

The background features a dark green gradient with several large, semi-transparent spheres in shades of gold, silver, and white. Three dark grey gear icons are scattered across the composition.

2025 START THE YEAR STRONG EBOOK

# Building *smarter* brands

YOUR GUIDE TO BUSINESS EMPOWERMENT

# Introduction

**Carpe diem, seize the day.** The arrival of a new year is the perfect moment to stop putting your big ideas off until tomorrow and start capitalizing on the real opportunities waiting for you today.

2025 is upping the innovation like ever before, and bringing more ways to help your business not just survive, but thrive.

With a wealth of next-gen tools at your fingertips, you can tap into emerging trends and face whatever challenges come your way.

Whatever your goals are, the fifth edition of Fiverr's Start the Year Strong ebook will be your guide to building a resilient, future-proof business. Let's make every day count.

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## 01

Establishing a recognizable brand

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## 02

Enhancing your online presence

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## 03

Expanding your content initiatives

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## 04

Elevating your digital marketing channels

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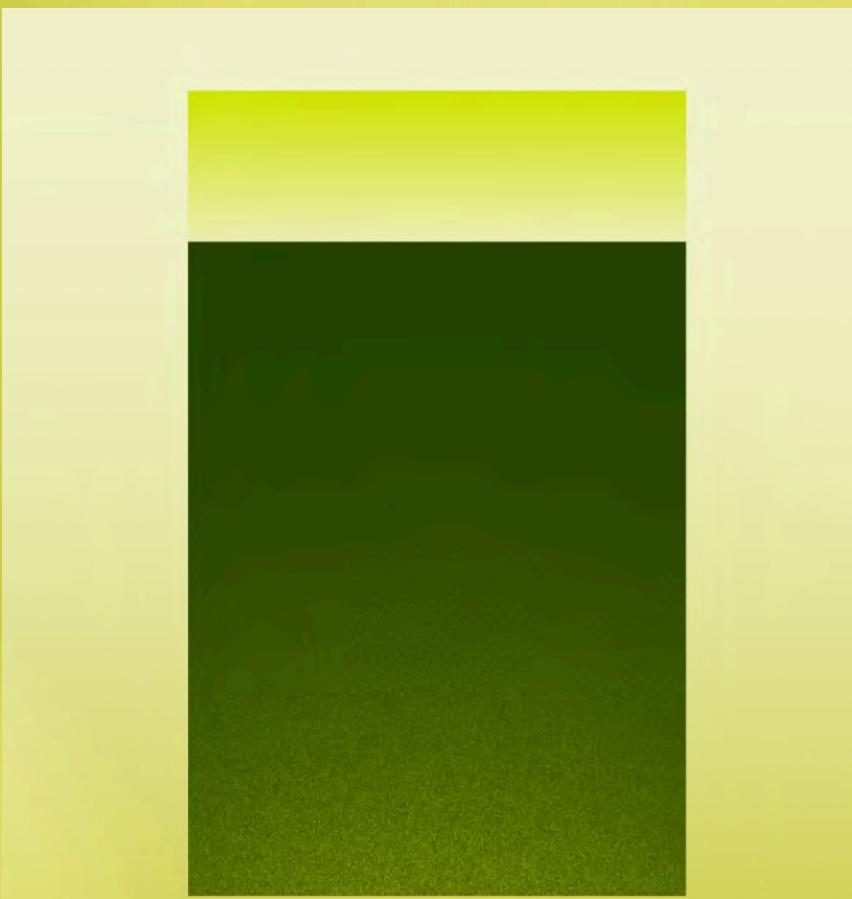
STEP 1

# Establishing a *recognizable* brand.

Few brands are as recognizable as Nike's white swoosh or McDonald's golden arches, consistently topping lists of famous logos for their unique branding. Branding creates a business's visual identity and narrative, including its color palette, logo, mission, and vision. This identity is how consumers recognize and trust your business.



Visual brand elements account for 55% of first impressions.



A signature color can increase consumer brand recognition by 80%.



When consumers like company branding, 85% will remain loyal.

To craft a recognizable brand that can empower your business in 2025, begin with a brand style guide that will act as a roadmap for your business.

# Reimagine your brand style guide

Your brand style guide is the rulebook for your business's visual and narrative identity, covering everything from logo design, fonts, and colors to voice, tone, and language. It houses your mission and vision statements, defining your goals and aspirations. As you refine your branding for 2025, use this guide as your "north star" to keep new content aligned with your brand identity.



For expert help, consider some of our top picks for branding help:



[Yael Rozanes](#)

★ 4.9



[Rana Tabish](#)

★ 5



[Thomas Edward](#)

★ 4.9



[Anabella M.](#)

★ 5



[Felix Z.](#)

★ 4.9



[Taylor Lewis](#)

★ 4.9



# Upgrade your logo design

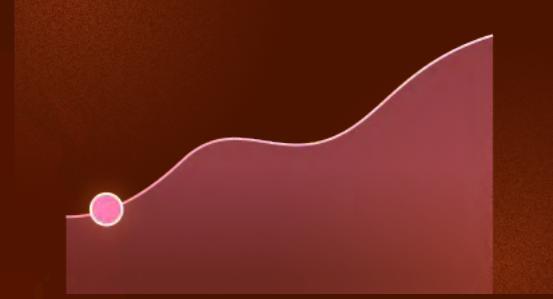
To craft a logotype that reflects your visual identity and upholds your brand narrative, focus on your color palette first.



One in four consumers say that colors help them remember the company a logo represents. [↳](#)



Red is considered the most memorable color, followed by blue and green. [↳](#)



You may want to steer clear of pink logos, as pink is consumers' least memorable color. [↳](#)

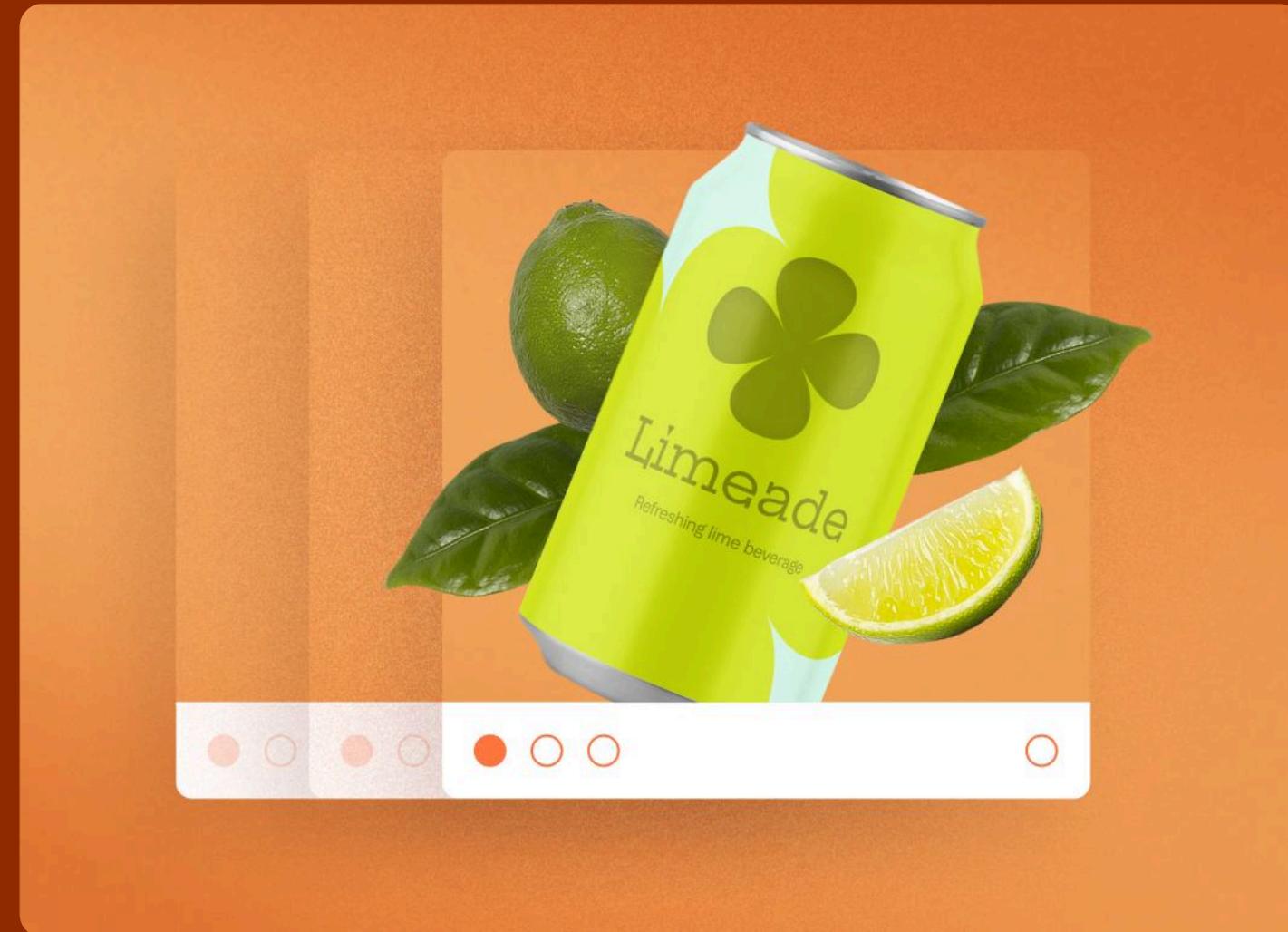
The key to a knockout [logo design](#) is its ability to reflect a business's brand identity and narrative as quickly and plainly as possible.

Check out [Fiverr Logo Maker](#) as a convenient AI-powered alternative to traditional logo design services.

# Get social with your branding

The number of social media users worldwide is estimated to reach a record-high [5.42 billion](#) in 2025 and is anticipated to surpass six billion by 2027.

Help build trust with consumers by showcasing your unique visual identity across social media platforms. A well-crafted social presence is the key to establishing brand recognition and engaging with your audience online. Get your social presence up and running with Fiverr freelancers [specializing in profile setup](#), and be sure to leverage your brand style guide to craft memorable social media designs that align with your greater brand story and stand out.



Some of our top picks for all things social media design include:



**Venushka**  
★ 4.9



**Dee7 Studio**  
★ 4.9



**Mark S.**  
★ 4.9



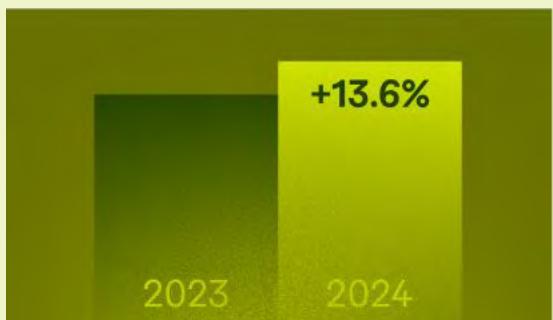
**Md Hasibul**  
★ 5

# Cater to mobile audiences

As of the first quarter of 2024, the overwhelming majority of global internet users ([95.9%](#)) use a mobile device to access the internet. And mobile phones continue to account for [more than half](#) of all global web traffic.

Aside from being recognizable and consistent with an up-to-date brand style guide, [your website design must be well-optimized for mobile viewers and accessible across all mobile devices](#).

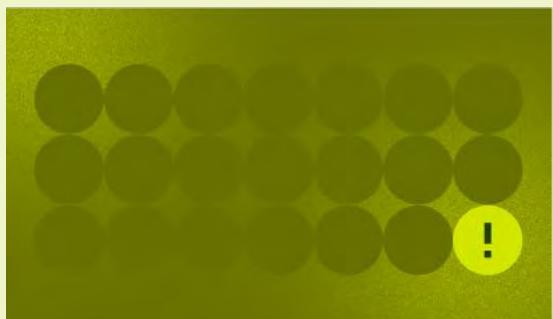
Many websites aren't currently accessible to every audience and lose out on potential sales far too often.



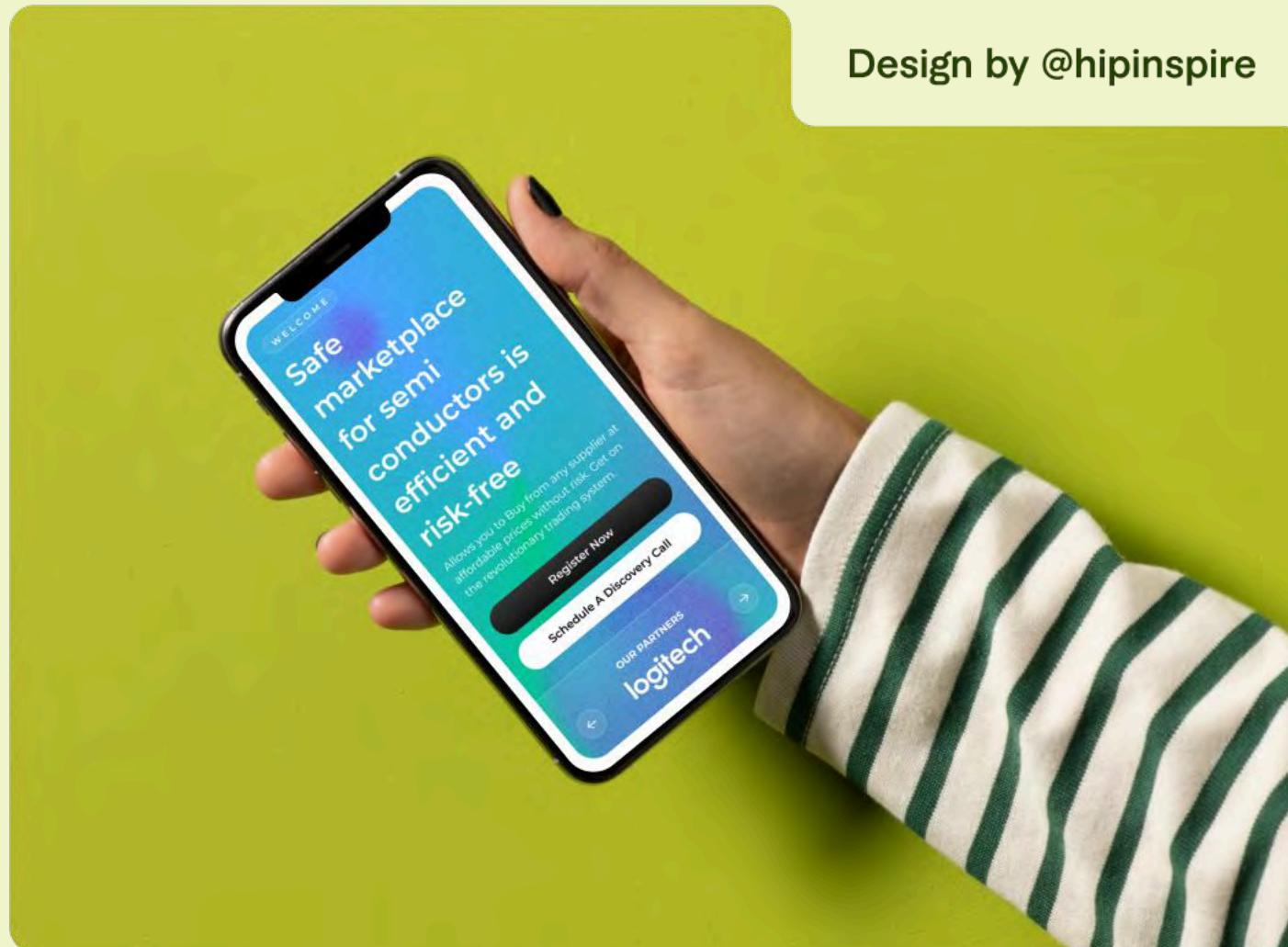
The number of distinct accessibility errors on websites increased by 13.6% since 2023. [↳](#)



Of the top websites, homepages now have an average of 56.8 accessibility errors per page. [↳](#)



Internet users with disabilities encounter errors on one in every 21 web page elements. [↳](#)



Design by [@hipinspire](#)

Some of our top picks for accessible website design include:



**Riyad**

★ 4.9



**Anne S.**

★ 4.9



**Miti Websites**

★ 4.9



**Parth H.**

★ 5



**Ihor**

★ 4.9



**Bojan Sandic**

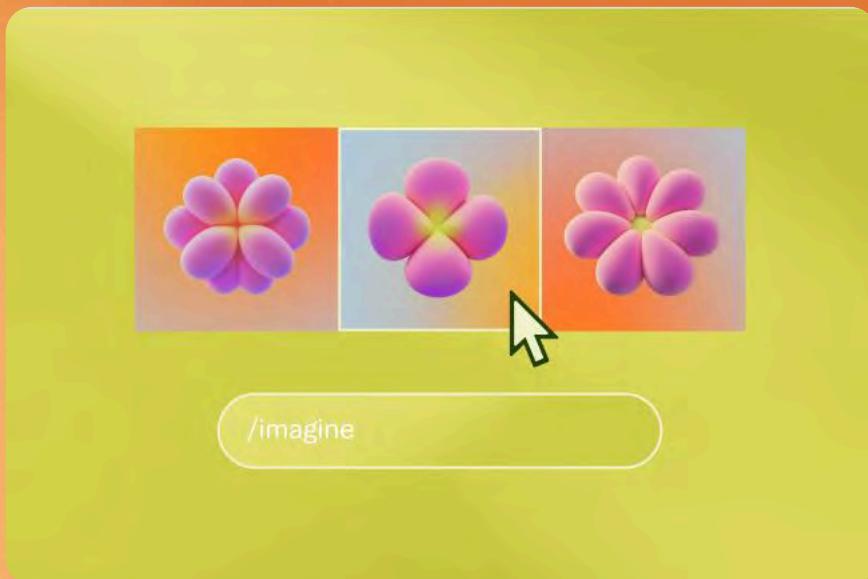
★ 4.9



MUST-KEEP TIPS:

# Branding & design trends to look out for

As you begin to craft an elevated, empowered brand, make an effort to incorporate the up and coming trends slated to take 2025 by storm:



## AI-GENERATED GRAPHIC DESIGN

Generative AI is now a key tool in graphic design, letting us create images and videos from text prompts. Professionals might use platforms like Midjourney, while beginners can turn to Canva for instant designs.



## CLARITY AND FUNCTION OVER CLUTTER

Minimalistic design remains a key trend, evolving annually. Monochromatic palettes with subtle accents will guide attention, while in typography clean sans-serif fonts enhance readability. Logotypes will stay popular, with every element serving a cohesive purpose.



## HYPER-REALISTIC 3D AND AR DESIGN

AR-capable devices like smartphones and headsets enable immersive experiences merging digital and physical worlds. Industries like e-commerce, real estate, and gaming will benefit from interactive 3D elements, enhancing engagement with realistic tutorials, product demos, and more.



Branding and design can be challenging,  
especially when you're aiming to stand out.

Ready to level up? [\*\*Consult with a freelance  
expert\*\*](#) specializing in design mentorship today.

STEP 2

Enhancing  
your *online*  
*presence.*

E-commerce has cemented its role in global retail, with U.S. revenue surpassing \$1.2 trillion in 2024 and expected to exceed \$1.5 trillion by 2026. Most retailers, including brick-and-mortar businesses, have an online presence, but many of these spaces are outdated.



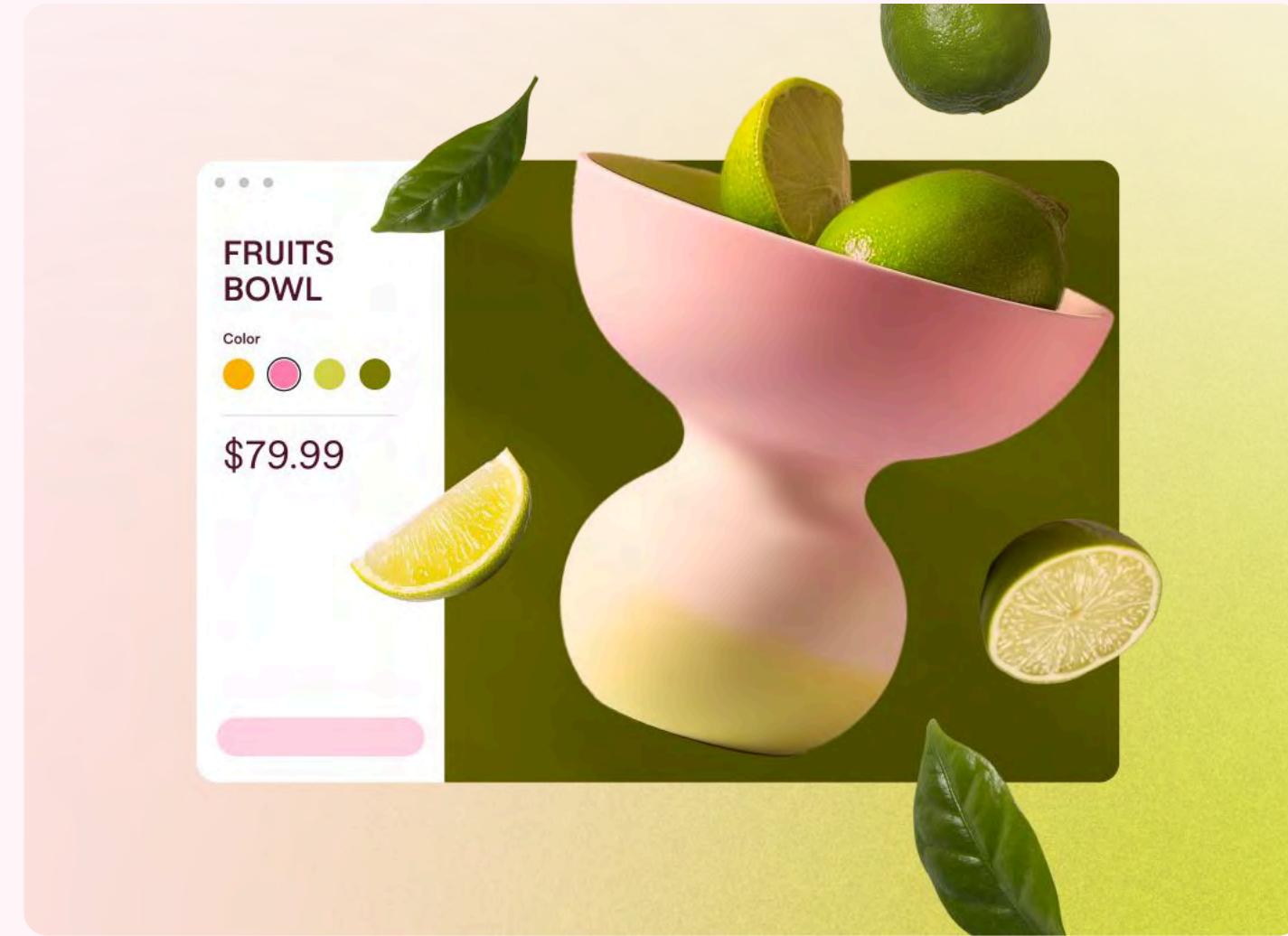
Check your website or social media—do you still display pandemic-related policies, irrelevant business hours, or old branding materials? If so, **it's time for a refresh.** Revamp outdated elements and inject personality aligned with your style guide.

With e-commerce competition soaring, enhancing your presence across websites, mobile apps, and marketplaces is key to engaging customers.

# Begin with a user-friendly website

Whether you're a large e-commerce retailer or a local shop, having a website that aligns with your branding and works across devices is essential. An attractive, user-friendly site is the foundation of a strong online presence, serving as a digital business card that showcases your brand and offerings.

A [well-designed website](#) increases the likelihood of customer engagement, purchases, or in-person visits. Even if you don't sell online, updating your site enhances brand awareness for potential customers searching your brand online



Our top picks for website development expertise include:



[Hamad K.](#)

★ 5



[Neat](#)

★ 5



[Klimt Creations](#)

★ 5



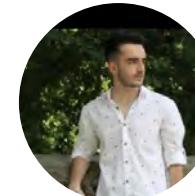
[Wix Freaks](#)

★ 4.9



[Yanislav K.](#)

★ 5



[Roberto Lazar](#)

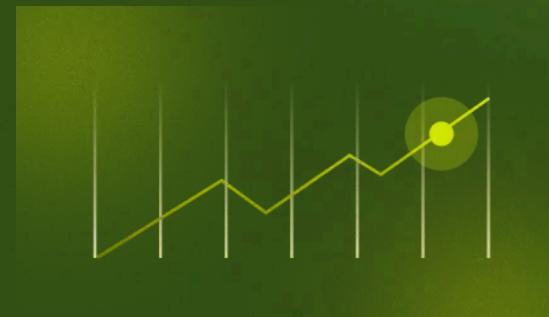
★ 5

# Advance with a mobile application

Mobile applications have skyrocketed in popularity in recent years. Across the three leading app stores – Google Play, Apple App Store, and Amazon Appstore, respectively – there are nearly 5.8 million apps, with more added daily. The average consumer actively uses 30 apps per month.



Adults spend more than four hours online every day, with 88% of it within mobile apps. ↴

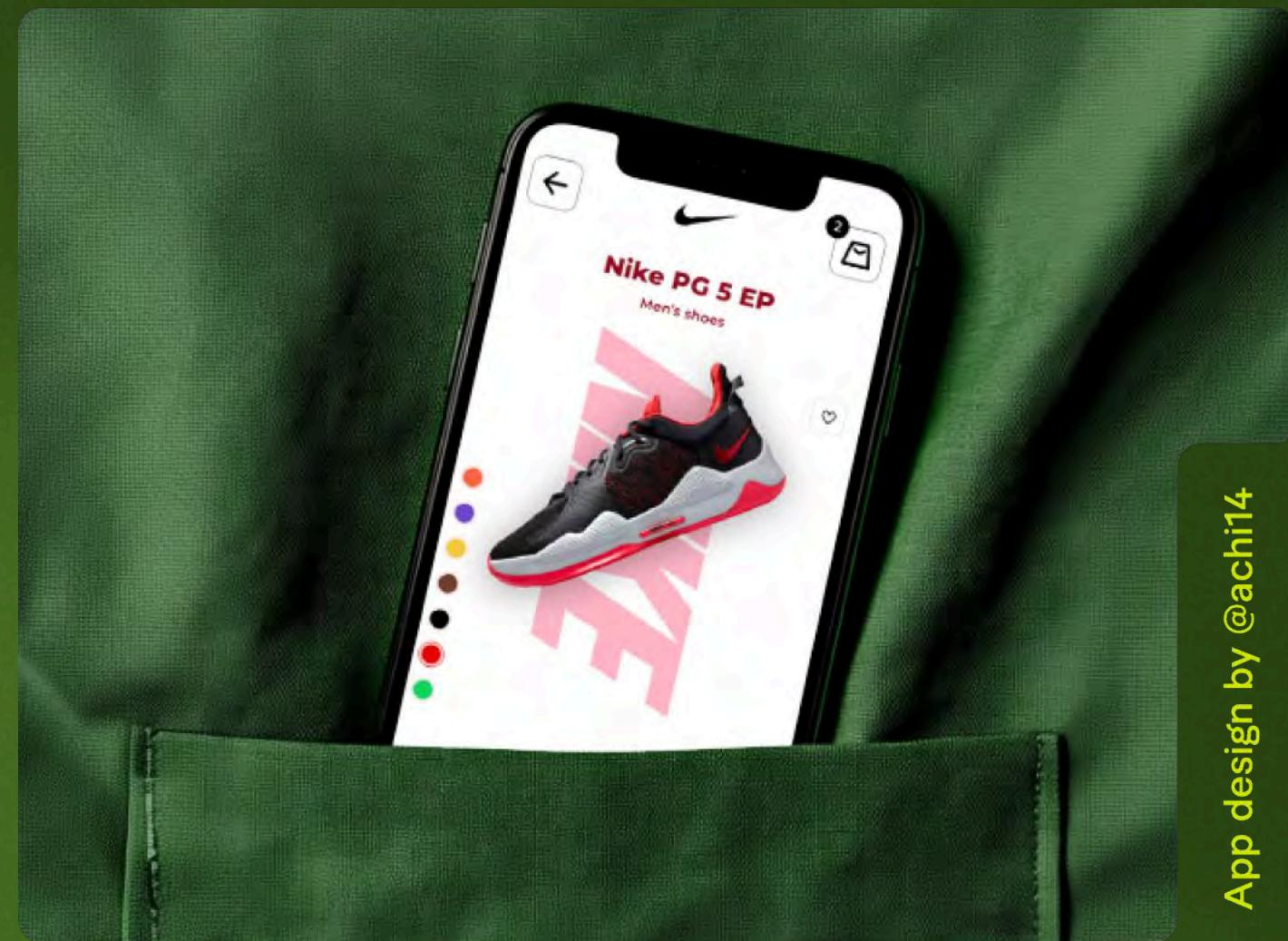


Time spent using mobile apps has increased by approximately 46% globally. ↴



Global consumer spend on mobile apps totals rose to \$35.34 billion per quarter. ↴

Mobile apps are a key revenue driver for e-commerce, offering consumers a convenient way to shop, store payment details, instantly tap into mobile wallets, and enjoy quick checkouts. For brick-and-mortar retailers, apps support tap-to-pay, store loyalty info digitally, and send personalized promotions via push notifications to boost both online and in-store traffic.



App design by @achi14

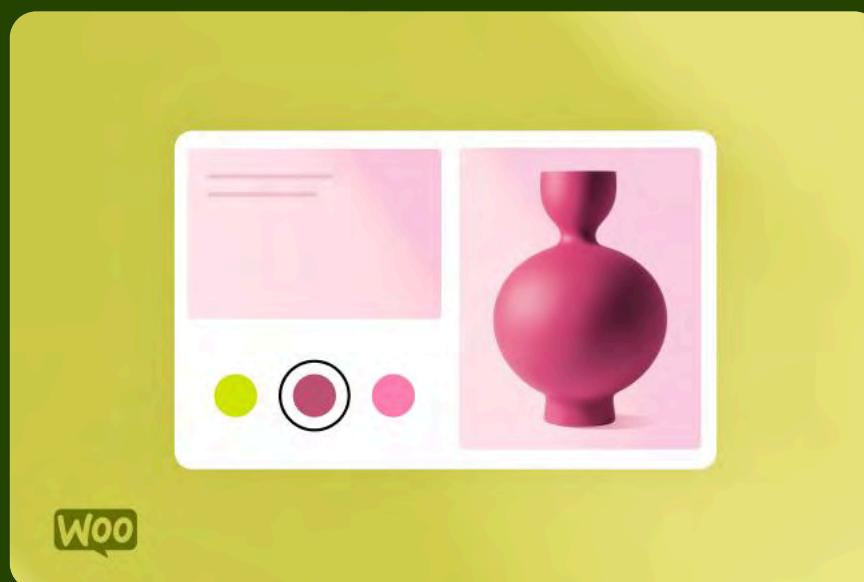
Our top picks for mobile app development masters include:



# Excel with e-commerce

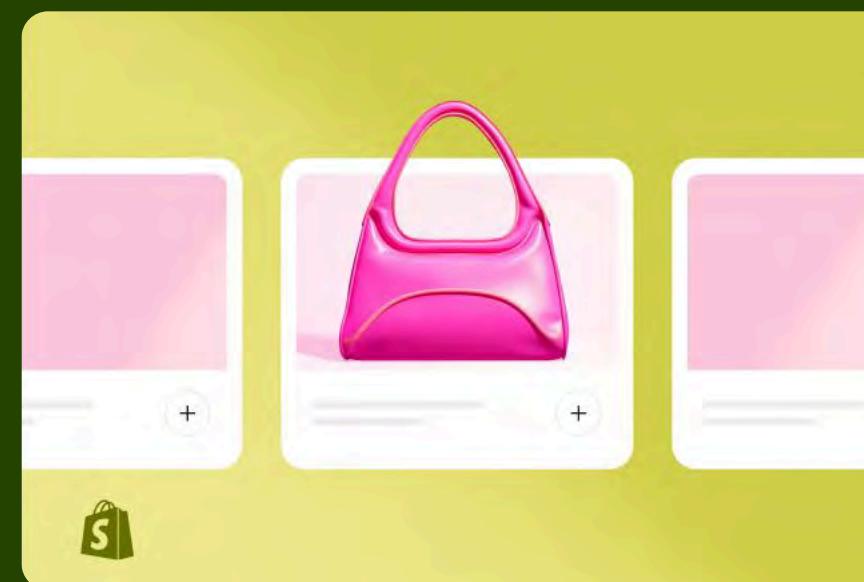
Every e-commerce journey starts with a website. If you don't have a domain on a platform like WordPress or Squarespace, you can use a third-party platform with a point-of-sale (POS) system.

Fiverr simplifies the process by connecting you with e-commerce [web developers](#). Just select your website type, answer a few questions, and let Fiverr handle the rest, guiding you to the top platforms available today.



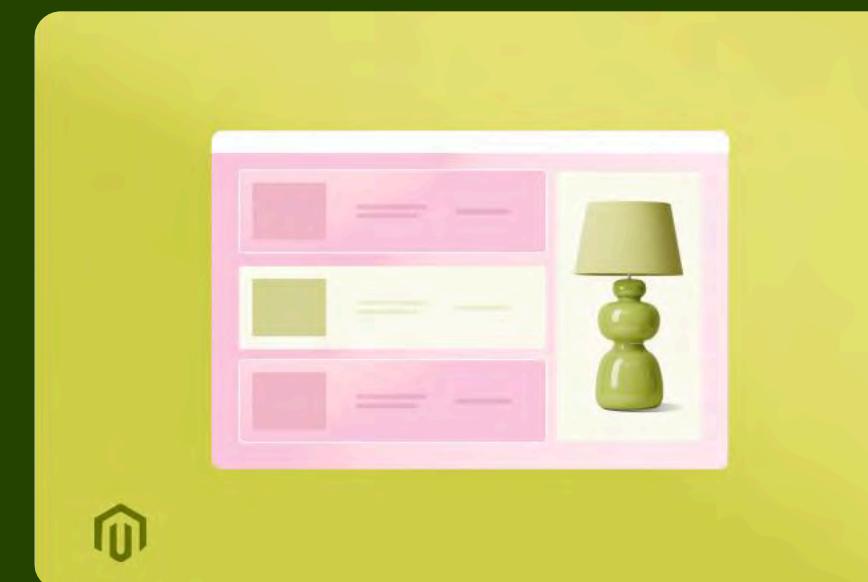
## WOOCOMMERCE

As an open-source e-commerce plugin for [WordPress](#), WooCommerce is an excellent choice for those with an existing WordPress website or blog.



## SHOPIFY

A [Shopify](#) storefront is simple to use for beginners and offers templates to streamline the set-up process for those without an existing website.



## MAGENTO

Like WooCommerce, [Magento](#) is an open-source e-commerce option which provides brands with total control over the look and functionality of their online stores.

Social commerce platforms like TikTok Shop and Instagram Shopping are powerful tools for boosting sales by engaging consumers directly on social media. With over a third of consumers using these platforms in 2024, they offer seamless shopping experiences and creative ways to showcase products. Social commerce enhances visibility, accessibility, and audience targeting. Unlock its potential with Fiverr freelancers.

Looking for more e-commerce resources? Read our full e-commerce guide here.

Our top picks for e-commerce development expertise include:



# Spotlight products with your content

Product-oriented content is vital for e-commerce, but is yours strong enough to keep customers from clicking elsewhere? [The average shopper browses 20-26 pages before purchasing electronics, furniture, or fashion.](#)

Ask yourself: Is your product-oriented content sufficient to convince customers to continue to check out – before they check out a dozen more pages?

To stand out, focus on these essentials:

## Drive interest with product descriptions

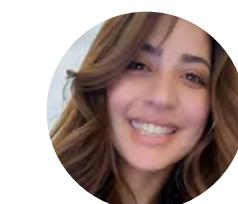
Highlight key details like what the product is, how it benefits users, and who it's for. Use relevant keywords to improve searchability and help customers [find your products quickly](#).

## Get your product picture-perfect

Showcase your items with multiple angles, zoom options, and 360-degree views. [Visuals](#) are critical, especially in competitive marketplaces.

Ensure your content convinces customers to stay, scroll, and purchase before they move on to other options.

Some of our top picks for product description services:



[Karen Maristani...](#)

★ 5



[Seb Jenkins](#)

★ 5



[Davide Mirto](#)

★ 5



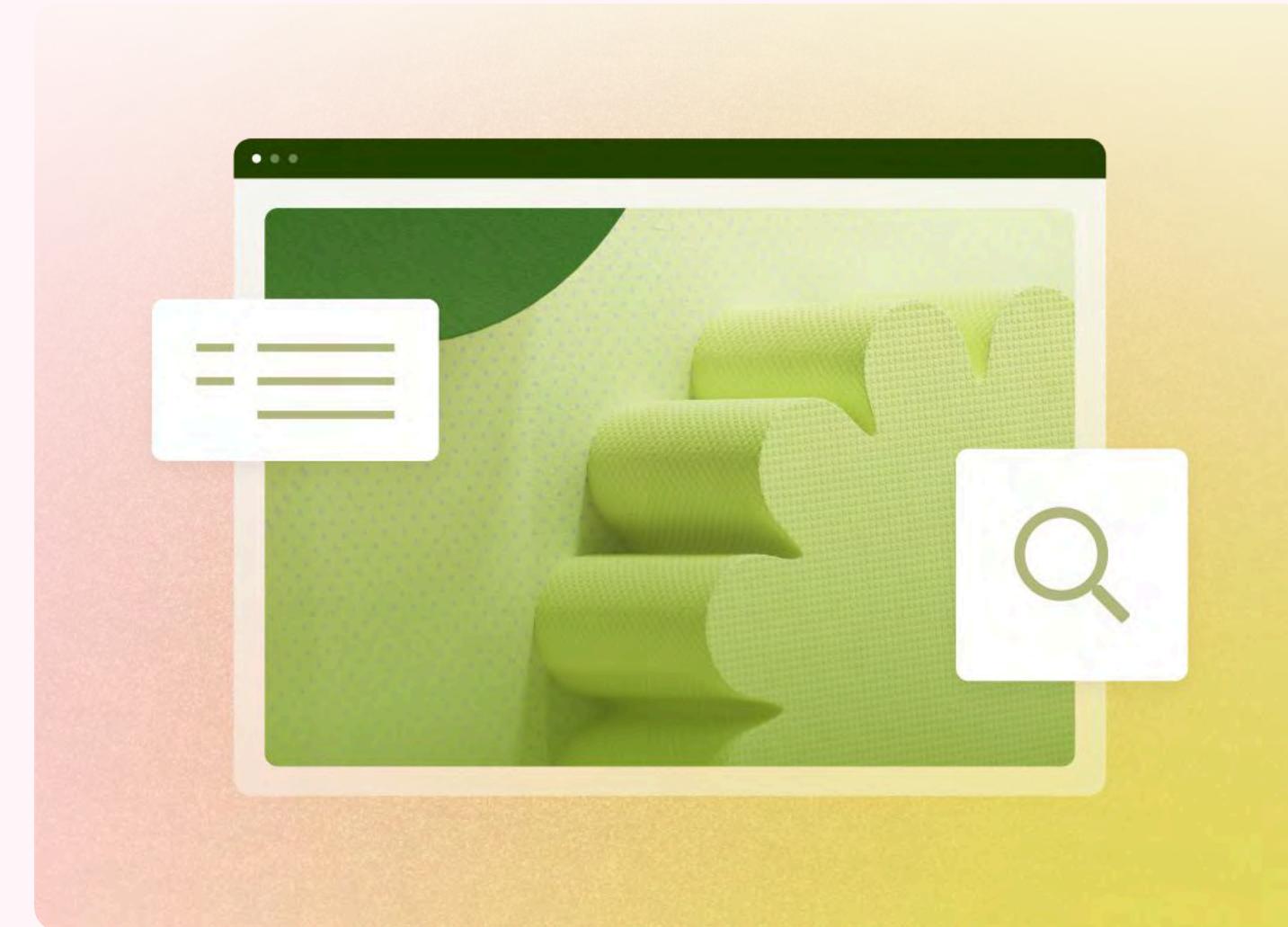
[Alex V.](#)

★ 4.9

# Manage your way to online success

E-commerce websites and online marketplace listings are just half the battle when working to strengthen your online presence. The other half comes down to management. While you can create head-turning product pages for your business, you cannot force shoppers to visit them.

To get customers through the virtual door and on their way to checkout, dive into e-commerce marketing, search engine optimization (SEO), and predictive AI for purchase trends and audience segmentation.



## BROADEN YOUR REACH WITH E-COMMERCE MARKETING

E-commerce marketing is key to attracting customers, expanding your reach, and tailoring your messaging to unique preferences.

Advertising plays a major role by not just promoting your brand but building relationships with your ideal audience.

A successful e-commerce marketing strategy means being everywhere your audience looks.

To succeed, be present wherever your audience is—on e-commerce platforms, search engines, and social media. With 70% of e-commerce store owners focusing on social media ads, leveraging paid ads can drive engagement and boost sales effectively.

Some of our top picks for e-commerce marketing:



Alastair D.

★ 4.9



Abdullah R.

★ 5



Ecomcy

★ 4.9



Daarray

★ 4.9

## GET DISCOVERED WITH E-COMMERCE SEO

**23%**

of e-commerce orders are directly linked to organic traffic. [↓](#)

**37%**

of all traffic to e-commerce sites comes from search engines. [↓](#)

**43%**

of all e-commerce traffic comes from Google's organic search. [↓](#)

Organic search is the top traffic source for e-commerce. [Search engine optimization](#) (SEO) involves using relevant keywords and organizing your site for discoverability.

Keywords for e-commerce can be segmented into short-tail keywords, which are more general search queries of one or two words (e.g., "men's sweaters"), and long-tail keywords, which include more specific queries (e.g., "men's crewneck cotton sweaters"). Long-tail keywords make up [the vast majority](#) of Google searches and, because of their specificity, ultimately boast a higher conversion value.

Some of our top picks for SEO services:



**RankJack**

★ 4.9



**Ravi C.**

★ 4.9



**Thomas Nelan**

★ 5



**Paul**

★ 4.9



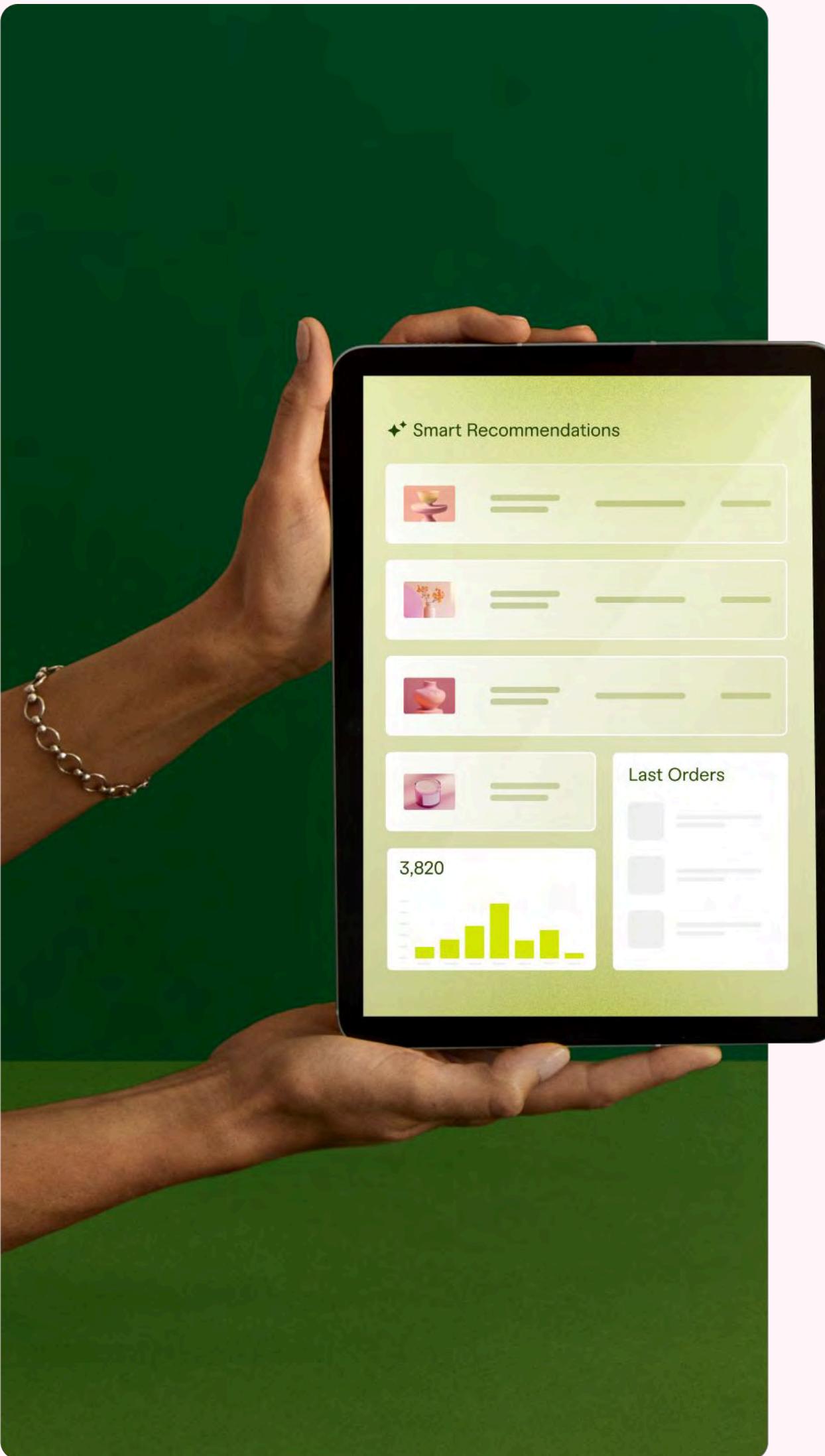
**Vikram S.**

★ 4.9



**Owais**

★ 4.9



## PREDICTIVE AI FOR PURCHASE TRENDS & PERSONALIZATION

If you haven't had a chance to explore predictive [AI for your business](#) yet, you've likely encountered it as a customer. After all, those product recommendations in your email inbox and purchase reminders from your smart device are more than a coincidence - they're examples of how predictive AI enhances the shopping experience by analyzing data like trending searches and purchase history to forecast consumer behavior and suggest products. Personalization AI uses data such as purchase history and website activity to segment audiences and deliver targeted marketing.

These tools simplify the path to purchase, offering timely product recommendations proven to match customer preferences.

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**89%**

of leaders valuing AI-driven personalization ↗

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**54%**

implementing privacy controls, 2025 is the time to adopt these technologies ↗

Turn to experts to leverage AI effectively while safeguarding consumer privacy.

THE STATE OF

# e-commerce in 2025

As you enhance your online presence to turbocharge consumer attention in 2025, be sure to incorporate these rising e-commerce trends to rise above the competition:

## DEPLOY AN ATTRACTIVE LOYALTY STRUCTURE

Did you know that loyalty programs have now gone digital, with convenient mobile apps to amplify their rewards structure? In fact, 53% of consumers prefer retrieving loyalty program information through an app.

Seven out of 10 consumers now consider loyalty programs a leading factor in securing their business, and loyal app members produce 3.5 times more revenue than other buyers and are three times more likely to make repeat purchases. Plus, loyalty apps help drive additional revenue and safely capture consumer data.





## GET CHATTY WITH VOICE AND CHAT ASSISTANTS

Voice search and conversational commerce, including [chatbots](#) and voice assistants like Google Assistant, Amazon Alexa, and Siri, saw [\\$39.8 billion](#) in global shopping sales in 2024, with [voice-assisted sales](#) growing 321.7% over two years. Chatbots powered by tools like ChatGPT-4 further drive sales.

Whether you're looking for a [platform chatbot](#) or a custom assistant, there are freelance experts who can help you excel with conversational commerce.

## GAMIFY ONLINE INTERACTIONS FOR PERSONALIZATION

With more e-commerce brands seeking consumer data for personalization, "[gamification](#)" is a trend you'll want to hop on. It involves adding traditional game elements, like point scoring or quizzes, to common customer touchpoints and areas of activity — including loyalty programs — to securely obtain user data.

For instance, many e-commerce brands publish quiz-like gift finders around the holidays to help shoppers navigate their product catalog while sourcing essential shopper data. Other brands introduce gamified rewards, like weekly challenges or daily check-ins on a mobile app, to drive customer engagement and activity insights.

Here are some of our top picks for smart assistant specialists:



[Roberto Lazar](#)  
★ 5



[Daniel Silva](#)  
★ 5



[Muhammad T.](#)  
★ 5



[Bensbahou](#)  
★ 5



MUST-KEEP TIPS:

# Website, social media & technology fundamentals



**Perform regular SEO audits.** Review top-ranking keywords, incomplete meta tags, and page loading speeds.



**Ensure mobile responsiveness.** Verify that your website experience is consistent across devices, including smartphones and tablets.



**Keep your call-to-action buttons visible.** Ensure users can easily take the next step, like sign up, buy, or contact.



**Be consistent with posting.** Use scheduling tools to avoid gaps in your social media posting cadence.



**Regularly engage with your audience.** Respond to comments, ask questions, and interact to build community.



**Engage with visual content.** Use media-rich platforms like Instagram and Pinterest to boost brand awareness.



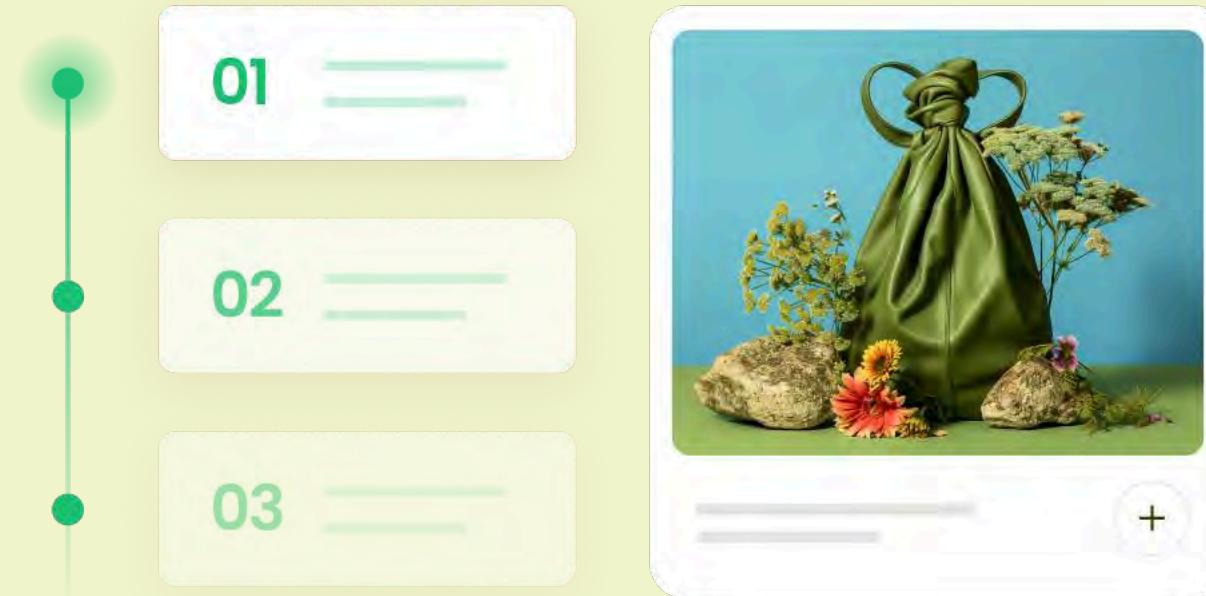
**Claim your Google Business Profile.** Ensure you're discoverable on search engines to improve local visibility.



**Leverage analytics tools.** Use tools like Google Analytics and Hotjar to track site behavior and improve user experiences.



**Employ chatbots or live chat features.** Install AI-assisted smart assistants to enhance engagement on your website.



Navigating multiple e-commerce platforms can feel overwhelming, especially when crafting product descriptions and visuals that drive clicks.

Need a hand? **Consult with a freelance expert** to elevate your online shop today.



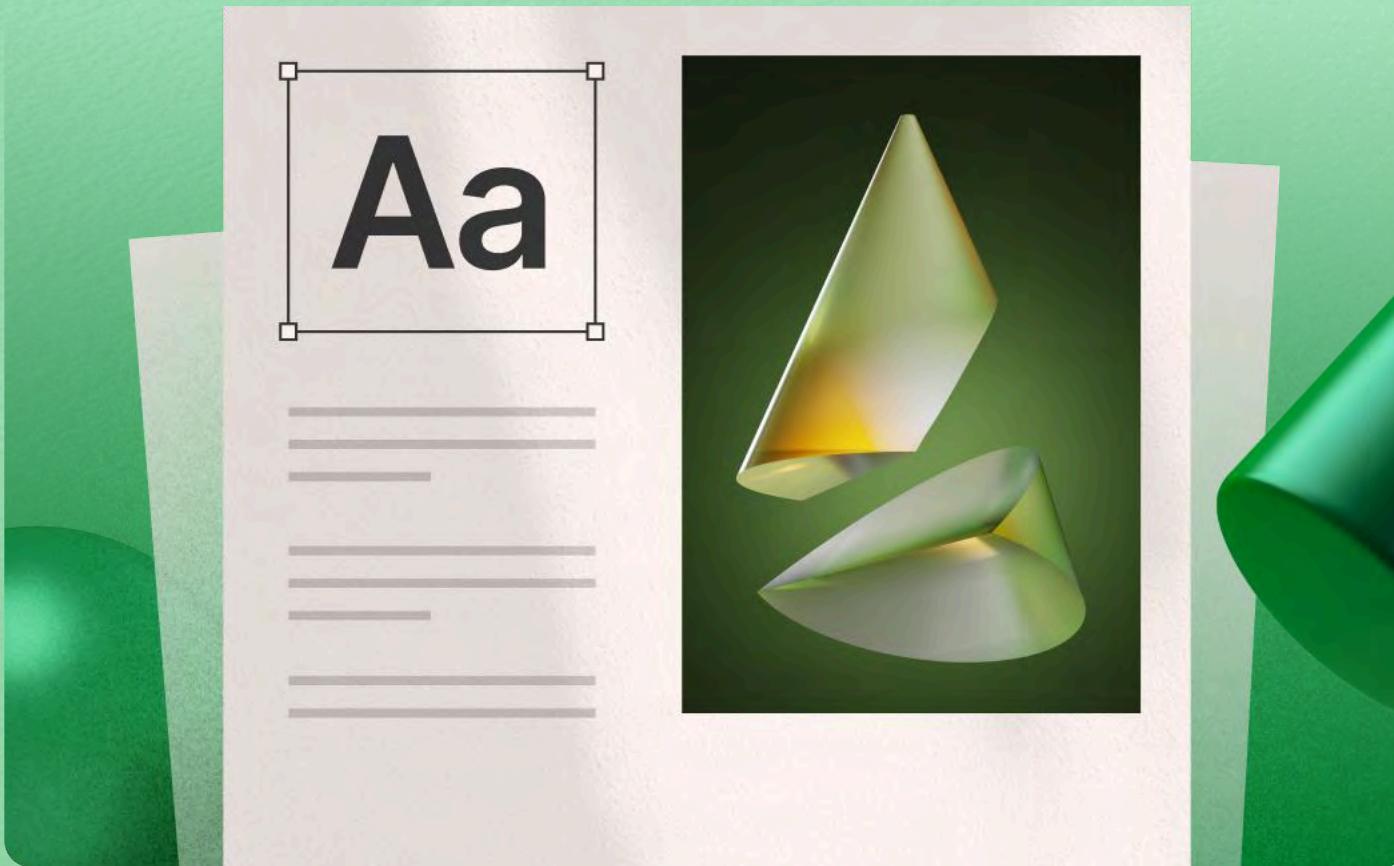
STEP 3

Expanding  
your *content*  
initiatives.

2025 is the year of proactive action, not just reaction. Business owners small and large have the chance to take charge and seize new opportunities. Using a cohesive content strategy can strengthen brand identity, support the customer experience, and set the stage for sustainable growth and success.

## Elevate your content

Written content is the primary pillar of content marketing. Because written content captures the voice and tone of your brand, it's a great avenue to connect with your audience and provide relevant information, all while encouraging brand awareness and emphasizing your distinct brand narrative.



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**74%**

of businesses agree that content marketing increases lead generation. [↳](#)

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**70%**

of consumers prefer to learn about a product or service via an article. [↳](#)

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**55%**

of marketers say their written blog content drives strong results. [↳](#)

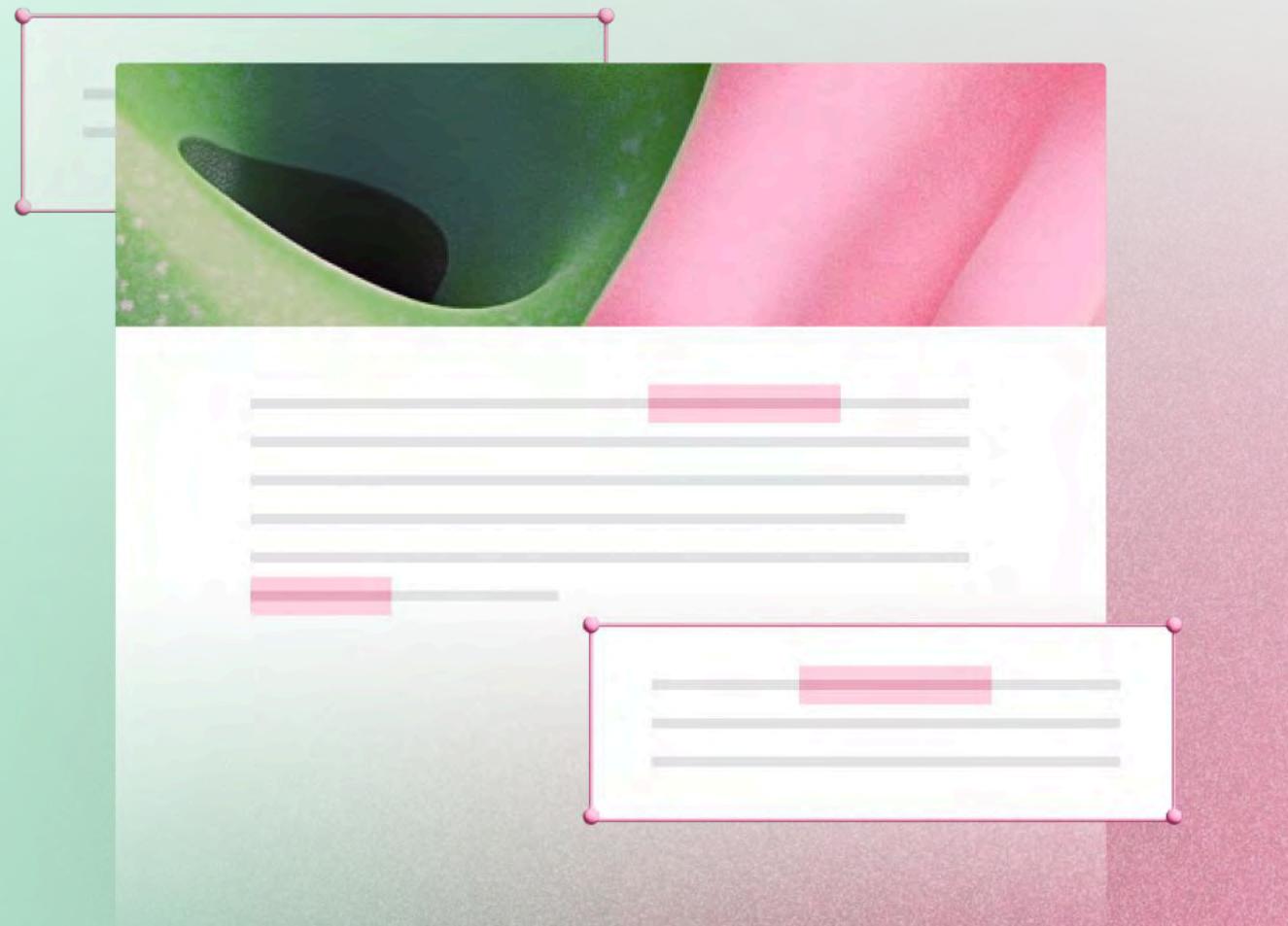
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Written content can cover brand assets like blog posts, articles, guest posts, website copy, landing pages, service pages, email copy, and more.

## CREATE WINNING WEBSITE CONTENT

Website content communicates your brand values and purpose, primarily the problems you solve. From your homepage to your "about" page, each sentence on your website is an opportunity to win over customers, and every word offers a chance to capitalize on recognizable branding.

Pepper your website content with intent-driven, high-traffic keywords increases the chances for consumers to find your brand when searching for a similar product or service online.



Some of our top picks for website content wizards include:



Victoria M.

★ 4.9



Guyman Studio

★ 4.8



Brendan Z.

★ 4.9



Vicky Sidler

★ 5



Hamza F....

★ 4.9



Maria D.

★ 5

## ACE YOUR ARTICLES AND BLOG POSTS

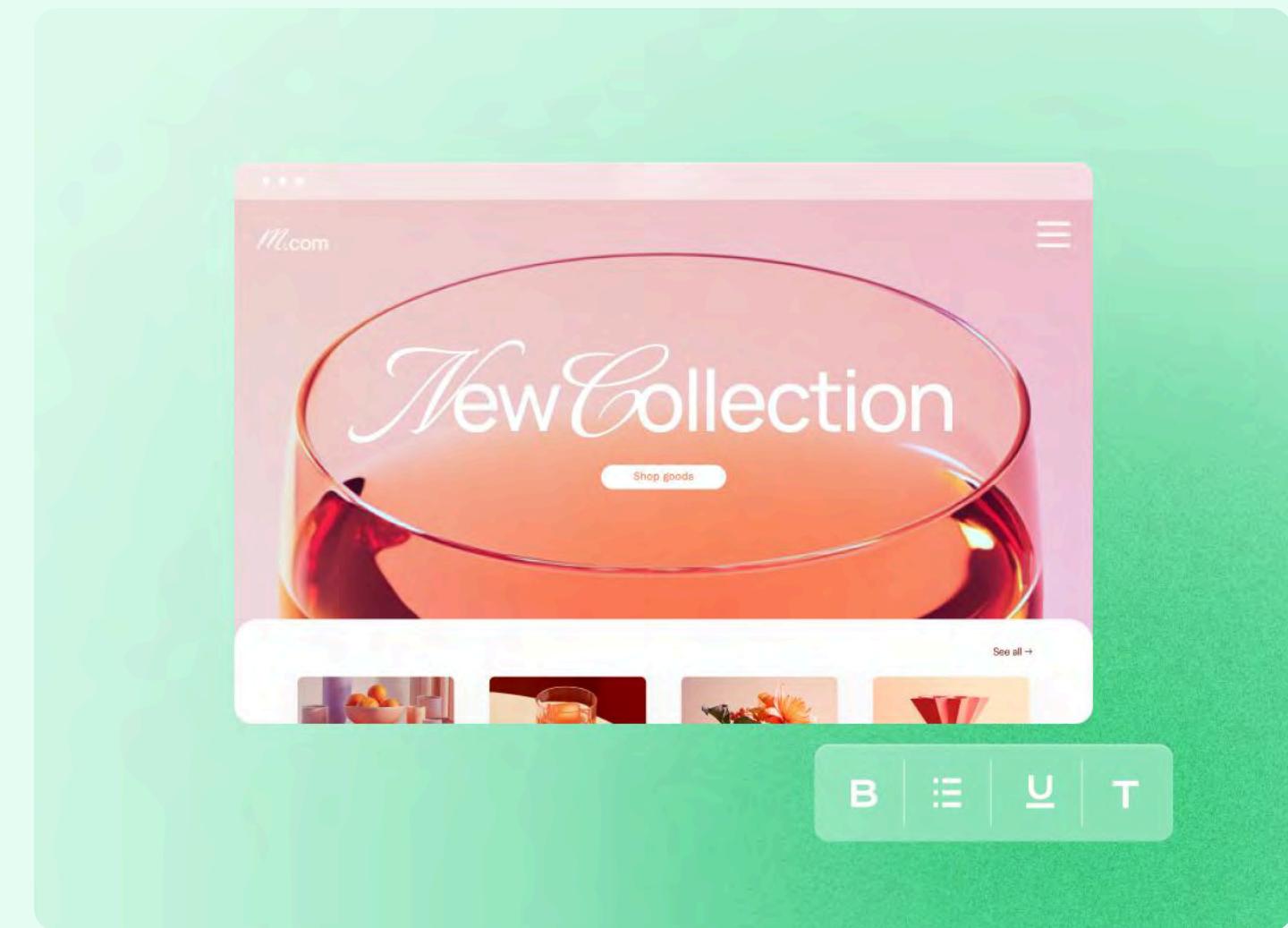
Articles and blog posts communicate ideas to your customers, educate them on common pain points, and inform them of the value your business provides. As popular touchpoints for shoppers seeking new brands or product recommendations, they help streamline the customer journey.

- 30% of marketers say short-form articles are their best-performing content.
- 57% of marketers use long-form articles and blog posts for lead generation.
- Marketers say blogs deliver one of the highest returns on investment (ROI).

## UPGRADE YOUR UX WRITING

UX writing shapes how website visitors interact with your brand. Can they seamlessly view your products? Do they know what happens when they tap on a certain button or how to change shopper settings within their profile?

Good UX writing spells out what actions users must take when using your website and removes any potential barriers to purchasing. The easier your website is to navigate, the easier it will be for online consumers to purchase from you over and over again.



# Press play on video content

Video content has long dominated digital marketing initiatives due in part to growing mobile use as well as the continued popularity of social media platforms, which focus on video-based material. In 2024, video marketing reached new highs:

**91%**

of businesses used video content as a marketing tool. [↳](#)

**90%**

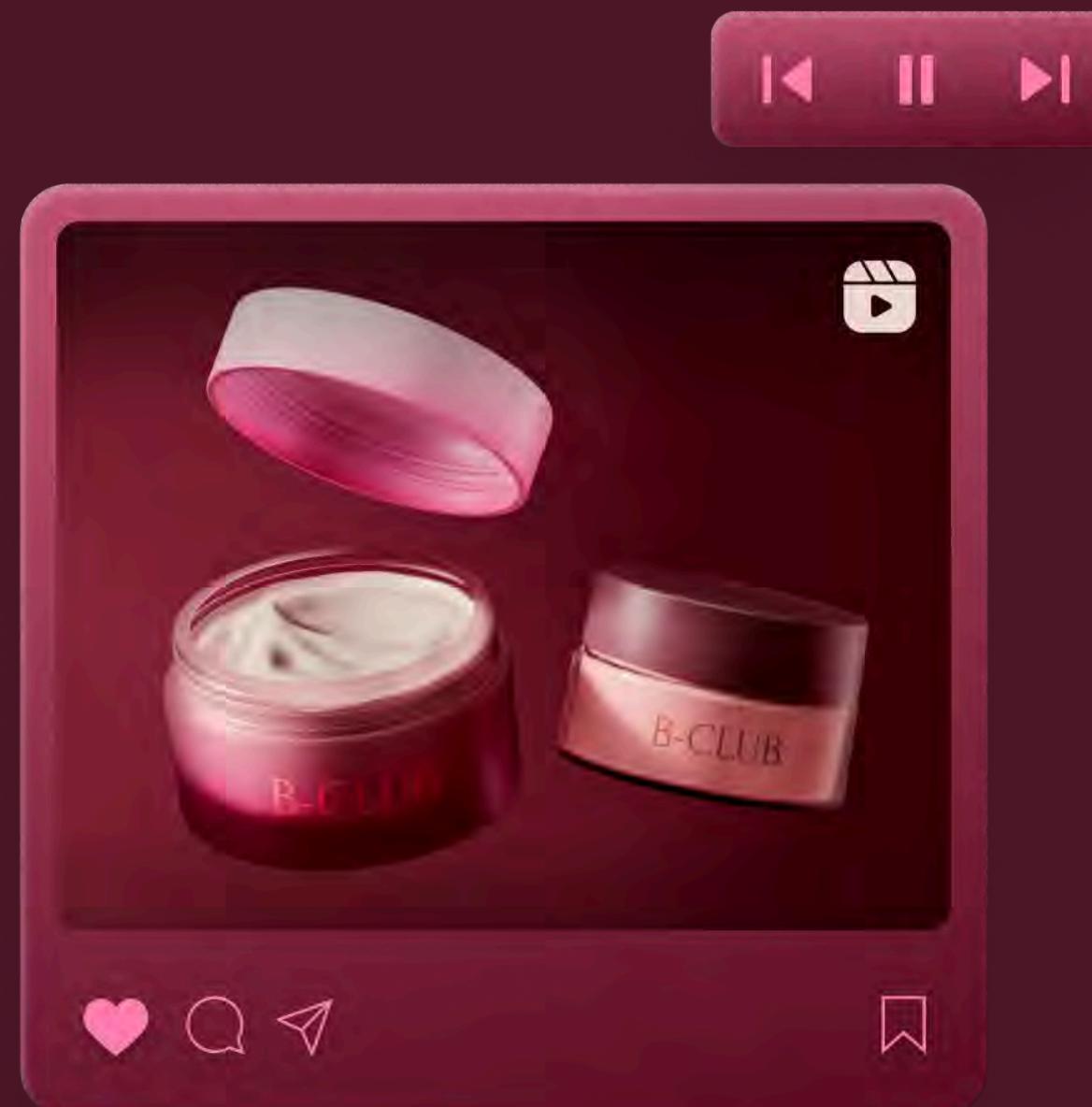
of marketers plan to increase or maintain investment in short-form videos. [↳](#)

**97%**

of marketers agree videos help customers understand their products better. [↳](#)

Marketers reported that videos increased dwell time, web traffic, leads, and sales, while also reducing support queries. YouTube and TikTok now lead in ROI, with TikTok's popularity surging as 43% of marketers plan to expand advertising on the platform.

To stay competitive in 2025, ensure your video content is professional and aligns with your brand's style guide. Trending formats include animated explainers, product demos, and short video ads.



Some of our top picks for whiteboard & animated explainer services include

### ANIMATE YOUR IDEAS WITH VIDEO

Animated explainers, commonly known as whiteboard videos, are ideal for marketing complex products or abstract topics in an engaging way. Studies show that people retain around 95% of the message you want to get across if it's in video form. As of 2024, 85% of consumers are more inclined to purchase a product if they see an animated explainer video about it.



Leo Vo

★ 4.9



Laszlo K.

★ 4.9



Daniel Paliz

★ 5



Jazmove

★ 4.9

Some of our top picks for live product demo services include:

### READY, SET, GO... LIVE-ACTION

Live-action explainer videos of your products applied in real-life scenarios make it easier for consumers to imagine themselves using them as well as to identify them in a crowded marketplace. These types of videos help demonstrate the effectiveness and characteristics of beauty products, fashion items, furniture pieces, or toys. 72% of businesses that use explainer videos say they've significantly improved their sales and conversion rates.



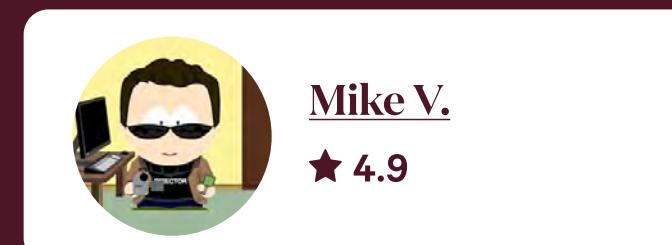
Eli Lev

★ 4.9



Arjun Vas

★ 5



Mike V.

★ 4.9



Mark

★ 4.9

Some of our top picks for short video ad services:

### KEEP IT SHORT AND SWEET

Short video ads are significantly briefer than other types of videos. They are positioned on social media platforms – like Facebook, Instagram, TikTok, and YouTube – as well as on display networks like Google. Their purpose is to enhance brand awareness, drive engagement, and increase sales. Aim to keep content snappy: 36% of video marketers believe that the optimal length for a marketing video is between one and three minutes.



Mazu Agency

★ 4.9



Casper

★ 5



Anax

★ 5



Wladimir

★ 5

# Make your message heard

Beyond written and video content, audio is the third pillar of content marketing — and it's sure to make noise in 2025. With listenership on the rise, 47% of marketers who leverage audio content and podcasts plan to invest more budget in the coming year.



75% of the U.S. population listens to digital audio at least once per month. ↴



Listenership is expected to increase by almost an hour and a half per day in 2025. ↴



Over 154 million U.S. listeners already pay for a streaming audio subscription. ↴



## PUT YOUR PODCAST ONLINE

Online podcasts have become an increasingly popular means to reach global audiences. Now that the number of podcast listeners worldwide has reached 546.7 million in 2024, it's no surprise that podcast content will remain vital in 2025.

Podcasts are among the top five media formats that drive ROI, positioning your brand as a thought leader and growing your social following.

## ADD THE AUDIO TO YOUR ADS

Remember when audio ads were limited to traditional radio? Not anymore! With the number of listeners in the digital audio advertising market anticipated to reach 1.6 billion users by 2029, the market is expected to reach a projected market volume of \$16.09 billion in just four short years. Strategic audio ads placed in podcasts and audio spaces that your target audience frequents can cut into your slice of the profits and direct traffic to your website.

## ONLINE CONTENT

# trends to watch in 2025

When taking strides to elevate your content initiatives in 2025, get ahead of online trends with these strategies:



### USER-GENERATED CONTENT IS KING

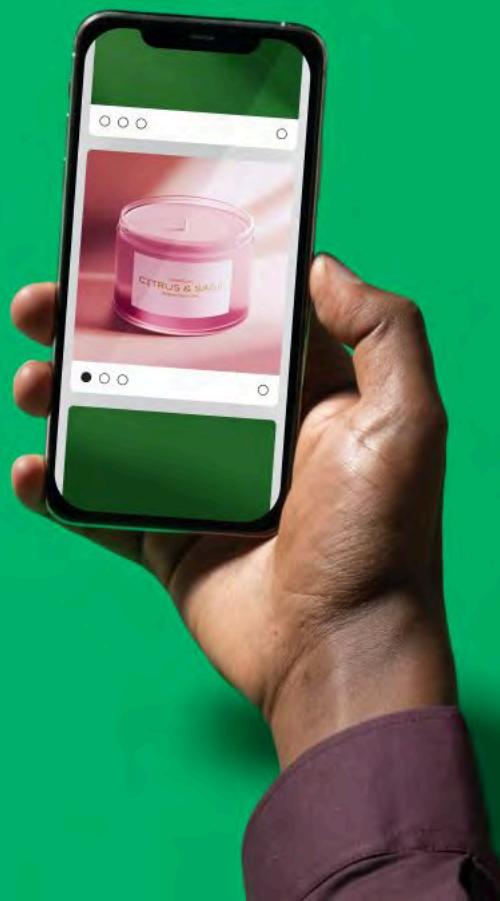
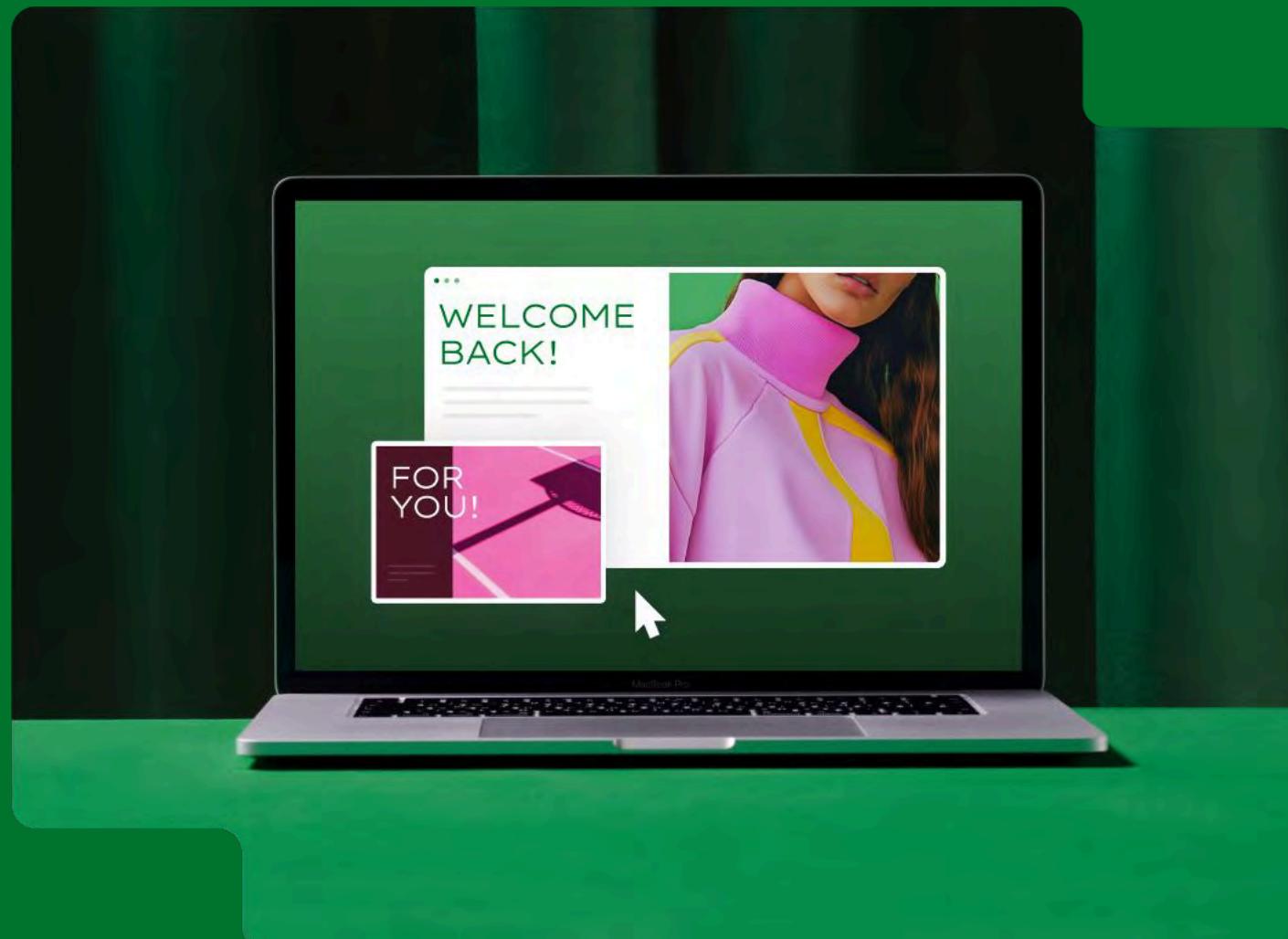
User-generated content (UGC) shifted from a supplementary marketing tool to a core pillar of brand strategy in 2024. Customers increasingly trust content created by peers and everyday users more than polished brand ads, and more than one-third rely on UGC to get information about products.

In 2025, be sure to allocate space in your strategy for UGC-style videos and audio clips, including product reviews, how-to videos, and even unboxing videos after a customer places an order.

## SMART CONTENT PERSONALIZATION WINS

AI-driven personalization has swept the marketing world – content marketing included. In 2025, personalization will be simply non-negotiable. Currently, 82% of customers say personalization drives brand choice. And consumers who rate their experiences as very personalized rate their overall satisfaction at 9.4 out of 10.

Proactive brands will continue to lean into personalized content strategies in 2025, using consumer data like preferences and previous behavior to deliver relevant marketing messages via audience-preferred media formats.



## SOCIAL COMMERCE SIMPLIFIES

From shoppable social ads to product tagging and in-app shopping, social commerce has remained a high-ROI content marketing trend you can't afford to ignore. Social commerce simplifies purchases, with American consumers ages 18 to 34 having made purchases through TikTok (31%), Instagram (35%), and Facebook (36%) in 2024. Not to mention, social commerce is even more popular among younger demographics. About 40% of those aged 13 to 17 have made at least one purchase on TikTok Shop, so consider your audience when developing shoppable posts.



MUST-KEEP TIPS:

## Content creation



### Focus on high-value content.

What do your shoppers value most? Create content that educates, entertains, or solves problems for your audience.



### Keep content diverse.

Is there variety in your marketing content? Utilize a mix of blog posts, infographics, videos, and podcasts to keep your audience engaged.



### Prioritize evergreen content.

Does your marketing content seem outdated? Avoid trends and invest in topics that stay relevant and continue to drive traffic over time.



### Make your content shareable.

Can your followers help grow your network? Use social sharing buttons and encourage readers to share posts with their networks.



### Repurpose content.

Do you have a high-performing blog post or web page that drives consistent traffic? Transform it into videos, podcasts, or infographics.



### Create opportunities for engagement.

Is your content one-sided? Use interactive elements like polls, quizzes, or surveys in your content to boost engagement.

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Aa

Ca



With so many channels and mediums – from written to video and audio content, creating standout content can feel like a big task.

**Consult with a freelance expert** to magnify your content initiatives.

STEP 4

# Elevating your *digital marketing* channels.

With the right strategies, you can not only enhance your brand's visibility but also create meaningful connections with your audience that transform followers into loyal customers. In 2025, it's time for business owners to shift gears and energize their digital marketing channels. This isn't just about keeping up; it's about expertly navigating a landscape full of opportunities.

## Strategize for success

Like a brand style guide is essential for a cohesive brand, a digital marketing strategy is essential for effective marketing performance. Take a look at how today's brands are putting strategy and planning before action:

---

**53%**

of businesses have a clearly defined digital marketing strategy ↴

---

**51%**

of marketers rely on digital asset management (DAM) for strategy ↴

---

**38%**

of marketers intend to invest in technology to improve collaboration ↴



A smart strategy maximizes efforts, with 72% of marketers repurposing content across channels, like transforming infographics into social posts or testimonials into videos. Additionally, 83% of marketing leaders aim to streamline workflows in 2025, and 67% plan to use AI to simplify operations and enhance content production.

Some of our top picks for marketing strategy include:



**Jordan C.**

★ 4.9



**Cherene F.**

★ 5



**Mary Arbelaez**

★ 4.9



**Zaryab Z.**

★ 4.9



**Julia Ager**

★ 5



**Josh W.**

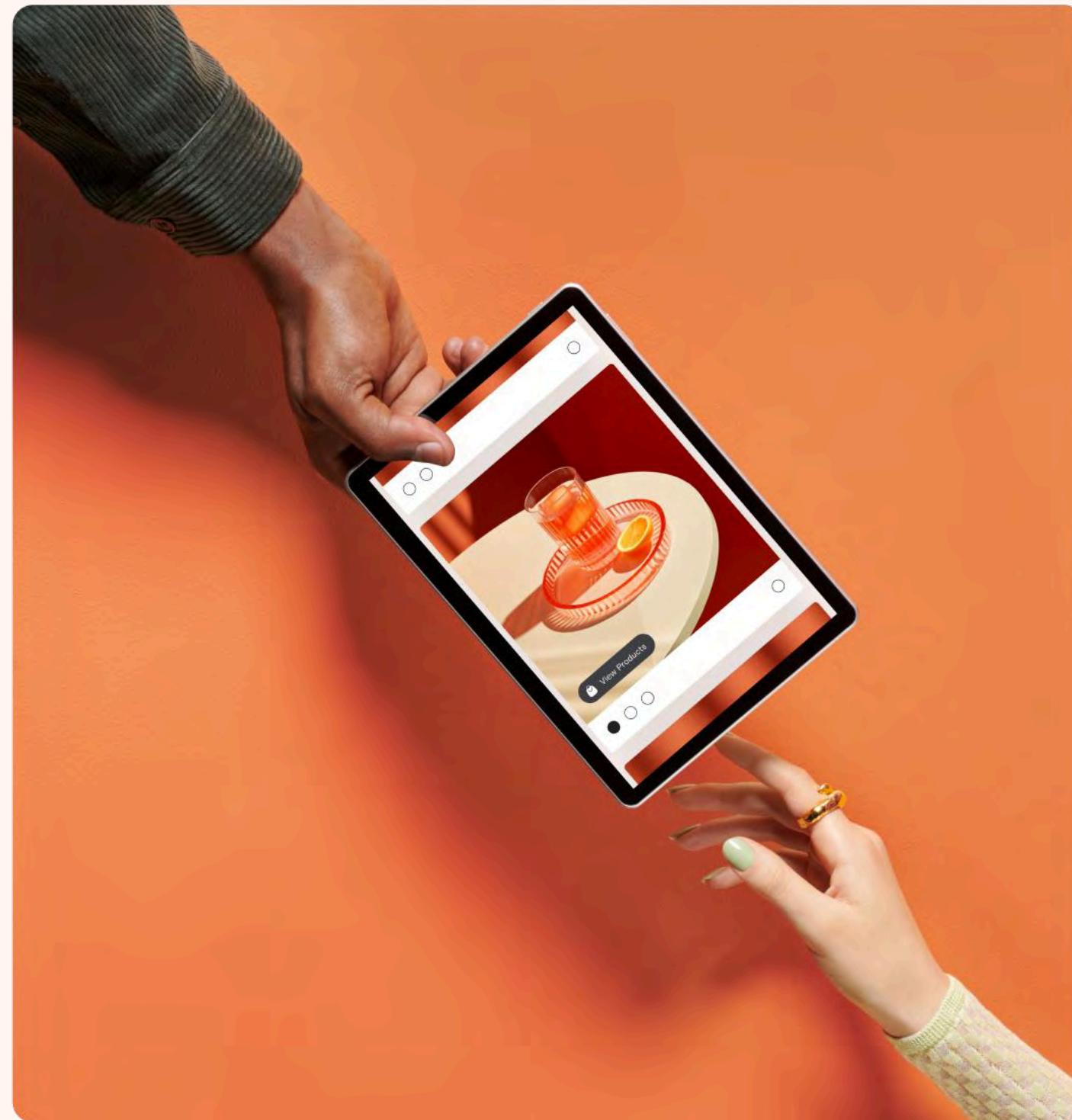
★ 4.9

# Market smarter on social

Social media marketing plays a massive role in an overarching digital marketing strategy, especially for businesses with an e-commerce component. So, it goes without saying that social media marketing and shopping tools are no longer nice-to-have for modern businesses – **they are necessities.**

It's vital to note that the number of social media users worldwide surpassed five billion in 2024 and is projected to increase to over six billion by 2028. The latest figures place the average daily social media usage of internet users worldwide at 143 minutes – approximately two hours and 23 minutes per day.

In other words, social media opens a 2.5-hour portal of unprecedented daily access to your customer base.



## GET IT ON THE CALENDAR

To simplify your social media marketing, utilize a [content calendar](#) to outline when specific content will be published on each platform. Aside from the date on which the content will go live, a calendar can include copy, relevant hashtags, and images or videos for your social media platforms.

Similarly, a content calendar defines dependencies for your various social media tasks. Use it to eliminate uncertainties regarding who will post a long-form blog post before the accompanying video is posted on social media or who is responsible for answering user messages.

## HAND YOUR SOCIAL OVER TO A SPECIALIST

Did you know that [55% of businesses](#) designate just one person to handle an entire content calendar? A [social media manager](#) serves as the sole point of contact to rely upon for consistent social media engagement. This individual is responsible for reacting and responding to customers and sharing brand-related content.

Some of our top picks for social media content services include:



[Maria D.](#)

★ 5



[Vasily Kichigin](#)

★ 4.9



[Francesca T.](#)

★ 4.9



[Sam](#)

★ 4.9



[Cherene F.](#)

★ 5



[Sydney H.](#)

★ 4.9

Some of our top picks for social media management services include:



[Digitalpartners](#)

★ 5



[Viola](#)

★ 4.9



[Sam](#)

★ 4.9



[Emi Et Joni](#)

★ 4.9



[Fiori](#)

★ 4.9



[Talha Javaid](#)

★ 4.9

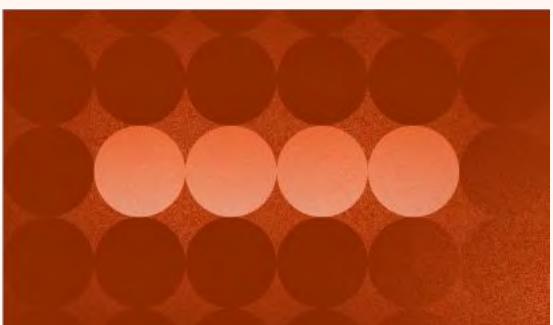
## STOP THE SCROLL WITH SOCIAL MEDIA ADS

Social media marketing can be classified into two categories: organic social media, like regular image and text posts, and paid social media. Paid social media refers to social media advertising or dedicating ad dollars on social platforms to promote high-value content to your target audience.

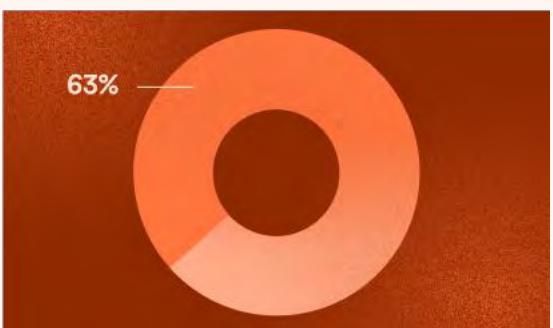
Right now, social media is the single largest advertising channel – and marketers are leveraging paid advertising more than ever:



Social media advertising accounted for nearly \$242 billion of spending in 2024. ↴



Social media platforms accounted for 22.6% of all global ad spending in 2024. ↴



Meta (Facebook and Instagram) accounted for nearly 63% of the market in 2024. ↴

Advertising within Facebook, Instagram, and TikTok significantly enhances the revenue potential of social media and provides more advanced targeting. Social media advertising experts can help you strategize, launch, and manage powerful social media ad campaigns.



Some of our top picks for social media advertising services include:



Borislav A.

★ 4.9



Sarah S

★ 4.9



Abade

★ 5



Panos L

★ 4.9



Sadheen

★ 5



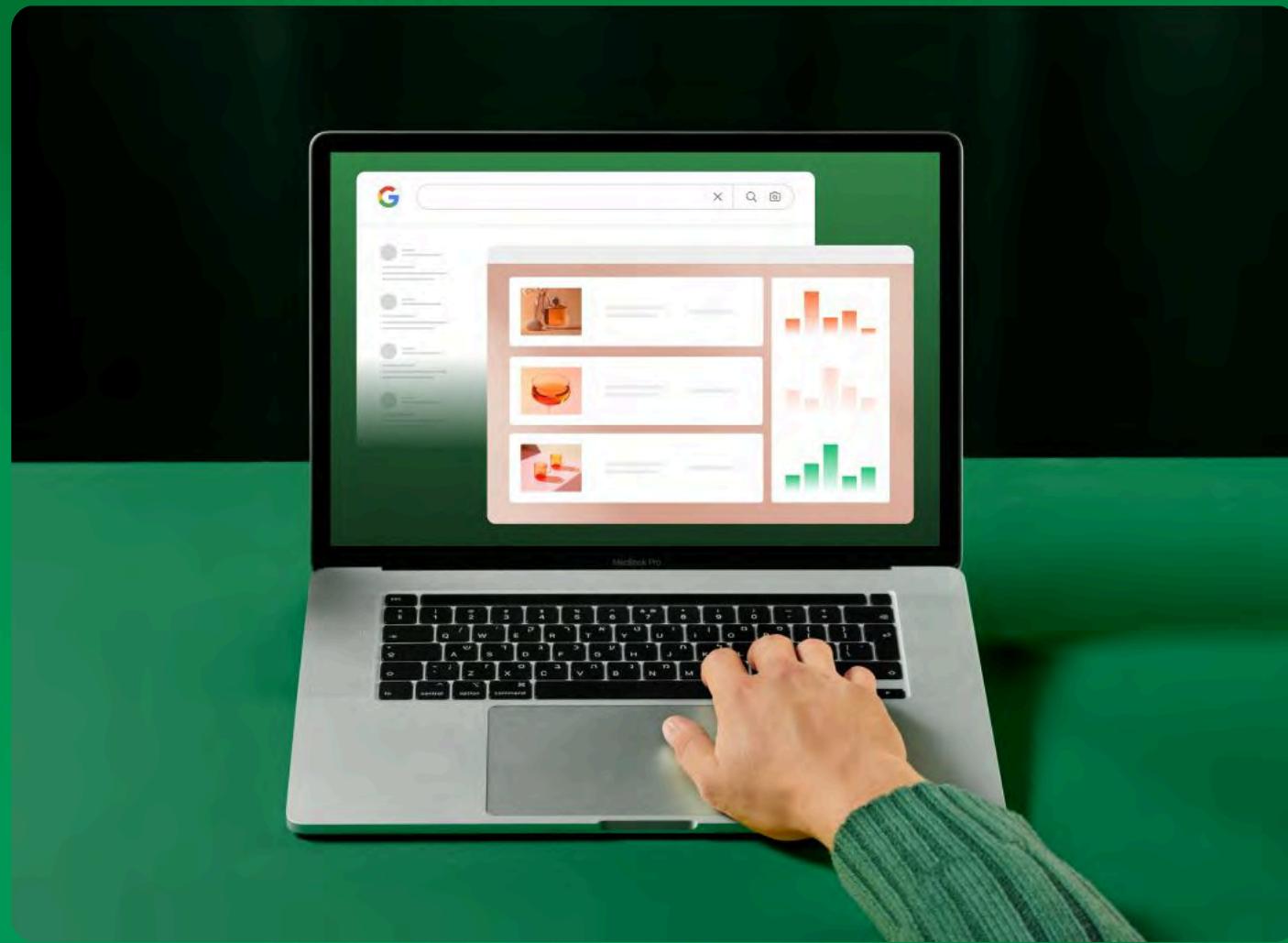
Joe

★ 4.9

# Market to the top of search

Few websites are as impactful for a digital marketing strategy as search engines like Google. [Search engine marketing](#) (SEM) is a process of purchasing ad space on search engine results pages (SERPs) to enhance your brand's discoverability for specific keywords, like your business or product name.

Search engine marketing targets customers with commercial (researching) or transactional (ready-to-buy) intent. To reach them, select highly relevant keywords, including product-specific terms and localized phrases like "in Vegas" for brick-and-mortar stores. Platforms like Google Ads use a pay-per-click (PPC) model, where brands bid on keywords to appear in top SERP results and pay per click. SEM requires ongoing optimization—track metrics like click-through rates, CPC, and ROAS to adjust keywords and maximize ROI.



Some of our top picks for search engine marketing services include:



# Soar in search results with SEO

What organic social media is to social media advertising, search engine optimization (SEO) is to SEM. Whereas SEM uses paid ads to increase discoverability in search engines, SEO uses a series of organic strategies to boost a website's placement (ranking) on SERPs for relevant keywords.

While far from new, optimizing a website with a robust SEO strategy continues to be a powerful marketing strategy:

---

**55%**

of trackable web traffic comes from organic search channels like Google.  
↳

---

**49%**

of marketers say organic search has the best ROI of any marketing channel. ↳

---

**39%**

of marketers consider optimizing on-page content as their top SEO strategy. ↳

As AI continues to permeate all aspects of digital marketing, 75% of marketers believe that AI-enabled search engines will positively impact their SEO strategy, and the vast majority are using AI for smarter optimizations.

Some of our top picks for search engine optimization services include:



**RankJack**  
★ 4.9



**Ravi C.**  
★ 4.9



**Thomas Nelan**  
★ 5



**Paul**  
★ 4.9



**Vikram S.**  
★ 4.9



**Owais**  
★ 4.9

If you want your content to top SERPs, you'll need to conquer the five elements of SEO.

## 1. KEYWORD RESEARCH

SEO success relies on using relevant keywords. Conduct [keyword research](#) to find phrases your audience searches for and understand their intent. Assign high-performing keywords to each page to help search engines categorize your content and direct users effectively.

## 2. ON-PAGE OPTIMIZATION

[On-page SEO](#) involves optimizing individual pages for specific keywords to boost visibility and traffic. Update title tags, headings, and web copy with relevant search terms tailored to your audience.

## 3. OFF-PAGE OPTIMIZATION

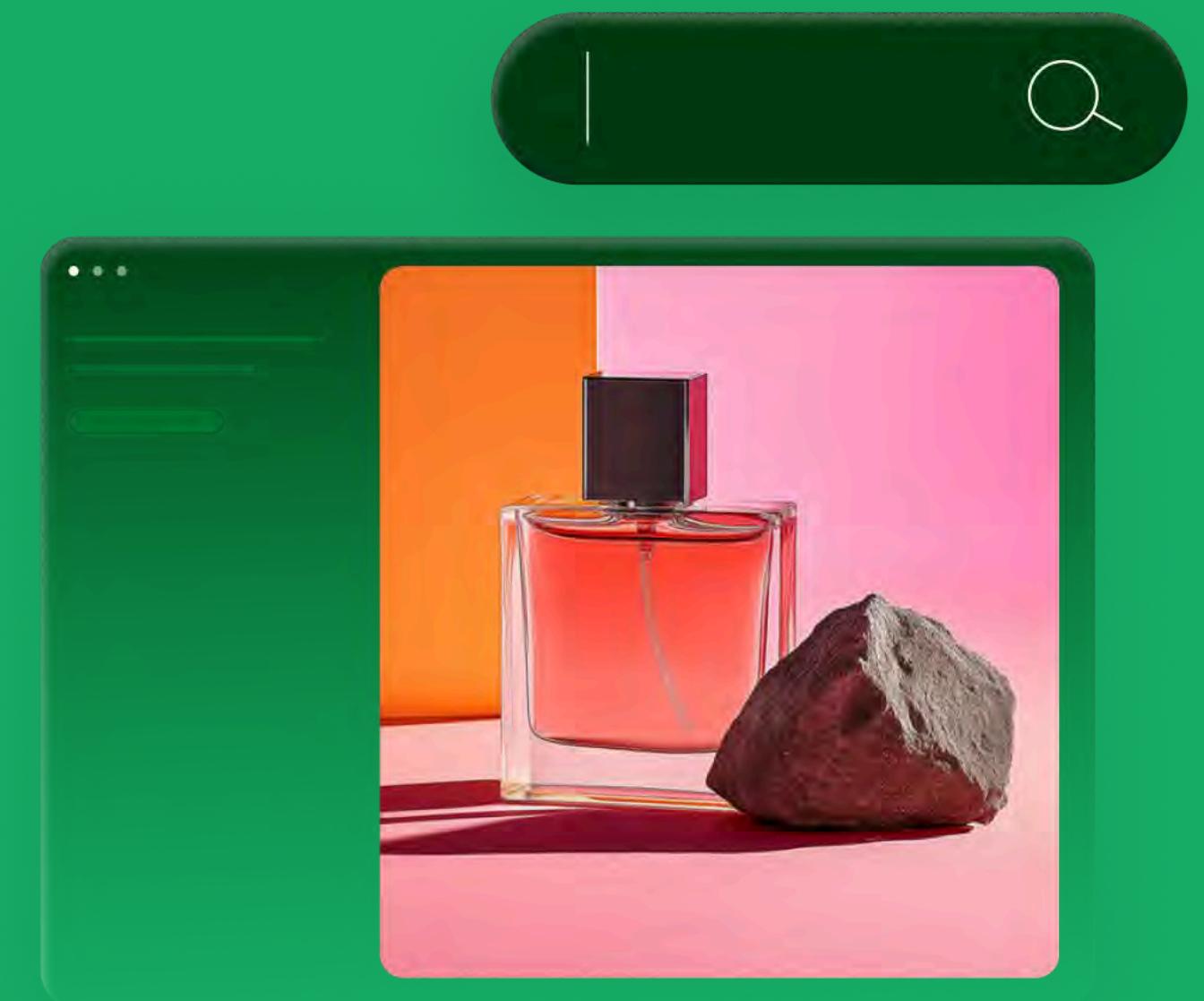
[Off-page SEO](#) focuses on improving discoverability through external changes, like guest blogs on reputable websites or link-building efforts that place backlinks to your site on other platforms.

## 4. TECHNICAL OPTIMIZATION

[Technical SEO](#) enhances accessibility and functionality. Use alt text for images, fix broken links or 404 errors, optimize for mobile users, and ensure fast site loading speeds to improve both user experience and search rankings.

## 5. LOCALIZED OPTIMIZATION

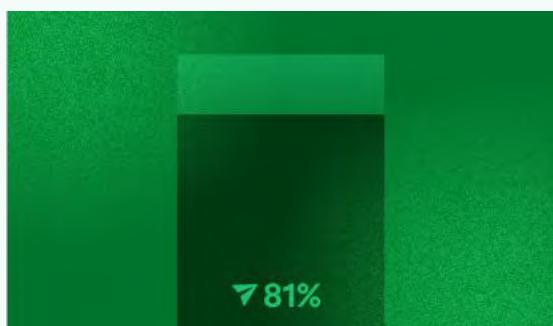
For physical locations, [local SEO](#) boosts visibility in regional search results. Use localized keywords on your site and create Google My Business pages to appear in searches like "burgers near me" or "record stores in Brooklyn."



# Enhance your email marketing

As the final component of a digital marketing strategy, email marketing is a major facet of customer relationship management (CRM). Email marketing enables brands to create and maintain relationships with existing customers, as well as build new relationships with potential leads. It opens a direct line of communication between your brand and its customers.

This can explain why global marketers leverage email marketing campaigns on a mass scale:



81% of businesses use email marketing as part of their holistic marketing strategy. ↴

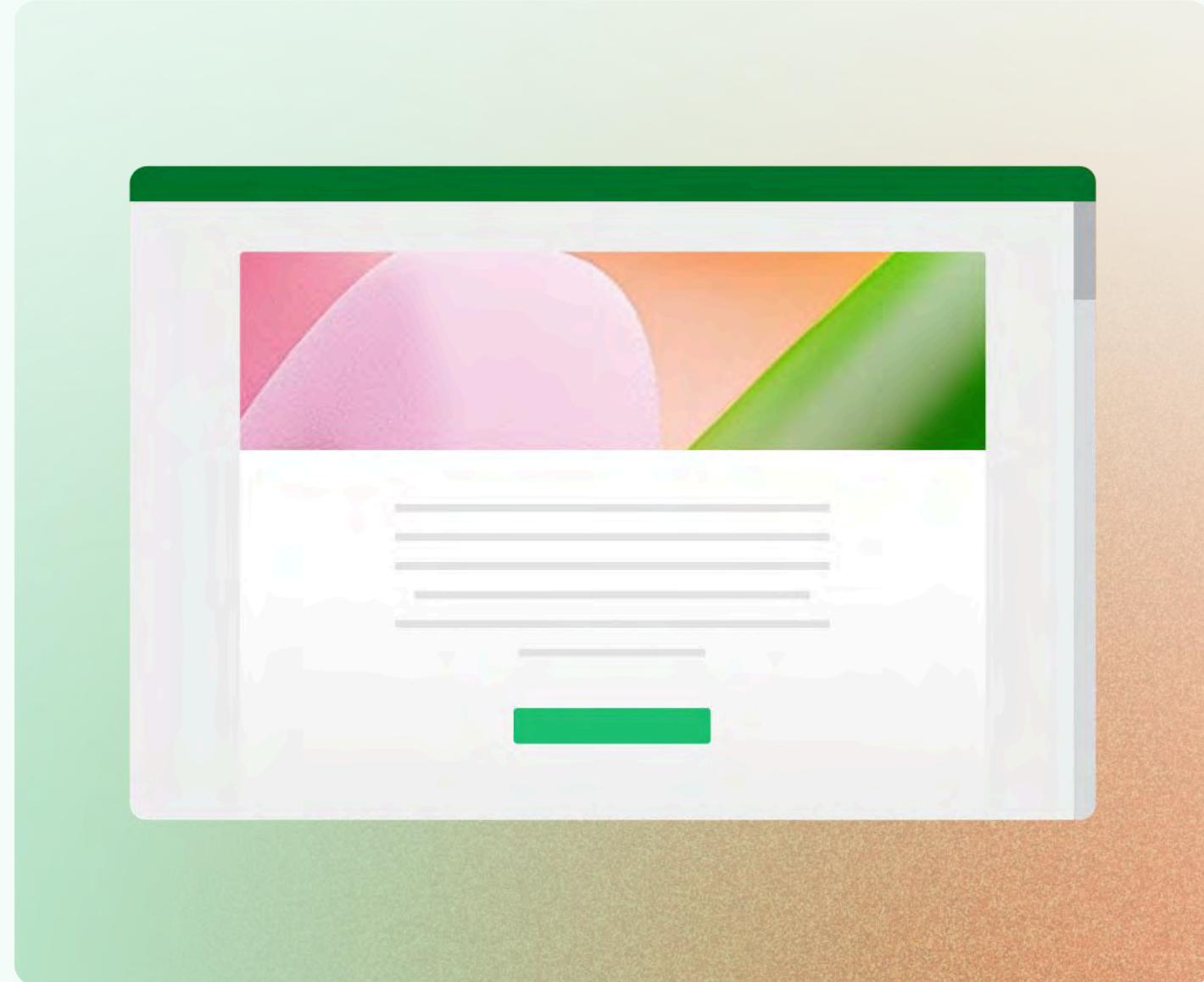


90% of marketers plan to maintain or increase their spending on email campaigns. ↴



Over half of businesses send marketing emails between two to four times per month. ↴

As a matter of fact, email was considered one of the most effective marketing channels in 2024, with 43% of marketers saying that it drives the highest ROI of all marketing channels.



The majority of marketers (64%) personalize their emails by segment, and 78% of marketers report that subscriber segmentation is the most effective strategy they use for email marketing campaigns. This is an area for AI to shine, as AI-assisted segmentation can help tailor email content to specific, ready-to-buy audiences. As it stands, segmented emails drive 30% more opens and 50% more click-throughs than unsegmented ones — and with AI, that segmentation is easier than ever.

Need help crafting the perfect email? Some of our top picks for email marketing experts include:



Alexa  
★ 4.9



Jahanzeb S.  
★ 5



Kevin S.  
★ 5



Taimoor A.  
★ 4.9



WMYB  
★ 5



Tas Digital  
★ 5

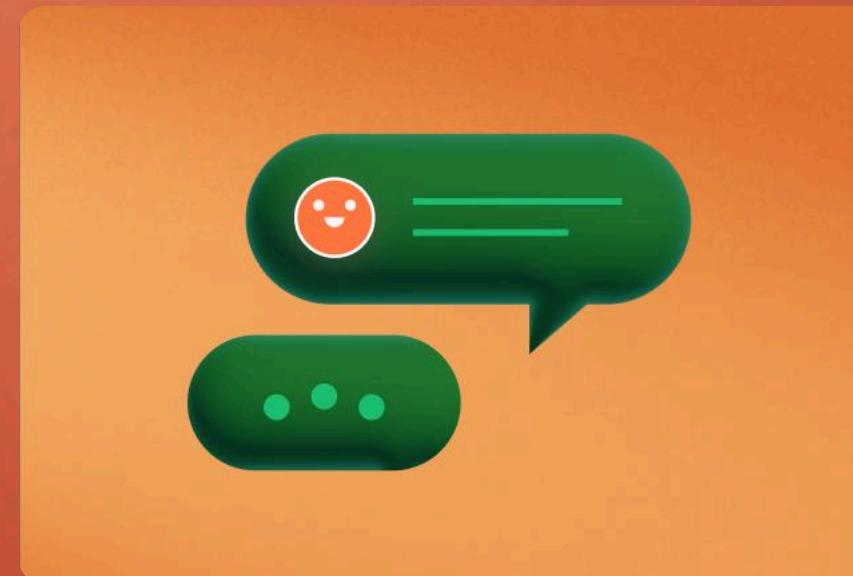
# Where digital marketing is headed in 2025

When it's time to breathe new life into your digital marketing strategy, consider how these emerging trends can help future-proof your efforts:



## AN ENHANCED DIGITAL ECOSYSTEM

In 2024, 45% of marketing directors cited inadequate technology for seamless content delivery as a major challenge. To address this, many plan to upgrade in 2025, focusing on tools like product information management (PIM) (38%), content management systems (CMS) (37%), digital asset management (DAM) (34%), and e-commerce platforms (34%).



## AN AI-ASSISTED MARKETING STRATEGY

An overwhelming 67% of content leaders and many small business owners now leverage AI to enhance content production, with 57% of marketers leveraging it for personalized marketing. In 2025, explore AI for tasks like video marketing, voice search, and conversational commerce.



## AN EMPHASIS ON AUTHENTICITY

Despite AI's rise, authentic content remains the number one trend, continuing into 2025. Balance automation with a strong brand voice by using UGC, customer reviews, and freelancers to humanize AI outputs. Combining technology with authentic storytelling will keep your marketing relatable and engaging.



MUST KNOW

# Marketing tools



**Google Analytics:** A free tool to track your website's performance, helping you understand where visitors come from and what they do on your site.



**Mailchimp:** A popular email marketing tool for creating campaigns, managing contacts, and tracking results to stay connected with your audience.



**Zapier:** An automation tool that connects your favorite apps, saving you time on repetitive tasks and boosting productivity with custom workflows.



**HubSpot:** A comprehensive marketing platform that streamlines customer relationship management, email marketing, and lead nurturing all in one place.



**SEMrush:** A powerful SEO tool for researching keywords, tracking rankings, and analyzing competitors to improve search engine visibility.



**Google Ads:** A paid advertising platform that helps you reach new customers and drive traffic with targeted, measurable ad campaigns on SERPs.



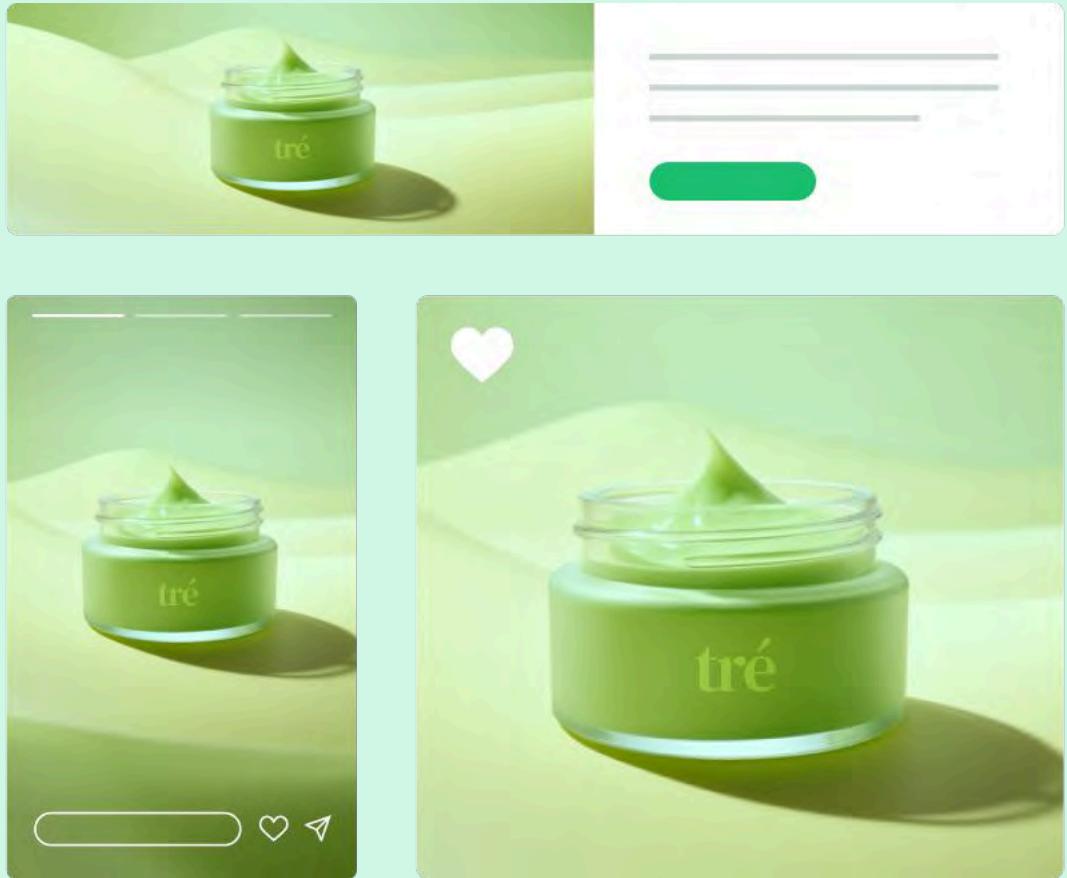
**Hootsuite:** An easy-to-use social media management tool that lets you schedule posts and monitor engagement across multiple platforms.



**Buffer:** A social media tool that helps you plan, schedule, and analyze content across various social channels to keep your audience engaged



**Hotjar:** A website feedback tool that provides heatmaps and user recordings, showing how visitors interact with your site to optimize the user experience.



A great marketing strategy can help your brand thrive, boosting visibility, building meaningful connections with your audience, and delivering real results.

Ready to make an impact? **Consult with a freelance expert** to elevate your marketing strategy to new heights.



PROMOTING WITH FIVERR

*Real projects,  
real progress.*

GET INSPIRED BY TRUE STORIES OF BUSINESS GROWTH MADE POSSIBLE  
WITH FIVERR FREELANCERS.



**PROJECT ALIANZA** ▾

Leveling up with Fiverr marketing strategists, voiceover artists, and multilingual UX designers.



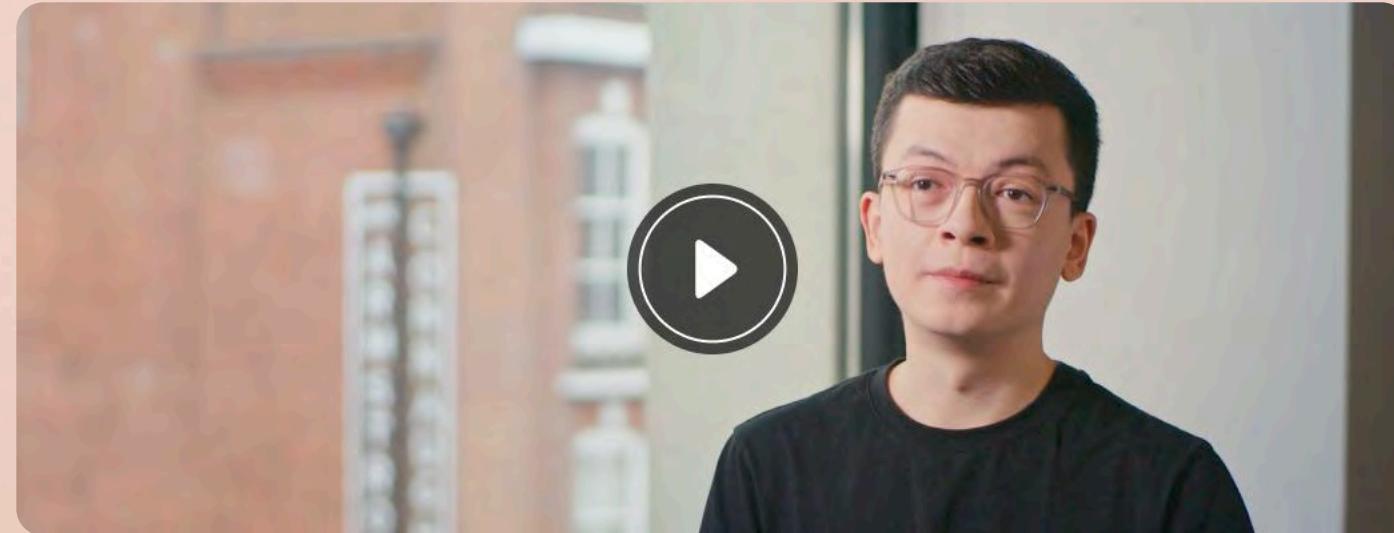
**SENIA MODULAR JEWELRY** ▾

Accelerating business development with freelance Shopify web developers, 3D product designers, photographers, and social media marketers on Fiverr.



**VONTÉLLE EYEWEAR** ▾

Turning ideas into reality with Fiverr e-commerce consultants, 3D product designers, logo creators, illustrators, content marketers, and more.



**POLYAI** ▾

Scaling expansion with freelance voiceover artists, translators, and audio editors on Fiverr.

YOUR 2025

# Recap

Create your own narrative with branding initiatives and digital marketing strategies that reintroduce your brand to new and old customers alike. As you revive your online presence and revamp your brand for 2024, focus on these four key areas:



## ESTABLISHED BRANDING

Shine bright in today's crowded market with distinctive branding that stays true across all platforms, from social media to email marketing.



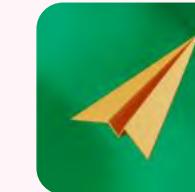
## ENHANCED ONLINE PRESENCE

Refresh your online persona through popular e-commerce platforms and dynamic marketplaces, showcasing product-driven content and simplifying purchase decisions.



## EXPANDED CONTENT INITIATIVES

Supercharge your written, video, and audio content to elevate brand awareness and ensure your marketing materials resonate across various channels.



## ELEVATED MARKETING CHANNELS

Kickstart a successful 2025 with a vibrant digital marketing strategy that weaves together search engine optimization, social media, and email campaigns.

There's no better time than the present to implement the above techniques — and with the help of Fiverr and Fiverr Pro freelancers, you've got unlimited access to reliable resources throughout 2025 and beyond. Now, go ahead — unlock the power of your potential. We can't wait to watch you stand out.

THE FIVERR TEAM