

fiverr.

The  
roadmap  
to a strong  
business.

What if every aspect of running your business was as easy as getting your logo? Good news—it is!

Fiverr freelancers can help you create a powerful brand strategy, build an engaging website, market via social media, establish meaningful connections with customers, get your operations in order, and so much more.

There's no need for you to be an expert in these areas. As long as you understand the importance of these elements and get help from the right people, you'll be on your way to success.

This guide simplifies everything you need to know about getting started through six actionable steps:

**01.**

**Develop your brand**



**02.**

**Build your online presence**



**03.**

**Grow with marketing**



**04.**

**Connect with your customers**



**05.**

**Solidify your operations**



**06.**

**Get the most from Fiverr**



We've also highlighted some real-life stories of clients who used Fiverr to build and grow their businesses.

Now let's dive in.

*ol.*

Develop  
your  
brand.

Every successful business begins with a strong foundation. Now that you've got a strong logo, it's time to strengthen your brand. A solid brand identity helps your business stand out—even in a crowded field.



**Brand guidelines:** Build a cohesive brand by setting your brand's guidelines for color, typography, iconography, and more. Share your brand book with partners to make sure your brand is always represented in the best light.

If you got the Fiverr Logo Maker "Professional" package, a brand guidelines file is already included as part of your delivery.

Didn't order the Professional package?

Don't worry! You can upgrade your package easily and get it immediately together with a social media kit, website & app logo files, and more

[Upgrade your Logo Maker package](#)



### Brand strategy

It's important to build a memorable brand. Expand your expertise with our **Fiverr Learn** course and **get 25% off** with coupon code **LMGUIDE25** at checkout.<sup>1</sup>

[Brand strategy course](#)



### Business cards

First impressions are key. Perfect your networking and promote your business with well-designed business cards.

[Business card designers](#)

<sup>1</sup>According to ["Fiverr's Payment Terms"](#)

**“A brand identity is the manifesto in which your company lives and breathes- it attracts people who can identify with what your brand has to offer. That same brand identity gives them a sense of belonging and in that way generates brand advocates”**

*Senja Dragojevle, Graphic Designer, Fiverr Freelance since 2018*



### Professional brochures

Support your sales, spread the word about your brand, and attract new leads with impressive brochures.

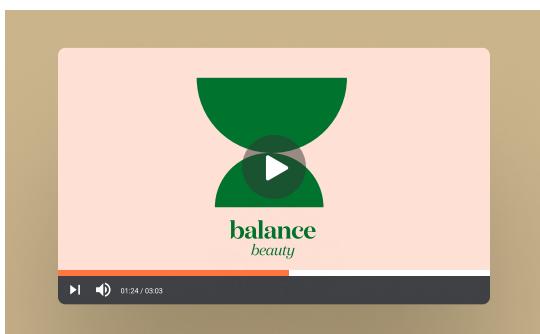
[Brochure designers](#)



### Presentation design

Memorable pitches rely on strong presentations. Grab their attention and ace every pitch with beautiful, on-brand presentations.

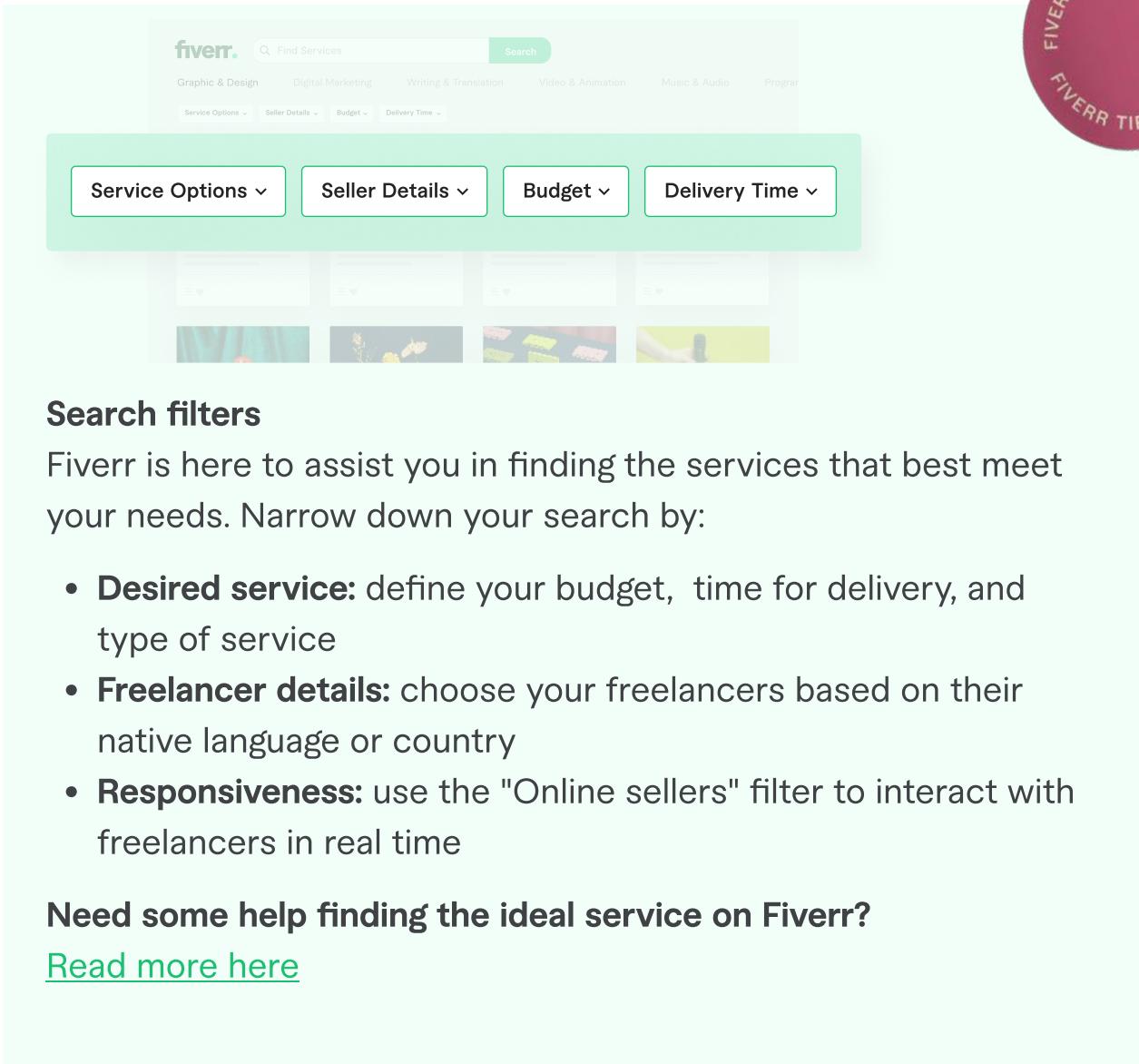
[Presentation designers](#)



### Logo animation

You have your new logo, now put it in motion. Delight your audience and tell your brand's story with an animated logo.

[Logo animators](#)



**FIVERR TIP**

The Fiverr search interface features a top navigation bar with categories like Graphic & Design, Digital Marketing, Writing & Translation, Video & Animation, Music & Audio, and Program. Below the search bar are filters for Service Options, Seller Details, Budget, and Delivery Time. A preview area shows four service thumbnails: a logo design, a graphic design, a video animation, and a music composition.

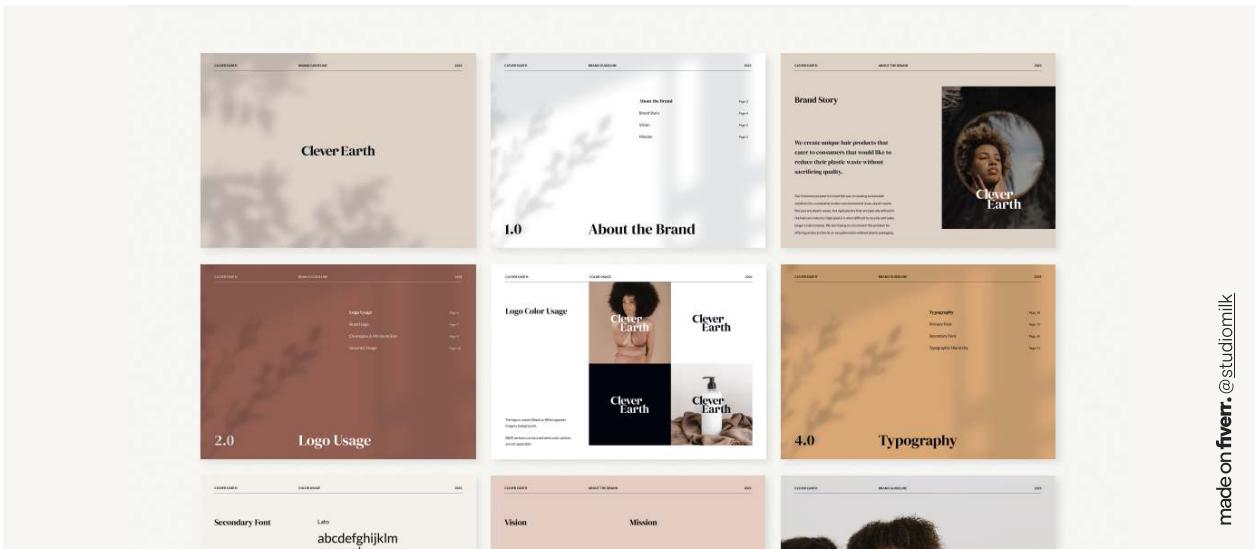
## Search filters

Fiverr is here to assist you in finding the services that best meet your needs. Narrow down your search by:

- **Desired service:** define your budget, time for delivery, and type of service
- **Freelancer details:** choose your freelancers based on their native language or country
- **Responsiveness:** use the "Online sellers" filter to interact with freelancers in real time

**Need some help finding the ideal service on Fiverr?**

[Read more here](#)



This section displays a grid of 10 Fiverr service pages related to a brand identity project for "Clever Earth". The pages are organized into three rows:

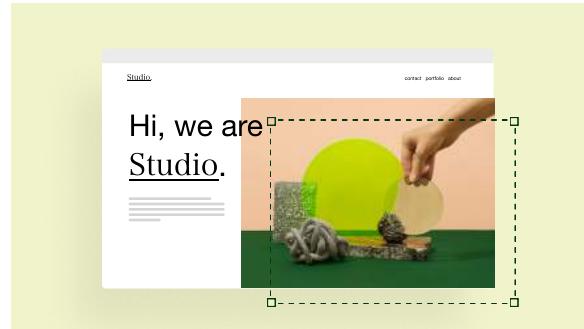
- Row 1:**
  - 1.0 About the Brand: Includes a "Brand Story" section with text about reducing plastic waste.
  - 2.0 Logo Usage: Shows various logo applications and a "Logo Color Usage" section.
  - 4.0 Typography: Features a "Typography" section with different font styles.
- Row 2:**
  - Secondary Font: Shows a "Lato" font sample.
  - Vision: Mission
- Row 3:**
  - Logo
  - Logo
  - Logo

A vertical sidebar on the right side of the grid contains the text "made on fiverr. @studiomilk".

02.

Build your  
online  
presence.

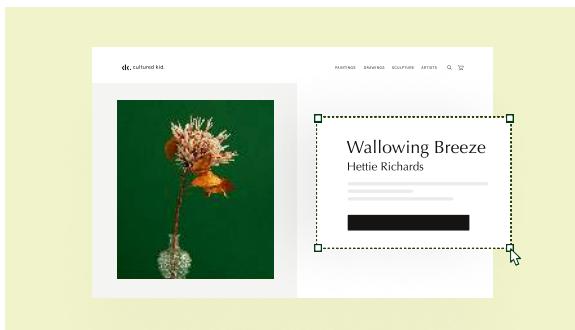
Whether your business is just starting off or already well established, you need a strong digital presence. Improve your brand's visibility, reach more people, and stand out from the competition.



## Website building

Want a site built from scratch, an upgrade to your existing website, or something in between? Fiverr has experts qualified to do it all.

[Web creators](#)



## Digital content

Stand out from competitors with relevant, valuable content that will engage clients, earn their trust, and keep them coming back to your website.

[Content creators](#)

## Website design

Building a site is one thing, making it beautiful is another. Hire a web designer to help capture—and hold—visitors' attention.

[Web designers](#)



## SEO services

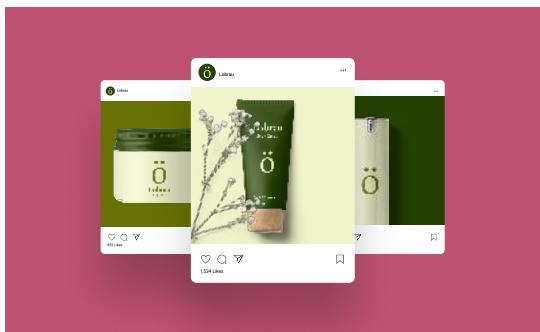
People won't find your business online if you don't practice smart SEO. If you search your brand name and it's not ranked within the top three search results, get SEO help.

[SEO experts](#)

03.

Grow with  
marketing.

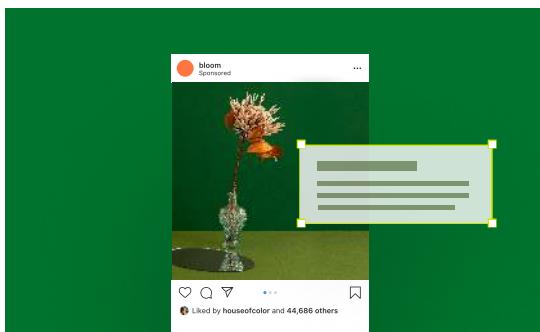
[Nearly 50% of social media users](#) say they've bought something after seeing an ad for it on social media. Translation: marketing fuels your sales and a powerful social media campaign can make all the difference.



### Marketing strategy

Be strategic about how you advertise. What are your goals? How much can you spend? How and where will you target your audience? Defining your marketing strategy is crucial.

[Social media strategists](#)



### Engaging content

You can post whatever you want on social media, but you won't see conversions if the content isn't engaging. Eye-catching designs, bold copy, and scroll-stopping videos help make your content click-worthy.

[Content creators](#)



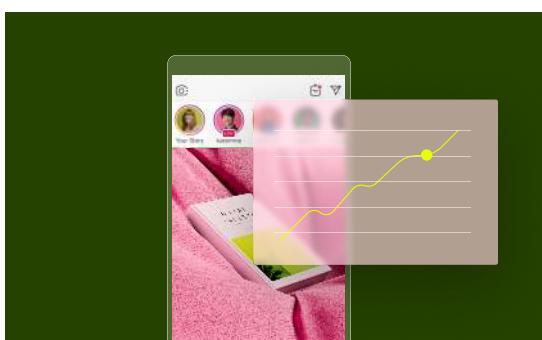
### Paid social media

Once you have a strategy and strong content, it's time to launch. The ad manager tools on various social platforms simplify this process, allowing you to define your target audience and pay to boost your ad's visibility.

[Social media promoters](#)

**“Create your ideal customer avatar and include components like his goals, values, pain points, and demographic information. Defining your customer's avatar will allow you to select the relevant digital platforms, take advantage of them and boost your online presence.”**

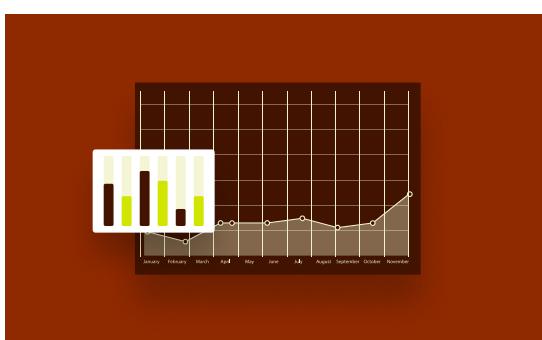
*Borislav Angelov, Social Media marketing Manager, Fiverr freelancer since 2017*



### Social media management

Running your social media marketing campaigns—organic or paid—can be time consuming. Outsource the job to an expert qualified to oversee and execute every aspect.

[Social media managers](#)

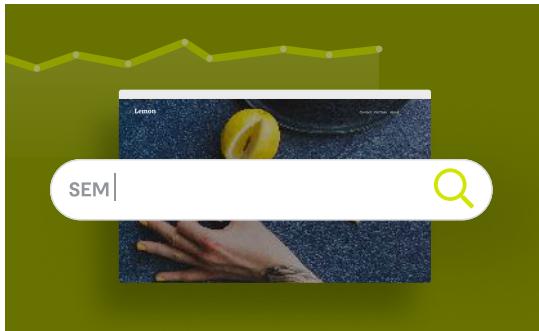


### Performance tracking

Stay updated on how well your campaigns are doing with performance tracking. It's an important tool in helping determine what's working, what isn't, and what should change to boost your ROI.

[Ad trackers & analysts](#)

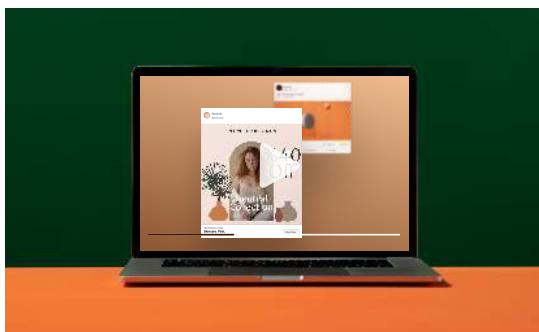




## Search engine marketing (SEM)

Make it to the top of Google search results, increase your brand's visibility, and generate more traffic to your website with SEM.

[SEM experts](#)



## Social media content strategy

Want to build a powerful social media content strategy geared for success? Check out this **Fiverr Learn** course and get **25% off** with coupon code **LMGUIDE25** at checkout.<sup>2</sup>

[Social content strategy course](#)



<sup>2</sup>According to ["Fiverr's Payment Terms"](#)

*04.*

Connect  
with your  
customers.

# **Building meaningful relationships with your customers leads to brand loyalty for them and a *stronger business* for you.**



## **Email campaigns**

Thoughtful emails with a clear purpose are a powerful way to connect with your audience. Develop an email marketing strategy to encourage more consistent engagement.

[Email marketing](#)



## **Email platform support**

Having issues with your email platform or customer communications? Fiverr freelancers can help you resolve them.

[Email support](#)



### Email automation services

Create smart email automations to improve results and engage customers.

[Email automation experts](#)



**05.**

Solidify  
your  
operations.

Focus on your strengths and keep building your business while you hand the logistics over to a freelancer.



### Business plan

Every brand should be guided by a smart business plan. Make sure yours serves as the foundation and blueprint for success.

[Business plan writers](#)



### Market research reports

What's the best way to be wise and strategic in running your business? Getting regular market research reports to stay on top.

[Market researchers & analysts](#)



### Professional consulting

The various business, legal, and financial components of your brand are complex and critical to ensuring your brand's success. Get ongoing assistance from experts who know the ins and outs of every rule and regulation.

[Business services](#)



### Virtual assistance

Save yourself time (and headaches!) by hiring a virtual assistant who will help keep you organized.

[Virtual assistants](#)

**06.**

Get the  
most from  
Fiverr.

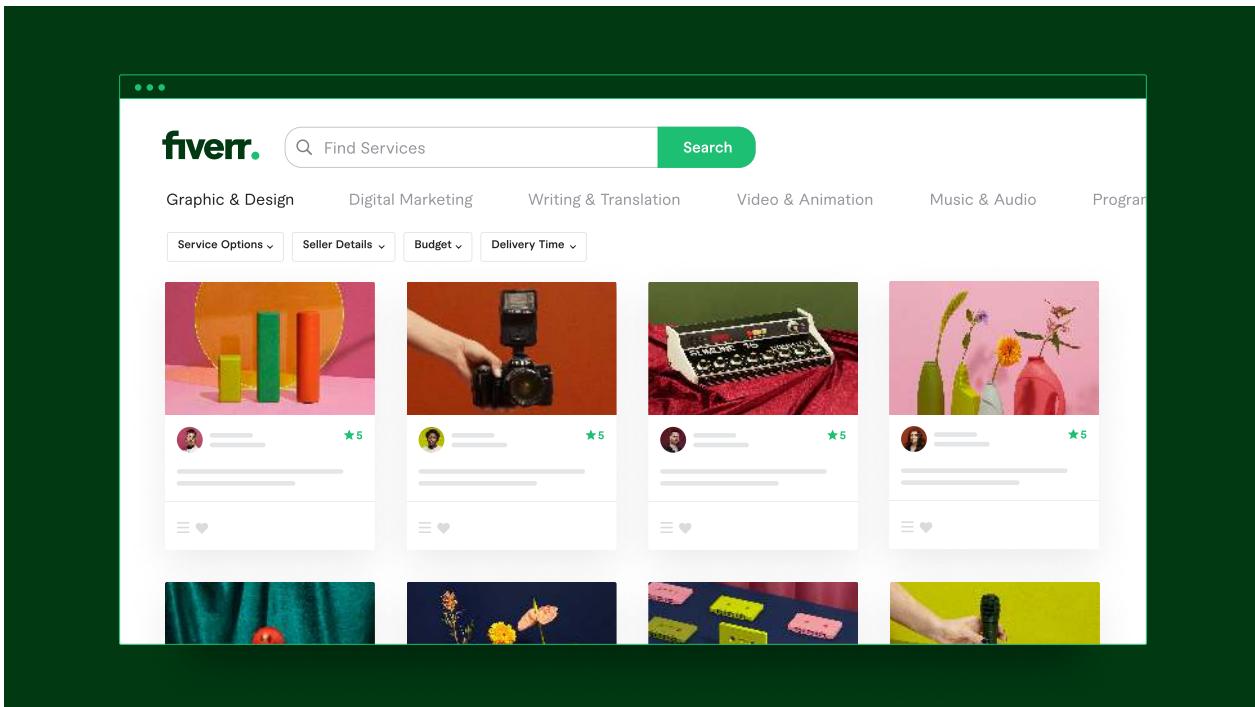


made on **fiverr**. @hiliumlb79

Starting a business, no matter how “small,” can be intimidating. It often prevents people from even trying.

Fortunately, Fiverr is here and ready to help every step of the way. With one click, you’ve opened the door to the world’s largest marketplace of freelance talent. There’s no need to do everything by yourself because you can find experts in every field on Fiverr.

## Here's how Fiverr works:



1.

**Browse to your heart's content** - Search and filter over 500 services

2.

**Connect with talented freelancers** - Share your vision and make sure you're on the same page

3.

**Place your order** - Just choose the right package or ask the freelancer to send you a Custom Offer

4.

**Send over your details** - Provide your requirements and the freelancer will get right to work

5.

**Approve Your delivery**  
You get the final say: deliveries wait on your approval before payment gets finalized

Want more details? Check out [How Fiverr works >](#)

Hear from other business owners who launched their own ventures and relied on Fiverr to help them find success.



**Lavender** is an online therapy and psychiatry practice that used Fiverr to ensure they could continue helping people throughout the Covid-19 pandemic.

[Lavender's story](#)



**Rooted** sells home plants and offers plant maintenance. They worked with Fiverr to develop their visual language and tell their story in a short video ad.

[Rooted's story](#)



**Haerfest**, an accessories and lifestyle brand, partnered with Fiverr freelancers to share their brand story in a video ad.

[Haerfest's story](#)

# The recap

The best time to solidify your business? Right now. No matter where you are in launching your business, a strong foundation is key. Your logo is just the beginning when it comes to covering the basics.

Use this guide as a reference for building and growing your own business.

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**Get the most from Fiverr**

With the help of Fiverr's expert freelancers, you can invest your time and effort in the things you know and love to do the most, while staying on budget and growing your business at the pace that suits you best.

Now get excited—the sky's the limit.

Best of luck,

The Fiverr Team

Looking for more resources to help you build a strong business?

See successful projects on Fiverr Inspire! [Download the Fiverr App for iOS / Android](#)

Stay up to date on trends to help grow your business on [Fiverr's Blog](#)

Improve your skills by taking a course on [Fiverr Learn](#)

Resolve issues seamlessly through our [Help Center](#)

Did you find this guide helpful? [Yes](#) / [No](#)

# fiverr.

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