, and customer loyalty. [19]
- Social media content is the most noticed type of brand communication, with **77% of consumers** noticing it sometimes, frequently, or always. [41]

The need to run creative and relevant ads on social media is vital to stand out. Through social media advertising, you can accurately target your audience. For example, platforms like Facebook employ state-of-the-art analytical tools to help you see who's visiting your site and who's interacting with your posts. You can use this data to refine your audience and ensure your ads end up in the right feeds.

Fiverr's Social Media Advertising experts will help you create and manage powerful social media ads, starting with a winning advertising strategy.

Socialrecipe

wild_and_free

alexserdiuk

Gopros

sharonthony

[19] HubSpot, 2020, [29] IAB, 2020, [41] Salesforce, 2020

SEM (Search Engine Marketing)

With SEM, you pay only for the most effective traffic. You decide the price, location, and time that will yield the highest amount of traffic with intent to purchase. In turn, this will boost your company's revenue.

If you include it in your business' marketing plan, SEM can generate significant exposure for your products or services:

- Paid search traffic generates **32% of total e-commerce** sessions. [19]
- **33% of marketers** use paid advertising to boost brand awareness. [19]
- Google Display Network manages to reach **90% of global internet users.** [19]

SEM helps you work smarter, not harder. Instead of chasing after customers, you're gaining access to what they're looking for and ensuring you're in the right place. You can target a wide audience, tailor your ads to specific search terms and keywords (instead of vague demographic criteria), and you can even make your ads appear in searches for your competitors.

Creating a great SEM plan requires you to be strategic:

Choose the Right Keywords

These keywords should be relevant to your business, localized when possible, and in line with popular searches. Also, be sure to use words that drive high commercial intent (i.e., buy, discount, deal, etc.)

Track Your Results

Measure your click-through rates, and your ad spend and tweak your strategy. You never want to bid high only to receive weak traffic.

Fiverr's SEM experts can help you get it right the first time.

oleg_v

margo_m

makar_makarov

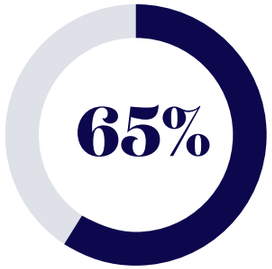
tim_haldorsson

zimamedia

[19] HubSpot, 2020

SEO (Search Engine Optimization)

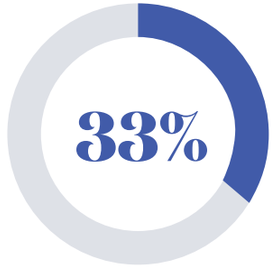
Search Engine Optimization is just as important as SEM. This is important because:



of total e-commerce sessions, out of which 33% come from organic search. [19]

8.5x

Organic search results are 8.5 times more likely to get clicked than paid search results. [39]



Conversion from organic traffic is at least 33% higher than any other traffic source. (39)

Crafting and executing an SEO plan requires some budget and some time. But with smart planning and ongoing effort, you can increase your chances of earning more prominent search rankings.

SEO provides two major benefits:

- Your content will rank high in search results without paying for traffic.
- Some users consider organic results more reliable because search algorithms try to give them the most accurate results based on their search terms.

[19] HubSpot, 2020, [39] electrIQ Marketing, 2020

One of the most important aspects of SEO is creating highly relevant content for your current and potential customers. Google's algorithm prioritizes relevance and quality when ranking pages, among many other factors. So when you create relevant and quality content, it improves your chances of ranking higher in search results. But your efforts can't stop there. You also must promote your content and encourage your audience to share and link to it, which sends positive search ranking signals to Google.

Find an expert on Fiverr.com to help you do SEO the right way:

thefactomike

jacob21

localinteractiv

kevinmacpherson

seosupremacy

"Gathering data based on the specific actions of people is the key to establishing who your audience is. Most marketing platforms offer tools to help you build "lookalike-audiences" based on email signups or orders placed on your webshop (online store). Take advantage of tools that analyze millions of customer data points to establish who is the most likely customer to be interested in your product or services."

Tim Haldorsson
Digital Marketing and PPC Specialist
Fiverr seller since 2020

Made on Fiverr
by @daria_solak

Remarketing & Email Marketing

To grow your business online in the long-run, you should combine brand awareness and customer acquisition strategies with effective customer retention tactics. This involves re-engaging people who've interacted with your business in the past and enticing them to continue doing business with you.

When done right, focusing on customer retention can be much more effective than attracting new ones:

- An increase in customer retention of just **5% can increase profits** by 25%. [31]
- **60% of loyal customers** will make more frequent purchases from their preferred companies. [31]
- Compared to new customers, loyal ones spend **67% more money** with a business. [31]

The two most effective ways to retain your customers are using remarketing and email marketing strategies. Email marketing, in particular, opens up a direct line of communication between your brand and your customers. This makes it a critical tool for establishing and nurturing customer relationships.

Remarketing

Only 2% of website visitors convert on their first visit. [32] Instead, you can use remarketing methods to remind them about your brand and entice them to (finally) make that purchase they were considering.

- Retargeting can boost your **conversion rates by up to 150%**. [32]
- Retargeted visitors have a **70% higher chance** of converting compared to visitors who aren't retargeted. [32]
- Remarketing to shoppers who abandon their carts can **increase conversion rates from 8% to 26%**. [32]

[31] HubSpot, 2020, [32] 99firms, 2020

"Running an ongoing engagement email marketing campaign will keep customers returning to your website so they can shop and read blog posts. The more often they engage with your brand, the more often they will order. And of course, they will remember your company when they need products and services in the future. Email marketing brings in sales almost immediately and works even better over time."

Pamela Love
Professional Email Marketer
Fiverr seller since 2010

Email Marketing

Email marketing is another way to engage and retain your existing customers while recapturing lost sales. Being one of the only direct communication channels with your customers, it also serves as a tool to build and strengthen your brand's customer relationships.

- For **80% of business professionals**, email marketing increases customer retention. [33]
- Successful retargeting emails are responsible for **driving 28.3% of all e-commerce revenue**. [33]
- Abandoned cart emails have a **4.64% conversion rate**. [33]

Keep in mind that your emails need to be attractive, relevant, and personalized. This means you need to focus on email segmentation, personalization, and design to capture the right audience with the right message at the right time.

Work with Remarketing experts and Email Marketing gurus on Fiverr to build and segment your mailing list, create captivating email copy, and design eye-catching templates.

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Would you like to deeper learn about email marketing? *Read the full guide here*.

[33] 99firms, 2020

Psychiatric Nurse Practictioner/Co-Founder
Brighid

Digital Marketing
2021 Trends

These emerging trends will influence the online marketing landscape:

Paid Advertising Revival

With more businesses taking to online marketing, the competition is going to get tougher. And it'll be extremely difficult to rank in organic searches, especially for new businesses. Paid advertising will become more important than ever to make sure your business stands out. 2020 was already seeing a 6% increase in digital ad spend and this is likely to grow in 2021. [34]

Going Local

In light of the pandemic, people are more enthusiastic than ever to support local businesses. In fact, 75% of consumers say they plan to buy from local merchants as much as possible after COVID-related restrictions are lifted in their areas. [35] So "local" will be at the heart of digital marketing strategies. [36] To keep up with the competition, businesses will work on improving their local SEO rankings with a renewed focus on key local ranking factors, including reviews and Google My Business listings. [37]

Programmatic Advertising

To support the growth of paid advertising, we will see brands relying more and more on programmatic advertising. This involves using an automated bidding system to automate the process of buying and selling ad inventory. So businesses can quickly and easily purchase ad impressions on publisher websites and apps to save time and get ahead of the competition. [38]

[34] IAB, 2020 , [35] Groupon, 2020, [36] SEMrush, 2020, [37] Search Engine Land, 2020, [38] ReadWrite, 2020

E-Commerce Manager & Creative Director/Co-Founder
Olivia & Kay

Recap

To ensure success this year, your business needs to focus on four key areas:

Brand Consistency

Ensure your brand's logo and other design elements are used consistently across your social media channels, your website, and mobile app.

Website Content

Attract and engage the right target audience through relevant and captivating online content in the form of blog posts and articles, animated explainer videos, and UX copy.

Strong E-Commerce Presence

Make sure you have a strong online presence: Refresh your website, upgrade your e-commerce store, and create irresistible marketplace listings.

Digital Marketing

Take your online business to the next level with an effective digital marketing strategy that spans across multiple channels, including search, social media, and email.

Master these elements, and with the help of Fiverr's expert freelancers, this will be your year.

Good Luck,
The Fiverr Team

Additional resources to help start your year strong:

Get inspired on **Fiverr Discover**

Stay up to date on trends to grow your business on **Fiverr's Blog**

Improve your skills by taking a **Learn from Fiverr** class

Connect with hand-picked, high-end talent on **Fiverr Pro**

Resolve issues seamlessly through our **Resolution Center**

Deep dive into any topics where you want to widen your scope with **Fiverr Guides**

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