

fiverr.

Define the new normal.





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Introduction

For more than 18 months, businesses of all sizes have made triumphant strides towards the "new normal." From dispersing employees across the globe to embracing the subsequent digital shift, companies small and large have rolled with the metaphorical punches as a worldwide pandemic and economic shutdown literally plagued much of the business world.

But the truth is, there is no "new normal." Both in life and business, elements will continue to evolve — and we will continue to adapt. Instead of a "new normal" for your business, embrace today and tomorrow. Because the real truth lies in the fact that what your company does today will directly impact tomorrow.

Rather than prepare for what might be, take proactive steps towards a solid baseline. Across the board, businesses are already planning their strategy to dominate the new year:

- **47% of brands** are reallocating budgets to align with advances in digital technology.
- **40% of brands** are reallocating budgets to improve brand awareness.
- **39% of brands** are reallocated budgets to gather data-driven insights.

No matter how you plan to define "normal" for your business, approach the new year with a strong start. If you're not quite sure how to take the first steps, rest assured that we've got you covered. The team at Fiverr has compiled a list of four actionable steps you can implement right now to chart the trajectory of your 2022:

- **Step 1:** Build a strong brand
- **Step 2:** Update and strengthen your online assets
- **Step 3:** Create high-value and relevant content
- **Step 4:** Evaluate and upgrade your digital marketing channels

With the start of the new year before us, now is the time to take back control over your business — and decide what your "normal" should look like. Let's get started.



Step 1:
**Build a
strong brand.**

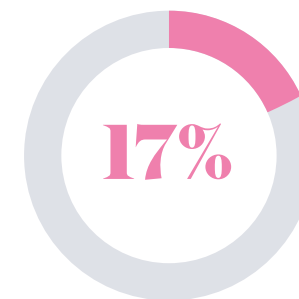


**First things first, let's start with a simple experiment:
What color is the Coca-Cola logo, and what does it look like?**

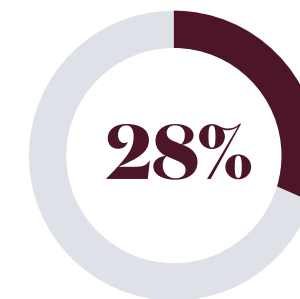
Chances are, you correctly answered both questions from pure memory. More than 94% of the global population is familiar with the brand's iconic red cursive, making Coca-Cola's logo the **most recognizable** in the world. This is just one example of why proper branding is vital.

Branding is the process of creating a complete identity – from logo and font to colors and company values – that stands out from the crowd and creates a lasting impression. Since consumers **form an opinion** of a brand in just 10 seconds, consistent branding is essential for every business, whether your brand is as famous as Coca-Cola or still in its developmental stages.

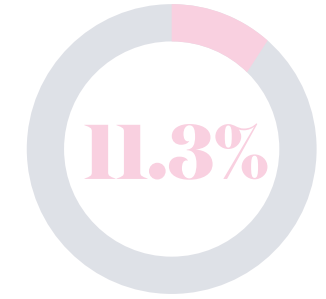
Chances are, your competitors are also aware of the power of solid branding.



of global companies consider maintaining brand consistency as a top concern.



of marketers claim branding was the most important marketing objective in 2021.



11.3% of total marketing budget allocation is designated to brand strategy.

So, leverage the power of consistent branding to help build a loyal customer base. Consistency tells your customers that your brand is reliable. The more reliable your business, the more trustworthy it seems. Each time you invest in a consistent brand, you demonstrate your dependability to clients. And each time you reinvest in your brand, you show a commitment to consistency.

There's no better time than the new year to refresh your current brand. Ensure your business remains relevant with branding that adheres to modern trends and social-cultural developments and invest in your business with a new look that reflects your brand's unique personality and purpose.

Get started with a logo that captures the true essence of your brand.

made on **fiverr**. @christyj27

Logo Design

The average customer is estimated to view between **6,000 and 10,000 advertisements** daily. With this many advertisements, you can imagine your customers probably see thousands of logos each day. So, it's crucial you cut above the noise with a logo that stands out from the crowd.

The best logos are memorable and timeless. In fact, the average logo **lasts for 10 years** — and simple logos like Nike, Google, and McDonald's can last double or triple as long. A solid logo isn't a temporary expense but a lasting investment into a consistent brand.

Across the globe, brands are updating their logos to favor minimal styles with maximum impact. Font and typeface choices have become less elaborate, while color choices and font placement have become more daring. Strike a balance of simple and stylized with a logo that represents your brand.

Gain inspiration from some of the logos created by Fiverr sellers across the world:

Typography Combinations

A smart way for communicating a brand personality in a typeface-based logo.



@huydesignnervn

Etched

If you aim for a more personal and traditional touch.



@bee_nia

Drop Shape

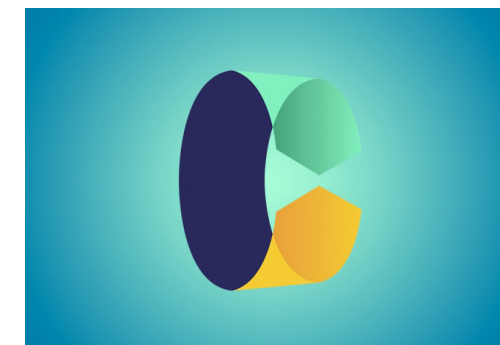
Between its nature or geometric feel, the drop shape is fun to play around with.



@zera93

Flatten 3D

Adds depth and dynamic feel to your logo design, instantly creating interest while staying simple and clear.



@jeupereira

On the hunt for a logo but short on time?

Check out **Fiverr's Logo Maker** as a convenient alternative to traditional logo design services.

The AI-powered Logo Maker allows brands to instantly access professional logos based on high-quality Fiverr seller designs with just a few clicks.

Brand Style Guides

Does your brand have a consistent look, feel, and personality? Can your customers instantly recognize your brand content? If you answered "no" to either of those questions, it's likely time to create a brand style guide.

A brand style guide ensures your brand remains consistent across all platforms. It sums up all of the elements that make your brand unique, including aesthetic components like your logo and design guidelines, as well as your distinct voice and tone.

Over time, your brand style guide will establish guidelines for how you operate your business. From your marketing efforts to relationships with external partners, brand style guides make it simple to remain true to your identity in an ever-evolving marketplace.

If you're unsure where to start with a brand style guide, there are plenty of branding experts who can help steer you in the right direction.

Some of our top picks for Branding:



[Santosstudio](#)



[fazdesign](#)



[mijalzagier](#)



[noemidefeo](#)



[chloedg](#)

Social Media Design

There were nearly **4.5 billion global active social media users** in 2021, and that number is projected to increase in 2022. As more business profiles populate social media platforms, your pool of competition may increase. Help your brand win consumer trust and loyalty by showcasing your assets on social media.

Create a profile that demands attention by customizing your social media design to remain consistent with your 2022 brand style guide. If you're unsure which assets to design or how often to post, read on for tips and recommendations on social media marketing.

Some of our top picks for Social Media Design:



[s1doric](#)



[Sabiraputul](#)



[Websiterz](#)



[prllnce](#)



[Shailene_george](#)



"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."

Sanja Dragojevic
Graphic Designer
Fiverr seller since 2018

Website Design

It's obvious to most that your website should be attractive, convenient, and consistent with your overarching brand. What some don't know is how important it is for your website to be accessible from any device.

Customers no longer visit your website solely from desktop computers. Mobile devices now account for **54.8% of global website traffic**, and your website must be optimized for mobile-first access. Customers anticipate that your website will be equally as accessible on a smartphone as a personal computer in 2022.

- Brands lose \$62 billion a year due to **poor user experience**.
- **52% of customers** won't return to a website because of aesthetics.
- 74% of customers will return to a website with a **good mobile UX**.

Now more than ever, it's essential your website is accessible by both desktop and mobile.

Some of our top picks for Website Design:



[Yaeliroz](#)



[Cc_creative](#)



[designerheather](#)



[Monodeepsamanta](#)



[Masump](#)



Design and Branding

2022 Trends

As you begin to craft a strong, consistent brand, make sure to incorporate the upcoming trends slated to take 2022 by storm.

Brand Activism: 64% of consumers now prefer to buy from companies with a reputation for purpose, and 53% will pay more for a brand that takes a stand. Wear your heart on your sleeve this year and authentically align your business with social good initiatives, like public health.

One of the most popular examples of strong brand activism is Bombas, an American-based apparel brand that donates one clothing item per item purchased. The company has rocketed to more than 100 million U.S. dollars in revenue since 2013 and has donated more than 50,200,000 products.

Nostalgic Elements: Design elements and pop-culture references that were

considered a blast from the past — namely the 1970s and 1990s — are today's hottest trends. Capitalize on the love of all things nostalgic with bold, retro typeface and vintage color palettes that give your brand a tried and true feel.

Need inspiration? Take a look at the restaurant chain Burger King, which rebranded for the first time in 20 years in 2021 with a revamped logo. As part of the rebrand, Burger King swapped its previous logo and color palette for a design that resembles the one used by the brand throughout the 1970s and '80s.

Bauhaus Design: Born from the famous German design school of the same name, Bauhaus style blends geometric shapes, bold lines, and bright colors for a look that's both minimal and functional. With striking aesthetics, your brand can now balance retro elements with modern touches for a versatile brand design.

In August 2021, American multinational computer software company **Adobe cited** "Back to Bauhaus" as part of their annual Creative Trends forecast. Brands can now visit **Adobe Stock** to buy or license a variety of Bauhaus designs, including logo mockups and eye-catching flyers.

NFT Creation: Short for "non-fungible token," NFT is a digital asset that exists on a blockchain or digital public ledger. NFTs have quickly become an international trending topic, as they can be associated with images, videos, and other types of unique digital artwork.

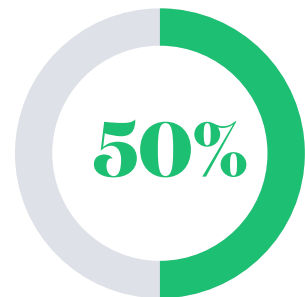
Even international fast food joints are getting in on the NFT fun. In March 2021, global chain Taco Bell sold 25 taco-themed GIFs and images as NFT tokens. The NFTs ranged from neon hard shell tacos to digitized versions of the company's logo, a bell. The best part? They sold out in 30 minutes.



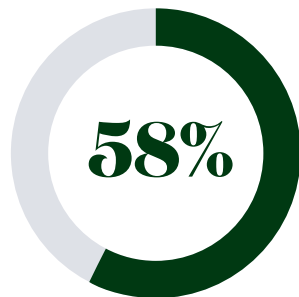
Step 2:
**Update and
strengthen your
online assets.**

The digital shift brought on by the COVID-19 pandemic must become part of a hybrid business strategy. By the close of 2021, **60 to 70% of adults** were omnichannel consumers – meaning they shopped both online and in-store. Even as consumers began to head back to brick-and-mortar stores, e-commerce sales continued to soar – growing by **30% year-over-year** and increasing online penetration levels 30% higher than pre-COVID.

For consumers, the digital era was well underway prior to the pandemic; however, recent events have substantially quickened the digital shift for most businesses:



of global brands say digital transformation initiatives accelerated in 2021.



of global brands implemented new digital experience technologies in 2021.

5.4
trillion

Global retail e-commerce sales are projected to grow to **5.4 trillion U.S. dollars** in 2022.

This year, the key is to strengthen your online assets and combine them with your offline efforts in a hybrid strategy. As the world grapples with the supposed "new normal," a hybrid approach allows consumers to support local businesses and still reap the benefits of online shopping. To implement a hybrid, omnichannel strategy, now is the best time to optimize your online shopping experience or launch a digital storefront.

Here are the top methods to update and strengthen your online assets with a strong digital presence on your website, e-commerce platforms, and global marketplaces.

Web and Mobile Presence

As mentioned in Step 1, your website must be attractive, aesthetically compatible with your branding guidelines, and accessible on any device. So, it comes as no surprise that the first place you should start when strengthening your online assets is your website. As a domain that you own, a well-designed and easy-to-navigate website leaves a major impression on consumers.

Even for brands that do not sell a product or service online, a strong website is a must. Think of your website as your digital business card or online menu – it gives potential consumers an overview of your brand and what you offer. The more appetizing you make your website, the more likely a customer is to visit you in person or make a purchase.

Not to mention, if you don't sell products online, it's likely you'll have a relatively small online presence. By taking steps to strengthen your website and create additional content, you make it easier for customers to discover your brand while passively browsing online or searching for you by name. Plus, your website can serve as a launching pad if you do decide to sell online in the future.



"It's important to think about the user flow within your website. Put yourself in the shoes of your potential buyer. Ask yourself what he will be looking for: Discount coupons, personalized recommendations, quick and repeat purchases, good and relevant search results, etc.? Once solved you will generate a much friendlier experience that leads to conversion."

Teodora Jejova
Ecommerce Expert
Fiverr seller since 2018

E-commerce Development

All e-commerce sites have to start somewhere — like with a website. If you don't have a website yet or want to create a second channel for sales, you can build your store on a third-party e-commerce platform and retail point-of-sale system. Fiverr offers a convenient **one-stop shop** to help connect brands with the right web developer to build an e-commerce site.

Select what type of website you need, answer a few quick questions, and Fiverr will do the rest. A Fiverr developer can help you choose between today's top e-commerce platforms, including:

WooCommerce: As an open-source e-commerce plugin for WordPress, WooCommerce is an excellent choice for those with an existing WordPress website or blog. Simply click to install the plugin, choose from a collection of free themes, and customize the colors to match your branding.

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. With integrations for popular applications like Facebook Shop and Instagram Shop, Shopify is a top contender for e-commerce services.

Magento: Like WooCommerce, Magento is also an open-source e-commerce option, which provides brands with total control over the look and functionality of their online store. Featuring a flexible shopping cart system and currency support, Magento is a great option for international businesses.

Looking for more e-commerce resources? [Read our full e-commerce guide here.](#)

Some of our top picks for E-commerce Development:



[Andrewcarpen756](#)



[Teodorajejova](#)



[aniljangir159](#)



[Declanmaltman](#)



[Jidesigns](#)

Marketplace Listing

Aside from owned media like an online store, brands can ramp up an omnichannel strategy with marketplace listings. Online marketplaces can help supplement a potential decline in foot traffic within your brick-and-mortar locations. A strong presence in the most popular marketplaces can also expose your brand to millions of potential new customers.

Select one (or all three!) of today's top online marketplaces to sell your products, such as:

Amazon: The **worldwide retail e-commerce sales** of Amazon in 2021 reached a staggering 468.78 billion U.S. dollars in 2021. With sellers located across the globe and low start-up costs to list your product there, Amazon is a no-brainer to list online products.

Etsy: The Etsy **global marketplace gross merchandise sales** (GMS) reached 2.7 billion in U.S. dollars in 2021, a growth of 17.9% year-over-year. As the go-to marketplace for handcrafted goods, Etsy is a top contender for those looking for an individualized storefront with high customization.

eBay: As the veteran marketplace, eBay boasted a **global gross merchandise value** (GMV) of 19.45 billion U.S. dollars in the third quarter of 2021 alone. The online marketplace still garners impressive global traffic and is a simple method to drive customers from a marketplace to the e-commerce website you own.

With such a high volume of products sold in global marketplaces, the descriptions and accompanying images for your products must stand out from the crowd.

Product-Oriented Content

If you operate an online e-commerce store, you're likely no stranger to product-oriented content. Retail-based brands often rely on product content to drive sales and encourage purchase decisions. Today, product content can also help optimize your SEO efforts for a holistic marketing approach (learn more on Page 52).

Eye-catching product content consists of both product descriptions and product photography.

Product Descriptions

Product descriptions are the perfect opportunity to convince consumers to make a purchase. Explain everything they need to know about the product, including what it is, what it does, and who it's for. Front-load your product descriptions with relevant keywords as well, so search engines can easily categorize each product for consumers to quickly find them.

Some of our top picks for Product Descriptions:



[Carrieblogger](#)



[Kinshasia17](#)



[GeorgiaeAustin](#)



[Faswaldo](#)



[Bigspaniard](#)

Product Photography

Don't just tell them — show them. Every product should have high-quality product photos and visuals to help each item stand out. When adding photos to your product listings, consider including images that showcase multiple angles, super-zoom, and 360-degree views. Product photography will be especially important if you plan on selling on marketplaces with thousands of other sellers.

Some of our top picks for Product Photography:



[Kimagin](#)



[Katy63de](#)



[pr4me2](#)



[Mmariaalvarez](#)



[Emmaspotz](#)



E-commerce Management

E-commerce websites and online marketplace listings are just half the battle when strengthening your online assets — the other half comes down to management. After all, once your products have been listed, how will you fulfill online orders? How will you navigate current supply chain challenges to juggle both in-person sales and virtual sales?

In many cases, the answer is to outsource many of these items to streamline your digital transition:

Inventory Management: If you plan to sell your products across multiple online spaces and physically in-store, inventory management is crucial. An inventory manager keeps the pulse of current stock levels so you can update all spaces when a product is sold out or on back-order. This way, you never run into fulfillment issues on sold-out items a customer already purchased.

Suppliers and Vendors: After **72% of senior-level supply chain executives** reported negative effects from COVID-19, 60% claimed the pandemic had increased their supply chain's strategic importance. It's important for all-size companies — even those with one to five employees — to also diversify their supply chain and source multiple suppliers to avoid operational shutdowns in 2022.

Data Science: As issues with the global supply chain encourage shifts from a linear strategy to an integrated network, **63% of senior-level supply chain executives** will increase investments in artificial intelligence (AI) and machine learning. Such features can leverage historical data to predict how product sales may fluctuate, so brands can prepare the proper amount of inventory.

Some of our top picks for E-commerce Management:

Supply Chain Management:



[Bcvideopromo](#)



[Mitchandhope](#)



[lservicespro](#)



[Samsharma75](#)



[Superoliver](#)

Store Management:



[Damianorstore](#)



[Electronicpoet](#)



[sowmya405](#)



[Friends_amazon](#)



[Bcvideopromo](#)

Product Upload:



[Qrajpoot](#)



[Internetfree](#)



[rajnomadheart08](#)



[Romanharkar](#)



[Noviitsource](#)



made on **fiverr**. @shirbenda

E-commerce *2022 Trends*

As you strengthen your online assets for a true omnichannel approach, be sure to incorporate these 2022 e-commerce trends:

Augmented Reality (AR) Commerce:

The phrase “try before you buy” takes on a new meaning with AR commerce, which uses 3D mapping to help customers try on products or preview experiences before making a purchase – like virtually trying on sunglasses or walking through an event venue. AR is projected to be used at least once a month by **101.6 million customers** in 2022, and **spending on augmented reality** is forecasted to grow at a compound annual growth rate (CAGR) of 47.7% in Asia Pacific. Spark AR Studio is available on Facebook and Instagram for brands to create their own AR experiences, ranging from simple face filters to complex product try-ons, to strengthen the online components of a

hybrid business strategy.

Personalized Shopping Experiences:

82% of global brands consider personalization one of the most effective ways of connecting with a consumer. A massive **52% of brands** plan to budget more for data quality and technology investments this year to help upgrade their personalized shopping experience, which includes smart product recommendations based on previous customer activity.

Heightened Cybersecurity Efforts:

Omnichannel retailers experienced a **50% spike in fraud** across the digital network over the past year, with experts estimating that more than \$1 trillion has been lost globally to cybercrime. As ransomware attacks grow by over 40%, now is the time to take the necessary measures to protect your e-commerce website and online presence.



made on **fiverr.** @antonellacat

Step 3:
**Create high-value
and relevant
content.**

made on **fiverr**. @christyj27

In an effort to meet rising privacy expectations for consumers, Google will phase out third-party cookies and prevent individual tracking in 2023. With brands soon to lose access to cookies-based behavioral targeting, contextual targeting is the next best option. In other words, high-value and relevant content will be the key to connecting with consumers.

A quarter of global consumers expect personalization based on known interests when receiving communications from brands. Relevant content is the key to providing actual value to consumers, which can bring a larger audience to your online platform and keep them engaged in a digital channel you own, like your website.

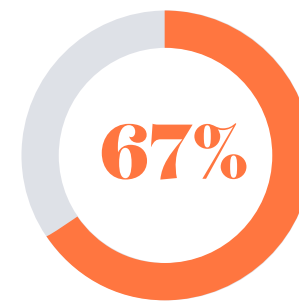
Here are the multiple forms high-value relevant content can take in 2022, from blog posts to animated explainer videos.

Written Content

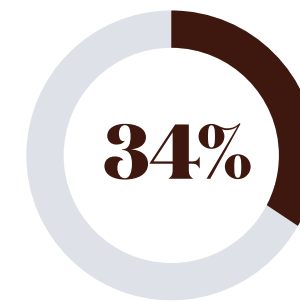
Written content is the most popular way to communicate and by far one of the most helpful ways to encourage brand loyalty and trust. Your written content captures the tone and voice of your brand, so you can connect with your audience to provide relevant information that can encourage a purchase. You can even show up on the search engine results page (SERP) for relevant searches.

Written content refers to brand assets like blog posts, articles, guest posts, website copy, landing pages, email copy, and more. Spoiler alert: All of these assets are important.

This year, there are three areas of written content to focus on — articles and blog posts, website content, and UX writing.



Brands that leverage written content produce **67% more leads** per month.



34% of consumers will make an unplanned purchase after reading quality written content.

13x

Brands that utilize blogs for marketing purposes experience **13 times the ROI** of businesses that don't.

Articles & Blog Posts

Articles and blog posts provide an in-depth method to communicate ideas with your customers, whether it's to educate readers on a shared problem, inform them of the features of your product, or convince them you're a thought leader in your industry. Compared to short-form content, like social posts, long-form content like articles and blog posts generate **eight times more page views** and nine times more leads.

The **most popular types** of articles and blog posts include "how-to" articles (77%), followed by listicles (57%), and news and trends (47%). Your 2022 strategy should involve regularly publishing a mix of these blog posts and article types to keep your audience engaged and informed and bring valuable traffic to your site.

Some of our top picks for Articles & Blog Posts:



[Sarahgordon1515](#)



[Elberardo](#)



[georgiaeaustin](#)



[Everyvowel](#)



[Translationger](#)

Website Content

All of the written words on your website should inform your customers (and search engines!) about your website's purpose. Who are you, and what do you do? Each sentence is a chance to show off your consistent branding, including your voice and tone. And every word on your website is a powerful opportunity to win over customers.

When crafting website content, like landing pages or service pages, don't forget to research and include relevant keywords in your copy. Keywords are the phrases consumers type into search engines to find what they're looking for. When you include these phrases in your website content, it increases the chances that consumers will find your website when searching for a similar product or service.

Some of our top picks for Website Content:



[Carrieblogger](#)



[Brunovl](#)



[sarahgordon1515](#)



[nik_eckerlebe](#)



[Elbernardo](#)

UX Writing

UX writing – short for user experience – is a type of written content that often goes overlooked. However, how you write on your website plays a critical role in the user experience for your consumers. 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 or app?

If you answered "no" to any of the above questions, you'd be happy to know that good UX writing can help alleviate these issues. Good UX writing quite literally spells out what actions users need to take when on your website or app to remove any potential barriers to purchase. The easier your website is to navigate, the easier it will be for users to shop with you over and over again.

Some of our top picks for UX Writing:



[Pablodicio](#)



[Arestiar](#)



[allyyamada](#)



[Clearvoicepro](#)

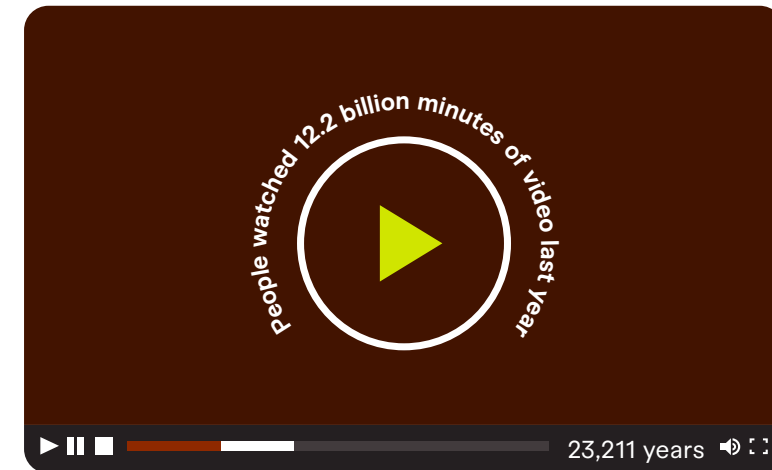


[Damiengwalter](#)

Videos & Video Ads

If 2021 is any indicator of what 2022 will be like, brands should anticipate a surge of video content. Video content was the **primary form of marketing media** created in 2021, followed by blogs and infographics. And according to video marketers, multimedia content drives a serious return on investment (ROI) today's brands should not ignore.

- **78% of video marketers** say video has directly helped increase sales.
- **84% of video marketers** claim video has helped them generate leads.
- **86% of video marketers** say video has increased traffic to their website.



Video marketing works because today's social media networks are primarily video-focused. For perspective, people watched **12.2 billion minutes of video last year, an equivalent of 23,211 years' worth** of content! To keep a leg up on your competition in 2022, it will be important to ensure your videos are professional and consistent with your brand's style and voice.

The types of videos projected to trend throughout 2022 include animated explainers or whiteboard videos, product demos, and short video ads.


Animated Explainers or Whiteboard Videos

An animated explainer or whiteboard video is perfect for explaining complex products and processes. In fact, **94% of marketers** say video increased user understanding of their product or service. Animated explainer videos simplify complex or abstract topics in an engaging way that combines creative flexibility with advanced visual branding.


Animated explainers help demonstrate different product features in creative settings that are not limited by real-life situations, such as the chosen location(s), cost of filming in the location(s), use of special effects, or size and shape of the product. Even the inner workings of an item or the features of a software platform can be explained in great detail that's simple to understand.

A massive **96% of people** watch explainer videos to learn more about a product. Have an app or software product? Eight out of ten people claim they've been convinced to purchase an app or piece of software because of an explainer video. Also how-to videos have also exploded in recent months to help consumers make a purchase decision.

Some of our top picks for Whiteboard & Animated Explainers:

 [next_animation](#)

 [Tastebooster](#)

 [officialrajat](#)

 [Graphicslc](#)

 [Brandinswart](#)

Live-action Explainers

Filming your product in real life has benefits, too. Live-action explainers are perfect for demonstrating how your product works if the item is tangible and can best be advertised by seeing it in use by a person. This way, your customer can imagine themselves using your product by seeing it applied in real life.

For example, a live-action product explainer is better suited for product demos to show the effectiveness and characteristics (or behavior) of beauty products, fashion items, furniture pieces, or toys. Not to mention, it's easier and more cost-effective than ever to capture live-action videos — you can shoot in high-quality, even with a smartphone.

Likewise, live-action explainers have the major benefit of connecting with consumers on an emotional level. The image of a real person or product conveys a more authentic feeling than a cartoon or illustration, which can give your brand more credibility. Plus, live-action shots of your product make it easier for consumers to identify your brand in a crowded marketplace.

Live-action explainers help capture the unique characteristics and advantages of your items without needing to write hundreds of words. Though long-form blog posts have their place in a content strategy, these types of videos condense the same information into a shorter time frame. Perhaps that's why **61% of consumers** claim their purchase decisions came from watching vlogs on YouTube.


Alternatively, you could use webinars as a type of live-action explainer video. Where just **46% of marketers** reported using webinars in 2020, that number rose to 62% in 2021. Much like explainer videos, webinars explain the basis of your product and also work in time for consumer questions. Webinars also leverage human components, which can build brand credibility and trust.

Some of our top picks for Live Product Demos:

 [kineticcuts](#)

 [Proslideshow](#)

 [pr4me2](#)

 [Thedust1903](#)

 [Jmigueln](#)

Short Video Ads

Short video ads are significantly briefer than other types of videos. They are placed and targeted on social media platforms — such as Facebook, Instagram, TikTok, and YouTube, as well as on display networks and as native ads — with the purpose of raising brand awareness, engagement, and overall sales. Since each publishing platform has its own features and reaches a certain audience, each has its own best practices that must be considered during video production.

For instance, video ads on TikTok are significantly more personalized and authentic than YouTube ads, which generally resemble a more traditional commercial. Likewise, the average age of TikTok users skews dramatically younger than that of YouTube viewers in the U.S., with **25% of users aged 10-19** and potentially younger.

With approximately **nine out of 10 consumers** wanting more videos from brands, short video ads can also be massive drivers of lead generation and brand awareness. Short video ads are a chance to show off your branding, individuality, and what sets you apart from competitors. Even more, video ads on platforms like Instagram and Facebook are now shoppable, so consumers can purchase directly through the app.

Some of our top picks for Short Video Ads:



[harryecom](#)



[Creativehunters](#)



[sachinsoni569](#)



[ario_fp](#)



[jsstein](#)

Podcasts

Podcasts are a type of audio-based online content that can shine in your marketing strategy this year — plus, they can be posted with accompanying video recordings across your website and social media platforms, including Instagram or TikTok. Podcasts are a chance to highlight the individuals in your company or shine a spotlight on your industry (with you as the thought leader). You can even interview other subject matter experts or invite industry influencers onto your podcast to grow your social following.

Where just **22% of adults** were aware of podcasting in 2006, that figure ballooned to 78% in 2021 — and now, there is a total of **383.7 million** global podcast listeners per month. Further shape your brand voice and tone, as well as capture a community of listeners, by incorporating podcasting into your strategy.



“Most internet users spend no longer than 5-7 seconds browsing a web page before deciding if they should stay or leave, which is why it’s absolutely crucial to give them a top-level insight into the service/product offering through engaging headlines and snappy copy.”

Georgia Austin
Professional Copywriter
Fiverr seller since 2020



made on fiverr. @christophbrandl

Online Content *2022 Trends*

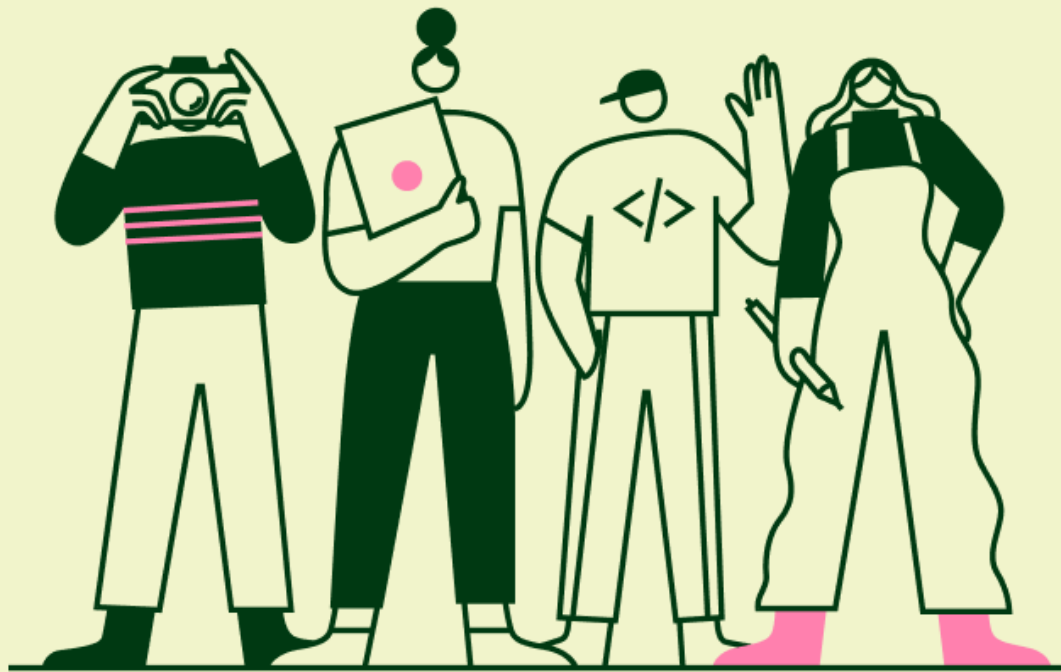
Ensure you create high-value relevant content for consumers by following the online content 2022 trends.

Multimedia Approach to Content: In 2022, your content should be multimedia — meaning it combines the best of written, video, and image-based content whenever possible. For instance, **69% of consumers** said they'd prefer to watch a short video to learn about a product or service, so break up text-heavy landing pages or product pages with high-quality videos and images.

Shoppable Videos on All Platforms: In 2021, brands leveraged the popularity of videos by making them shoppable to enhance and shorten the shopping experience. This year, expect to see an increase in shoppable videos across Facebook and Instagram, which will now open into mobile-first landing pages or product pages.

Localized Content for Global Impact: When you localize content, you optimize it for a specific audience located within a certain geographical region, such as a city, state, or country. When you optimize your content for a specific region, like creating content in a language the audience will understand or add subtitles, you reach more people and create a global impact with your brand. Fiverr has a **global content checklist** ready for you to use in 2022.

Continued Growth of Podcasts: Where just **22% of adults** were aware of podcasting in 2006, that figure leapt to 78% in 2021 — and now, there is a total of **383.7 million** global podcast listeners per month. Further shape your brand voice and tone, as well as capture a community of listeners, by incorporating podcasting in your 2022 marketing strategy.



Step 4:
**Evaluate and
upgrade your
digital marketing
channels.**

made on **fiverr**. @christyj27

It's no secret that the "new normal" brought on by COVID-19 encouraged all of us to shift online and strengthen our digital assets. But that's not all this past year has changed — as a new era dawns without third-party data, the majority of digital marketing strategies must be reshuffled and rethought. These changes bring a new meaning to "omnichannel" that require extensive upgrades.

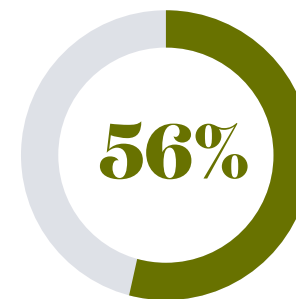
In addition, it's important to generate "zero-party data," a type of data that a user voluntarily gives to you. Zero-party data can take multiple forms, from purchase intentions to personal context and preferences, that can be leveraged throughout the user journey. As you plan your 2022 marketing efforts, focus on relevant content that will eventually lead a user to register or sign-up for owned channels, like a newsletter, so you'll have your own zero-party data.

There are several steps involved to evaluate and upgrade your digital marketing channels, but those that are most effective at boosting your online presence include social media marketing and influencer marketing; search engine marketing (SEM); search engine optimization (SEO); remarketing, and email marketing. Before you tackle those, always start with a solid marketing strategy.

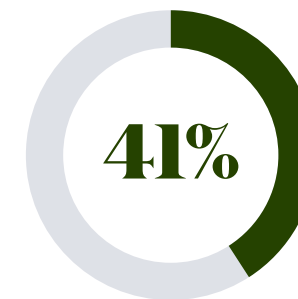
Marketing Strategy

There's a common phrase in marketing circles that says, "If you fail to prepare, you prepare to fail." In other words, if you approach digital marketing without a plan, it is essentially a recipe for disaster. To reap the best results — and remain on budget for 2022 — always begin your digital marketing efforts with a thorough marketing strategy.

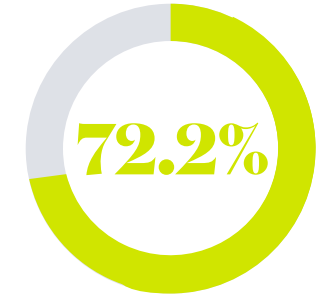
Take a look at how many brands put strategy and planning before action.



of businesses have a clearly defined digital marketing strategy.



increase in the volume of global marketing campaigns and content in 2021.



of the total marketing budget has been allocated to digital channels for 2022.

Planning a smart marketing strategy helps safeguard your business from unexpected hiccups down the line. For instance, a strong marketing strategy helps you define your target demographic. This way, you can invest your time and money in places where you'll see the best return on investment (ROI) and boost overall sales.

Aside from bringing in more revenue, a marketing strategy also ensures every step you make is timely, and it gives you a chance to shape your brand voice and image. Think of your marketing strategy as a roadmap to how you will win customers and crush the competition in 2022.

Some of our top picks for Marketing Strategy:



[Sharonthony](#)



[Thebrandninja](#)



[sbdesign6](#)



[Marthadata](#)



[Socialrecipe](#)

Social Media Marketing

Social media marketing and social commerce are no longer options for small businesses – they're necessities. From shoppable social ads to product tagging and in-app shopping, social commerce is a new way to sell. When considering the marketplaces to list your product or service, a shoppable social feed is a must.

The power of social media marketing – and social commerce – are remarkable:

- 90% of customers **purchase from brands** that they follow on social media.
- **86% of customers** will research a brand on social media before purchasing.
- **77% of customers** are more likely to purchase from a brand they follow on social media over one they do not.

There are more than **4.48 billion people** currently using social media worldwide, and the average time a global user spends on social media daily is two hours and 24 minutes. This means social media has opened a nearly 2.5-hour portal of unprecedented daily access to your customer base.

Though social media platforms are rapidly expanding to include robust e-commerce capabilities, they also allow brands to build trust with consumers by answering frequently asked questions and solving customer service issues in a direct, personalized manner. Brands should engage with consumers daily on social media to enhance both brand awareness and access to relevant content.

There are two strategies that can amplify the beneficial impacts of social media marketing: a content calendar and relevant influencers.

Implement a Content Calendar

As the name might suggest, a content calendar plans which assets will be published on which days and on which platforms. As a significant component of your overall marketing strategy, a content calendar also contains the details your content will need to succeed. For instance, the copy, relevant hashtags, and images or videos for your social media platforms are all stored within your content calendar.

A content calendar also clearly defines dependencies for certain tasks – such as who posts the long-form blog post before the accompanying video is posted on social media. By planning these posts ahead of time, as well as who is responsible for what, you eliminate any uncertainties. This way, all team members (even one-person teams!) are aligned and ready to succeed.

Some of our top picks for Social Media Marketing:



[Instagram_boy](#)



[asmabegum291](#)



[nour1eddine](#)



[waqas_ahmad_54](#)



[Muhammad_javed4](#)



“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 seller since 2017

Leverage Relevant Influencers

Though Facebook, YouTube, and Instagram are still the **most popular social networks**, your social media marketing targets will rely on the audience you're trying to reach. When you decide on particular social media networks, you receive a wide pool of potential influencers based on the platform demographics in that country.

Platforms like TikTok, could be beneficial to your strategy, depending on your audience. International TikTok influencers have an **engagement rate** of 15.86%, and **top influencers** rake in more than 10 billion likes.

Here's a breakdown of the demographics of social media users in the United States as a reference:

Facebook: More than **70% of individuals** aged 18 to 64 are on Facebook (and 50% of users aged 65+), with slightly more female users than males. Facebook is the **most used social media platform** globally.

Instagram: **71% of individuals** aged 18 to 29 use Instagram, but only 48% of people aged 30 to 49 do, and just 29% of those aged 50 to 64. The majority of Instagram users earn \$30,000 to \$49,999 per year.

TikTok: **48% of individuals** aged 18 to 29 use TikTok, with just 4% of those 65+ trying the platform. More females than males use TikTok regularly.

Twitter: **42% of individuals** aged 18 to 29 use Twitter, as well as 27% of people aged 30 to 49 do, and just 18% of those aged 50 to 64. A shocking 34% of Twitter users make more than \$75,000 per year.

LinkedIn: **More than 30% of individuals** aged 18 to 64 are on LinkedIn, with the demographics evenly split between age ranges. Average annual earnings are highest on LinkedIn, where 47% make more than \$75,000 per year.

YouTube: More than **90% of individuals** aged 18 to 49 use YouTube, as well as 83% of those aged 50 to 64 and 49% of those aged 65+. YouTube is the most demographically diverse of all social platforms.

As with all of your content, influencers must be relevant to your target audience. Your target audience should already follow your chosen influencer(s) or at least match their target demographic. Locate professional micro- or nano-influencers who exist within your niche and leverage their power to engage with others in your community.

Some of our top picks for Influencer Marketing:



[Tommysiu](#)



[Marinnacoburn](#)



[cynthia_hurtad](#)



[Socialviral4u](#)



[lamfrances](#)

Social Media Advertising

While organic strategies like planning a content calendar can cure confusion for brands tackling social media marketing, paid advertising can help kick your efforts up a notch. With more brands than ever flocking to social media to promote their products, social media advertising is a reliable method to get your content in front of the right users at the right time.

There's no time to waste to start planning social media advertising because other brands are doing the same:

- Worldwide **social media advertising spending** reached 153,974 million in USD in 2021.
- **79% of marketers** report buying paid advertising on Facebook, and more than 50% plan on increasing their investments in 2022.
- **61% of marketers** plan to increase their investment in TikTok marketing year-over-year in 2022.

In 2021, brands utilized tactics like **social listening and hashtags** to learn more about a target audience, like how to engage with users and convert them into loyal shoppers. Then, these findings were used to power social media advertisements that met users precisely where they were at, both in terms of relevant verbiage and noted pain points or needs.

Want to start crafting successful social media advertisements? Fiverr's social media advertising experts can help you create and manage powerful social media ads, starting with a winning advertising strategy.

Some of our top picks for Social Media Advertising:



[Valleys2785](#)



[Tim_haldorsson](#)



[kamranppc](#)



[Tomlewis03](#)



[Darianjames](#)

Search Engine Marketing (SEM)

Search engine marketing, more commonly referred to as SEM, is the process of buying ads on search engines to increase your company's visibility for specific keywords, like your brand name or primary products. The purpose of these ads is to get in front of consumers as they're in their early phases of learning more about a product and, more importantly, to reach customers with purchase intent.

Purchase intent is the probability that a consumer will buy a product or service because they are actively searching for it. These customers are farther along in the sales funnel, as they've already identified a need and learned of their potential options. When they insert a relevant keyword into search engines, SEM can help ensure consumers find your product fast.

Here are a few fast facts about SEM and its role in an overall marketing strategy:

- The average person conducts between **three and four searches** each day, creating numerous opportunities to engage with brands.
- Google processes approximately **63,000 search queries** every second, 5.6 billion searches per day, and approximately two trillion global searches per year.
- The average business allocates nearly **10% of its total marketing** budget to paid search advertising.

To take advantage of the massive audience on search engines, start with relevant keywords and be sure to track and report all progress.

Research Relevant Keywords

Just like your content should be high-value and relevant, your keywords should be, too. When conducting SEM research, research keywords and phrases that are highly relevant to your business, including product or service type and branded search terms like your business name. Opt for localized keywords like "near me" or "in Miami" when appropriate, like if you have a brick-and-mortar location.

Track and Report Progress

Though search engine marketing allows brands to set a price for search ads, there's no saying whether or not it will be money well spent without proper tracking. Always measure your performance metrics such as click-through rates, CPC bids, impressions share, and your return on ad spend (ROAS), and tweak your strategy when necessary. SEM is not a "set it and forget it" strategy, so be sure to keep an eye on your activity (performance and ad spend).

Some of our top picks for Search Engine Marketing:



[thefactomike](#)



[Mhmlwk](#)



[annefeli](#)



[Oleg_v](#)



[Makar_makarov](#)

Search Engine Optimization (SEO)

The primary difference between search engine optimization (SEO) and SEM is that SEO uses a series of strategies to increase your visibility in search engines organically, not via paid ads. Rather than pay for a top spot for relevant queries on search engines, an effective SEO strategy increases the likelihood your website shows in high rankings for relevant keywords for your brand.

SEO can have a major impact on an overall marketing strategy, namely because:

- There is an **813%** three-year SEO ROI for manufacturing brands.
- Refreshing content can increase its impressions by an **average of 106%**.
- The first entry on SERPs on mobile devices receives **27.7% of clicks**.

Though a search engine like Google uses more than **200 ranking factors** when determining search rankings, there are four primary SEO tactics that can boost your SEO efforts.

Keyword Research: Like an SEM strategy, an SEO strategy relies on keywords and phrases that are highly relevant to your business. The purpose of keyword research is to understand what your target market is searching for, learn the intent behind the search to understand the type of content you need to create, optimize your content strategy based on keywords with the highest potential, and identify missed opportunities.

On-page Optimization: As the name might suggest, on-page or on-site SEO is the process of individually optimizing web pages for specific keywords to boost search visibility and traffic. Once geared with relevant keywords, begin on-page optimization by updating title tags, headings, web copy, and internal links with relevant keywords.

Off-page Strategy: Off-page strategy refers to all of the steps that can be taken outside of your actual website to improve its position in search rankings. Off-page efforts include having as many high-quality websites linking back to your content as possible to improve the discoverability of your content, as well as guest blogging and posting on social media with relevant keywords.

Technical SEO: To improve your technical SEO, start by improving your site speed and tidying up your site architecture. Likewise, identify and eliminate broken links across your website and ensure that all images utilize the appropriate alt text.

For brands with a brick-and-mortar

location, you can also deploy local SEO strategies. Local SEO is a tactic that helps your business be more visible in local search results on Google, like when users search for "food near me" or "sneakers in Milan." There are a variety of local SEO tactics that range from on-page optimization to creating local Google My Business pages for your brand that can boost your overall search rankings.

Some of our top picks for Search Engine Optimization:



[thefactomike](#)



[seosupremacy](#)



[baldtel](#)



[jacob21](#)



[getclicks](#)

Remarketing & Email Marketing

For your marketing efforts to be successful, you must retain the customers you already have. While the above digital marketing strategies are effective at brand awareness and customer acquisition, they don't quite tackle customer retention. Instead, businesses must leverage remarketing and email marketing techniques to actively re-engage consumers who have interacted with the brand.

Retention techniques can be just as, if not more, profitable than the above techniques:

- **82% of companies** recognize customer retention is cheaper than acquisition.
- Getting a new customer costs **five times more** than retaining an existing one.

Remarketing

Considering just a measly **2% of website visitors** convert on the first visit, it's important to locate ways to encourage traffic back to your website via remarketing efforts.

Remarketing targets consumers that have interacted with your business but have yet to make a purchase, such as users who create and abandon an online shopping cart and consumers who previously made a purchase but have yet to make another.

Remarketing then targets these specific consumers with promotions or personalized shopping suggestions to remind them about your brand and entice them to (finally) make that purchase. This method works, too — an impressive **77% of marketers** use retargeting across Facebook and Instagram, and users who view retargeting ads are 70% more likely to convert.

Email Marketing

Email marketing is a type of customer relationship management (CRM) tool, a tactic for managing all your company's relationships and interactions with customers and potential customers. The purpose of CRM is to create and maintain relationships with existing customers, as well as entice potential customers to make a purchase.

What's different about email marketing is that it opens a unique direct line of communication between your brand and your customers. From abandoned shopping cart notifications to weekly newsletters, email marketing boosts brand awareness and builds brand loyalty. In fact, email is the **third-highest source** of all conversions, generating 19.8% of all transactions and trailing only paid search and organic traffic.

Bear in mind, your email must be as relevant and high-quality as all of your other digital marketing assets. So, you must ensure the design, copy, and segmentation of your emails are done just right — otherwise, you risk being sent to the spam folder.

Some of our top picks for Remarketing and Email Marketing:



[Sharonthony](#)



[Socialrecipe](#)



[stoyanvlahovski](#)



[Josh_business](#)



[Davislenss](#)



[superalex76](#)



Digital Marketing *2022 Trends*

As you begin to construct the multiple pieces of your digital marketing strategy, don't forget to incorporate these 2022 trends.

Strive for and Utilize Zero-Party Data:

Google updates to eliminate third-party data and updates to email privacy on iOS 15 mean brands must generate zero-party data sourced from purchase intentions or personal preferences voluntarily given to them by users. With this data in hand, create and distribute relevant content that's tailored to consumers based on what they've shared.

Explore Alternative Browsers for SEM:

Consumers may still switch to alternative browsers they feel have even stricter privacy laws beyond cookie tracking. Beyond Google and Bing, brands may want to monitor and possibly market on other browsers like Brave, DuckDuckGo, Gibiru, StartPage, and Yandex. The earlier you explore these browsers, the sooner you can develop SEM strategies for them.

Develop a Social Commerce Plan:

Social commerce has only continued to broaden on social media websites like Instagram, Facebook, and even Pinterest. While creating a shoppable social feed is a large component of social commerce, brands must also optimize their websites for mobile access and set up social checkout features where applicable.



"Define the new normal" Recap

To ensure success in 2022, your business needs to focus on four key areas:

Consistent Branding

Ensure your business remains consistent with branding that leverages the same logo and design elements across all platforms, from social media to email marketing.

Relevant Content

Defy updated Google tracking laws and capture the attention of your target audience with written and video content that is relevant and highly valuable.

Omnichannel Approach

Update and strengthen your online assets via e-commerce platforms and online marketplaces that work in conjunction with brick-and-mortar retail locations.

Digital Marketing

Upgrade your omnichannel approach both on and offline with a digital marketing strategy that spans search engines, social media, and email.

There is no better time than now to begin to master the above elements — and with the help of Fiverr's expert freelancers, you can redefine your "new normal" for 2022 in no time.

**Best of 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](#)

Stay tuned with our [NINETWENTYNINE](#) podcast

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