

fiverr.

**Get set
up for
success**



jordanjallnutt

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Introduction

The end of the financial year is upon us! It's the perfect time to take stock (literally) of your business and review what is and isn't working. It's no secret that we're living in a new season; the business landscape has changed for good. We have to be prepared to think differently and try new things.

That doesn't mean you have to reinvent the wheel. Whether your business has undergone major upheaval, or managed to keep ticking along with decent results; there are simple clever steps that you can take to set your business up for greater success this new financial year.

One of the biggest changes in the last year is the continual shift from offline to online. As Aussies around the country set up work-from-home offices and video date nights, there has never been a more important time to digitise every aspect of your business.

Consumer behaviour has also changed. As uncertainty reigns, customers are showing an increased desire to reclaim control of their buying decisions and choosing companies that align with their personal values. This presents a ripe opportunity for businesses to strengthen their brands and connect with customers like never before.

Fiverr is committed to providing Australian businesses with the widest range of talented freelancers to support you and help elevate your business. You can level up and maximise growth with a few critical steps:

- **One:** *Create Data Driven Strategy*
- **Two:** *Strengthen Your Brand*
- **Three:** *Get Digital Marketing Sorted*
- **Four:** *Offer Quality Online Content*
- **Five:** *Don't Forget the Financials*

Create A *Data Driven* Strategy



Create A Data Driven Strategy

We all know the first step to business growth is a smart strategy, but where to begin? One of the many benefits of operating in an online space is the ample data available to you. There is no greater resource to help inform your strategy than personalised analytics that tell the whole story.

With Fiverr's new Data vertical, there are freelancers who can help your business in a number of ways:

- Do data research and generate leads
- Learn more about your customers' buying patterns
- Create a database to ensure all your product information is up to date
- And much more

Data Analysts:



[deejayarchii](#)



[excel_hero](#)



[tdhannah](#)



[bojanasokica](#)

Backed by a data-driven strategy, you can optimise your business for online success. Fiverr freelancers can help with refreshing your web and mobile site experience, as well as help you set up or optimise your eBay, Shopify or Amazon store. By linking your website, social media channels and shopping platforms you can create a seamless consumer journey that supports your customer and nurtures their decision making.

Web Design and E-Commerce:



[masump](#)



[monodeepsamanta](#)



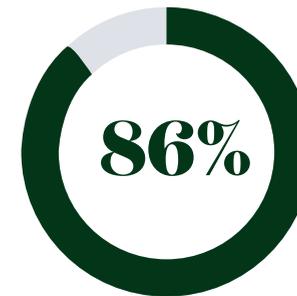
[andrewcarpen756](#)



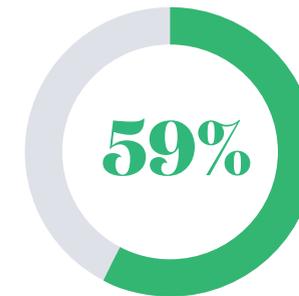
[dariaweb](#)



Made on Fiverr
by @ferihag



of buyers say they will pay more for a better customer experience*1



of shoppers say that being able to shop on mobile is important when deciding which brand or retailer to buy from.*2

Hot Tip:
Outsource your Admin
If the to-do list feels never-ending, consider a virtual assistant to help you tackle these tasks, reduce your admin and get you back on track for success.

Virtual Assistants:



[businesswolfe](#)



[miss_naz](#)



[kinshasia17](#)



[randy_rozario](#)



Strengthen Your Brand

Strengthen Your Brand

Trust is one of the most valuable commodities for any business. It doesn't happen overnight, but building trust always comes back to consistent branding. The right freelancers can help you establish a brand that reflects your commitment to quality and shows your customers what you're really about.

Keys for Successful Branding:

Establish a communication style that connects with your customers and feels natural to you, so that every interaction serves as a touchstone for your brand. Fiverr has a host of skillful writers who can help you identify and maintain your brand's tone of voice.

Copywriters:



[nik_eckerlebe](#)



[creat1vepattern](#)



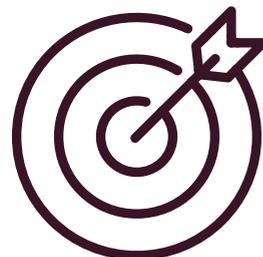
[simple_social](#)



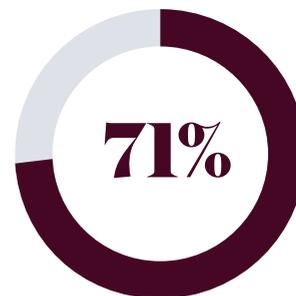
[georgiaeaustin](#)



Manage expectations and keep trust by delivering on your brand promises.



Stay on track - reinforce your brand by sticking to a clear and consistent message.



Don't be afraid to speak from the heart- 71% of consumers prefer buying from brands that align to their values.*3



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by @jordanjallnutt

Logo Design

A good logo communicates what you're about, and why customers should choose you. This is your shot at a strong first impression, so make sure your logo is clear and memorable. In order to maintain consistency, a logo should be adaptable across multiple formats and platforms.

Fiverr's free Logo Maker gives you access to personalised, professional designs that will help your brand shine: <https://www.fiverr.com/logo-maker>

Hot Tip: Get Personal

When it comes to standing out from the crowd, **personalisation is the key**. Don't be afraid to put a face to the name! Consider custom illustrations, portraits or caricatures for unique ways to showcase your authentic brand and values.

illustrators, portraiture etc:



[doantrang](#)

[anim](#) [careportal](#)



[irinaclescenco](#)



[ferihag](#)



Get *Digital Marketing* Sorted

Get *Digital Marketing* Sorted

Ask yourself - what is getting between you and your customers? There's no point investing in your product if people can't find you. There are marketing experts on Fiverr who can help diagnose the issues and offer tailored solutions that put your brand in front of the people most likely to choose you.

This includes a mobile strategy. In 2021 we can't afford to ignore this critical building block for success. Creating a mobile app for your business has never been easier with Fiverr supporting every aspect, from app design to app marketing, to analytics.

App design, marketing, analytics:



[kaxhiftaj](#)



[kevinm067](#)



[ajayceo1985](#)



[cc_creative](#)

Perhaps it's time to tackle the SEO beast. It's not about the size of your business, it's about savvy. Nothing brings peace of mind quite like knowing that your website is professionally optimised to reach as many people as possible.

SEO:



[jacob21](#)



[seosupremacy](#)



[getclicks](#)



[onlinedoctors](#)

Hot Tip: *Expand your Reach*

With the major shift to working from home, more Australians are reconsidering where they live and spreading out to afford more space and be closer to nature. This increased move to regional areas means your target audience might not be located where you expect them to be. This is the beauty of strategic digital marketing; you can reach people based on preference, demographic, and online practices rather than just physical location.



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by @irinaclescenco

Email Marketing

According to a 2020 Qualtrics survey, email is the number one preferred communication channel for **59%** of Australian consumers.

The key to successful email marketing? Play the long game. A good email campaign isn't just about clickable promos that drive traffic to your site, (although, that doesn't sound so bad does it) rather, establishing an authentic connection with your customers should remain top priority. Nurturing this relationship will create long term value for your business as you position your brand and build on customer loyalty.

Email Marketing:



[pslove](#)



[reema_singhal](#)



[miamimarketer](#)



[sarahgordon1515](#)

Social Media

Social media continues to grow not just in breadth of use but also depth of engagement from users. Fiverr can help you create a holistic social media strategy that is more sophisticated than merely posting ads, but can also involve growing and engaging with reviews, sharing relevant content, and ultimately reaching and converting more customers.

Social Media:



[shronthony](#)



[miamimarketer](#)



[vasily17](#)



[thebrandninja](#)



Offer
Quality
Online
Content

Offer Quality *Online Content*

Rather than simply promoting your product or service, a successful online presence means offering content that truly adds value to your customer.

Expertise = Credibility

Informative content helps to establish your voice as one of authority within your field, which furthers consumer trust in your brand.

Whether it's blogs, infographics, articles, videos or eBooks there is endless potential to speak to your customer and offer insight and expertise. The beauty is, you don't have to tick every box (thank goodness!). Rather, identify the mediums that are most meaningful to your customers and create a curated collection of content that actually serves them. **Quality over quantity wins every time.**



of content marketers used blog posts in their content creation strategy in 2020**

Hot Tip: *Automate*

If you're engaging a Fiverr freelancer for blog posts, you can commission several at a time and stagger the posts through an automated schedule. This saves you time and stress, and more importantly, can help to build loyalty, as you continue to post with consistency whilst still delivering on quality.

Copywriters for blog posts & articles:



[nik_eckerlebe](#)



[creat1vepattern](#)



[simple_social](#)



[georgiaeaustin](#)

Level up your Videos

Video content is great for social media because it's shareable and immersive. But it's not always easy to execute well. Fiverr has you covered, whether you need professional voice overs, expert graphics, or an editor to make the whole thing come together.

Voice overs, graphic design, video editors:



[janarmbruste885](#)



[feldmanronny](#)



[creativehunters](#)



[Levmusic](#)

EOFY Checklist

Given the year we've had, with so many variables at play including JobKeeper, government grants and subsidies, your business might look vastly different to one year ago. With FY 21/22 just kicking off, it's important to have your ducks in a row and make sure you're on top of all the nitty gritty details...^{*5}

- Do you need to complete a summary of income and expenses in the form of a profit and loss statement?
- Have you conducted a stocktake?
- Are you up to date with goods and services tax (GST)?
- Have you recently backed up and secured your files?
- Do you have adequate insurance?
- Are you meeting superannuation requirements?

Check out a more detailed list here:

<https://business.gov.au/finance/accounting/essential-tasks-at-end-of-financial-year-eofy>

Hot Tip: *Timing Matters*

In order to qualify for a tax deduction within this financial year, expenses must be paid before June 30th, so make sure you're up to date with payments on rent, loan interest, insurance, memberships and subscriptions, before the financial year ends.

Bookkeeping, accounting services:



[carreirafinance](#)



[nanakyire](#)



[alex_jazpe](#)



[btmurph013](#)



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by @animteam

Recap

Who could have anticipated the unprecedented challenges faced by Australian businesses these past 12 months? And now, with JobKeeper finished, there are even more factors up in the air. Whilst there's nothing certain about the current climate, it does create space for increased innovation; a time to reevaluate and identify gaps in the market that your business can meet. Fiverr is here to support Aussies on their endeavours, offering expert freelancers across a wide range of categories, so your business can experience new levels of success this financial year.

To put your best foot forward this coming financial year, make sure you consider these 4 key growth drivers:

- **Create Data Driven Strategy**
- **Strengthen Your Brand**
- **Get Digital Marketing Sorted**
- **Offer Quality Online Content**

Sources:

- 1: <https://www.superoffice.com/blog/customer-experience-statistics/>
- 2: www.hubspot.com/marketing-statistics
- 3: smallbiztrends.com
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- 5: <https://business.gov.au/finance/accounting/essential-tasks-at-end-of-financial-year-eofy>

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