



2023 Start the Year Strong:

**Adopt actionable  
and agile *marketing*.**



# Introduction

Inflation and recession are two words that no business owner wants to hear at the start of a new year. Between budget constraints and reduced spending power, potential economic downturn places significant limitations on a company, particularly small-scale and start-up businesses.

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**16.7%** of business leaders® are scaling back expansion plans.

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**7.2%** of business leaders® are reducing their workforce.

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**5.4%** of business leaders® are downsizing retail or office space.

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**4.5%** of business leaders® are cutting service.

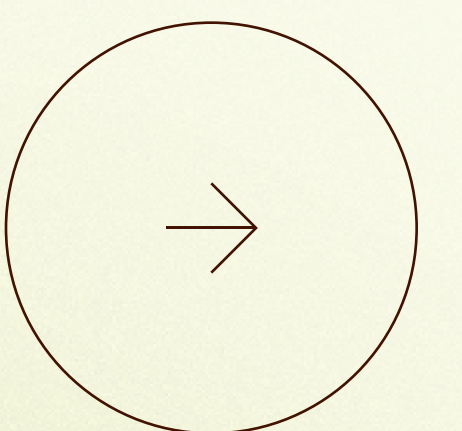
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Fortunately, periods of adversity are often times of remarkable ingenuity. With every obstacle comes an opportunity for small businesses to become more adaptable. Now more than ever, creative solutions are available to super-charge all areas of your digital marketing efforts — solutions that can account for tightly controlled cash flow and newfound talent gaps. Here at Fiverr, our talent network exists to connect industry professionals with small businesses in need of flexible resources.

As you begin to navigate the new year, consider this checklist of four actionable steps you can implement right now to maintain agile marketing in 2023:

- Step 1: Craft a recognizable brand
- Step 2: Refresh your online presence
- Step 3: Create high-value and relevant content
- Step 4: Enhance your digital marketing channels

*Let's get started...*







# Contents.

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**01** Introduction

---

**03-12** Step 1: Craft a  
recognizable brand

---

**13-24** Step 2: Refresh your  
online presence

---

**25-36** Step 3: Create high-value  
and relevant content

---

**37-52** Step 4: Enhance your  
digital marketing channels

---

**53** Recap for 2023



# Craft a *recognizable* brand.



When it comes to recognizable brands, few are as immediately identifiable as McDonald's classic golden arches or Starbucks' iconic green siren. In fact, consumers instantly recognize these brands by their logo alone in 7 out of 10 cases — that's the power of unique, unmistakable branding. Branding is the process of crafting an entire identity for your business, from the mission and vision of your company to the colors and fonts of your marketing materials. This identity is how consumers will come to recognize your brand and, ultimately, establish trust in your business.

A recognizable brand identity paves the way for effective brand awareness, or how familiar your target audience is with your products or services. Since consumers form an opinion of a brand in just 10 seconds, it's clear why so many organization leaders point to proper branding as a priority:

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**27%** of small- to medium-sized<sup>®</sup> businesses cite brand awareness as a top concern.

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**80%** of businesses<sup>®</sup> consider brand awareness the most important measurement capability.

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**28%** of marketers<sup>®</sup> claim branding as a primary digital marketing objective in the new year.

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**For your brand to be recognizable among a sea of competition, consistency is key.**

Each time you invest in a consistent brand, you demonstrate your dependability to customers. And each time you reinvest in your brand, you show an ability to remain nimble, despite economic uncertainty.

To craft a recognizable brand that can withstand whatever the months ahead have in store, begin with branding that not only adheres to modern trends but also reflects your business' unique purpose, products, and services.

**Get started with a logo that embodies the essence of *your brand*.**

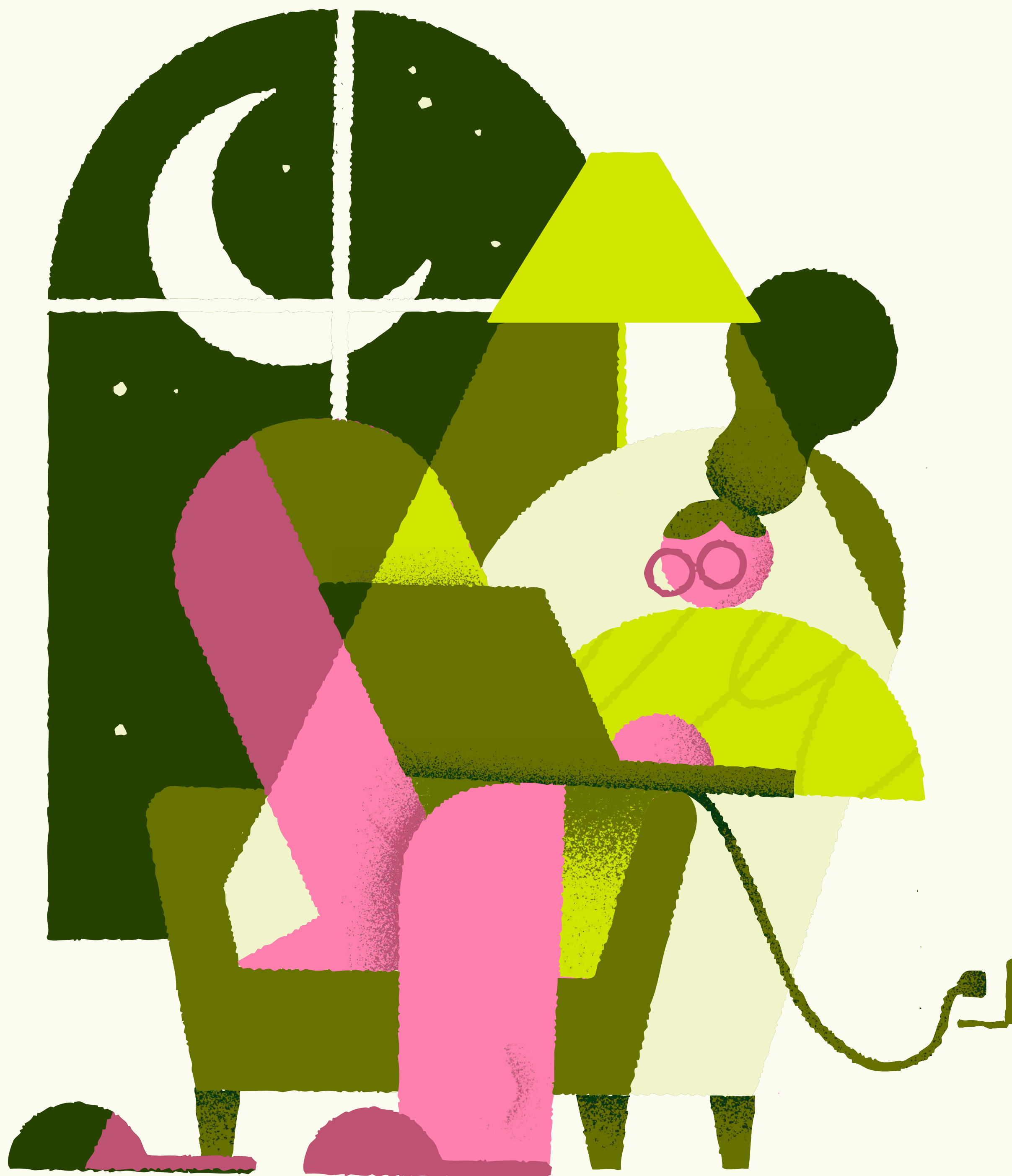


# Logo Design

A recognizable logo doesn't need to be complicated; it must capture the identity of a business as simply as possible. Being that the average logo lasts for 10 years, and simple logos like Starbucks and McDonald's can last triple as long, a recognizable logo is a worthwhile use of a limited budget.

Across the globe, brands have begun to update their logos to favor minimal styles with maximum impact. Use of symbols, gradients, and negative space have modernized today's logos, while color choices keep them classic.

**So, aim to strike a balance of *simple and stylized* with your new logo.**





Logotypes Use the company name or initials to create textural characters or symbols. 3D Gradient Create dynamic logos with color gradients that use bold and vibrant hues. Negative Space Attract customer attention with blank spaces within or around logo details. Glitch Texture Add a futuristic touch with an abstract glitch effect on the logo bottom or top. On the hunt for a logo but short on time?

Check out Fiverr's Logo Maker<sup>®</sup> 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.



A brand style guide is the roadmap to your business’ unique identity. It will encompass every area of your company’s branding, from design guidelines for aesthetic components like logo usage, fonts, and colorways, to content guidelines for your particular voice, tone, and word usage.

A style guide will also include your brand’s **specific mission** and vision statements. Your mission statement should define your business objectives and how you expect to reach them, whereas your vision statement should detail where your organization aspires to go (or how it will grow).

Over time, your brand style guide will establish parameters for how you operate your business — like the direction of new content produced and the relationships formed with external partners —

so you can remain true to your original mission and vision, and be **recognizable** to your audience.

# Brand Style Guide

If you’re unsure how to construct a consistent 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 include:



@san\_barrionuevo



@naturalleadzine



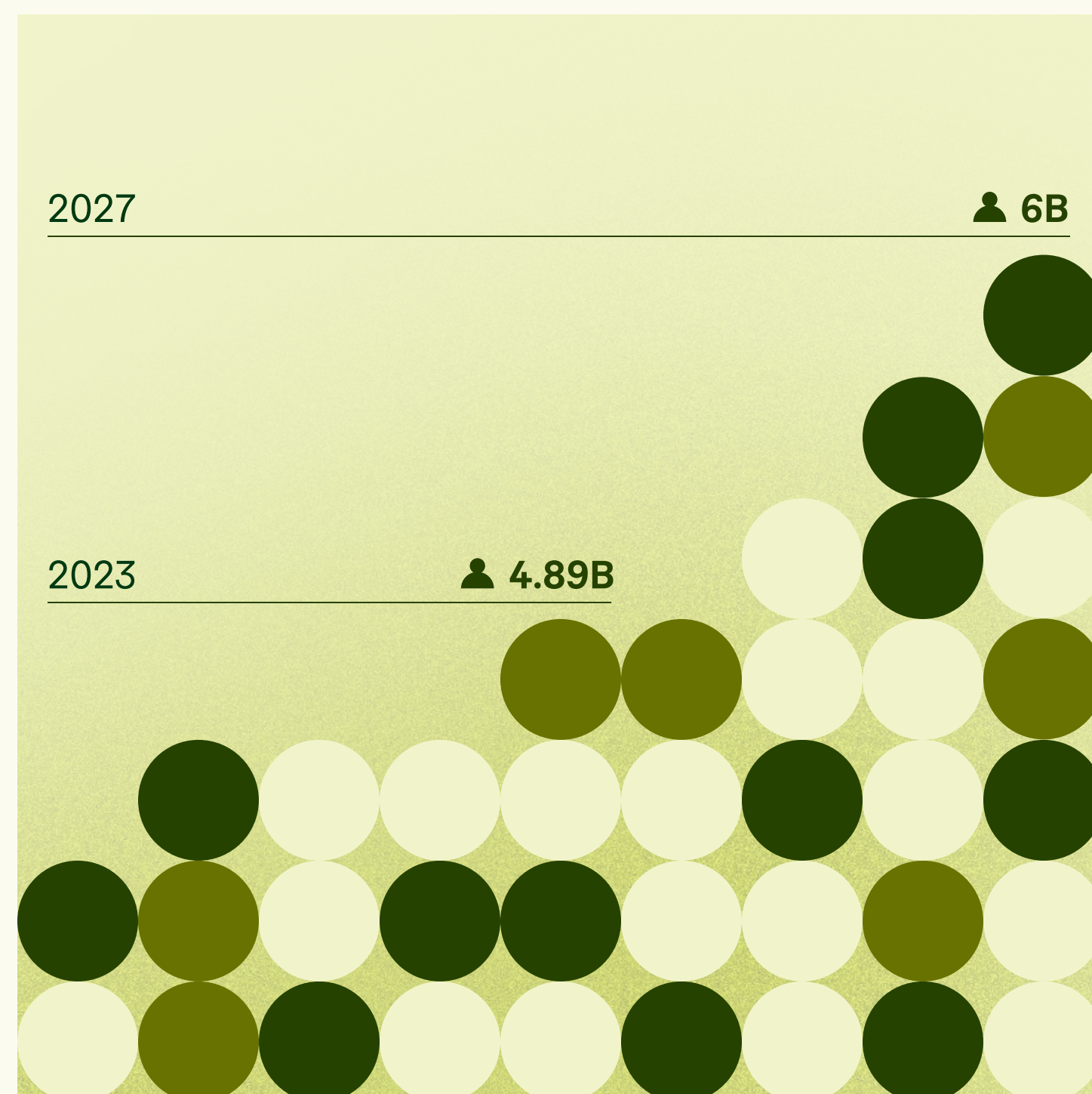
@bruno\_malagrino



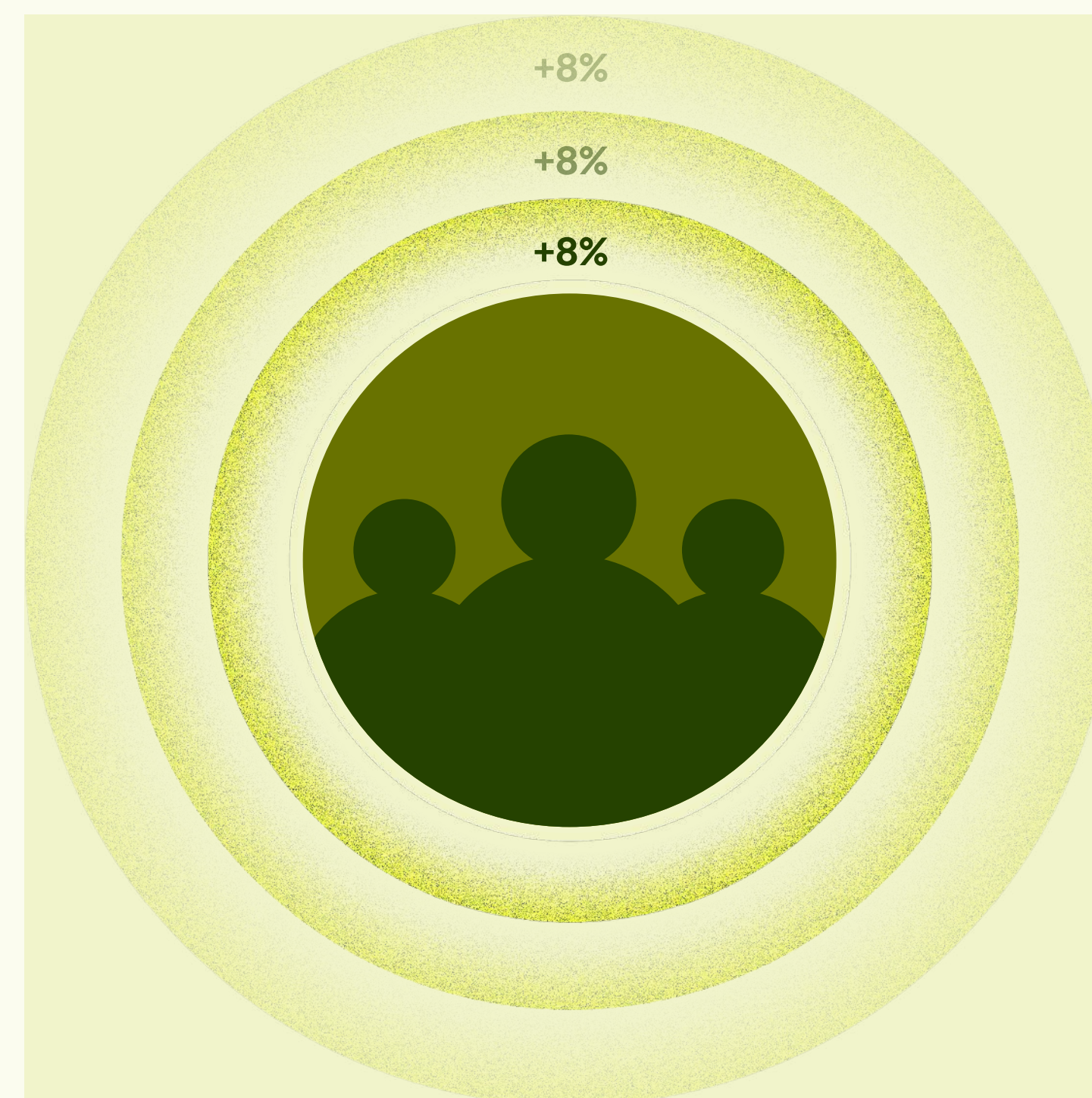
@elizaisseliza



# Social Media Design



The number of social media users<sup>®</sup> worldwide is estimated to reach **4.89 billion in 2023**, a figure only projected to rise to almost **6 billion in 2027**.



With the average number of social media users increasing by nearly 8%<sup>®</sup> year-over-year, **social media design** is a significant facet of your brand.

As more business profiles populate social media platforms, your pool of competition may increase. Help secure brand awareness and trust by showcasing your assets across social media.

## Create a *recognizable profile*

with customized social media designs that match your 2023 brand style guide. If you're unsure which assets to design or how often to post, head to Page 40 for tips and recommendations on social media marketing.

Some of our top picks for Social Media Design include:



@claudiofolha



@amandcheese



@socialrecipe



@genioblu

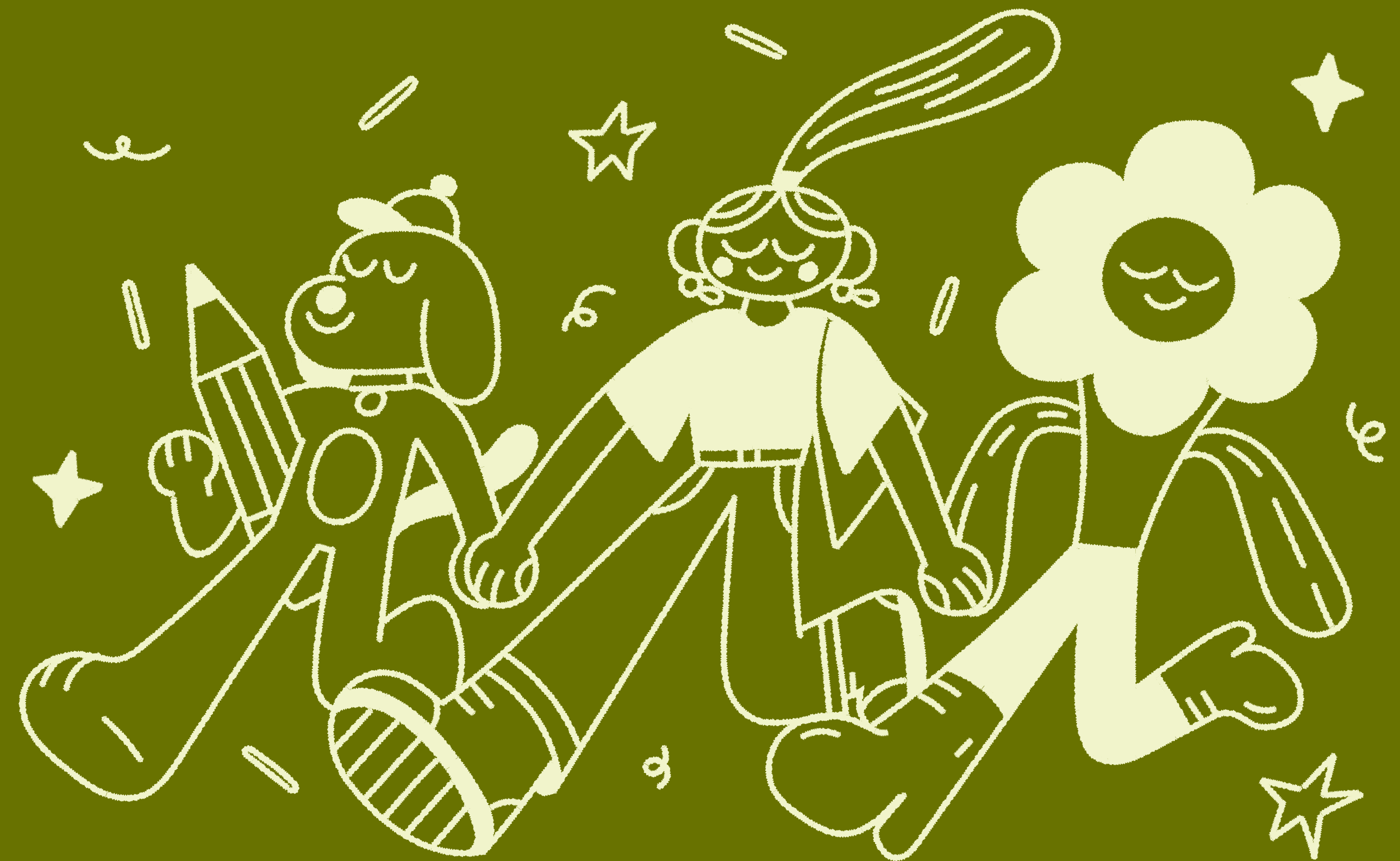


# Website Design

Did you know **281.5 million people**<sup>②</sup> in the United States, or 84% of the entire American population, accessed the internet through a mobile device in 2022?

By 2026, this number is projected to skyrocket to **303.6 million**<sup>②</sup> mobile internet users. What does this mean for website design?

Well, aside from being attractive, recognizable, and consistent with your overarching brand on desktop and laptop computers, your website design must be well-optimized for mobile and accessible on any device. More importantly, your website must be accessible to any audience.





# 74%



of customers will return to a website with a good mobile UX.

# 62B

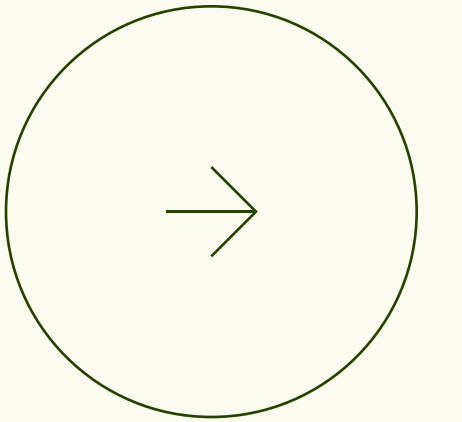


Brands lose \$62 billion a year due to poor user experience (UX)

# 71%



of users with disabilities will leave a website that's not accessible.



Now more than ever, brands require a **mobile-friendly web design** with a scannable structure, a simple usability, and an easily understandable color palette for headings and copy.

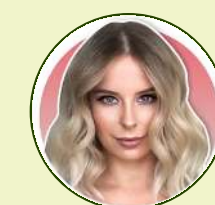
Customers anticipate that your website will be equally as accessible on a smartphone as a personal computer.





made on **fiverr** • @miragrande

## Some of our top picks for Website Design include:



@jidesigns



@cocorinne



@srdigitalpro



@lgrullon



@mateusbl



## *Brand Activism.*

A prominent theme in 2021 and 2022, brand activism will continue to influence individual company branding in 2023. Though global marketers have made strides to emphasize purpose-driven initiatives, 55% of consumers aren't convinced that brands are fostering true progress.

Being that over half of consumers (52%) purchase from brands that support causes they care about and more than 36% expect the brands they buy to support social causes, now is the time to wear your heart on sleeve and authentically align your business with social good initiatives.

## *Humanized Brands.*

With the risk of recession and underlying inflation impacting consumer spending habits worldwide, you must humanize your brand to earn a shopper's business. When constructing your brand style guide, decide how you can attach a memorable, genuine personality to your brand.

Humanized brands appear significantly more approachable to consumers. Such brands have a notable mission or vision, align themselves with reputable causes, and have a recognizable element of their identity — like a particular voice or design style — that stands apart from other businesses.

## *Inclusive Brands.*

Now more than ever, organizations have begun to transcend countries and continents to expand their customer base. As your brand reaches new audiences, you must be prepared to gain access to consumers from varying cultural, educational, social, and religious backgrounds.

Tolerant and inclusive branding takes the shape of multiculturally sensitive, diplomatic language that accompanies imagery and video content that reflect a diverse audience. Study the preferences and needs of each varying demographic to remain honestly and authentically inclusive.

# Branding & Design 2023 Trends

As you begin to craft a consistent, recognizable brand, make sure to incorporate the upcoming trends slated to take 2023 by storm





*Refresh your*  
**online  
presence.**



It's no secret that the COVID-19 pandemic encouraged a sharp uptick in e-Commerce sales worldwide. With in-person shopping at physical brick-and-mortar locations stalling for nearly two years, 60% to 70% of adults became omnichannel consumers who heavily relied on e-Commerce.

Despite in-person shopping now returning to pre-pandemic levels, e-Commerce sales continue to soar — growing by 30% year-over-year and increasing online penetration levels 30% higher than pre-COVID.

So, what do these figures mean for businesses with an omnichannel or online presence?

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# 2.15B

There will be 2.15 billion<sup>®</sup> global digital buyers

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# 24M

There are up to 24 million<sup>®</sup> e-Commerce stores globally

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# 58.4%

There are 58.4% of internet<sup>®</sup> users buying online weekly

With e-Commerce competition at an all-time high, brands must remain nimble with an updated online presence. Here are the top methods to refresh and strengthen your online assets with a strong digital presence on your website, e-commerce platforms, and global marketplaces.



# Web & Mobile Presence

As mentioned in Step 1, your website must be attractive, aesthetically compatible with your branding guidelines, and accessible on any device. As a domain that you own, a well-designed and easy-to-navigate website is the place to start when refreshing your online presence.

**A strong website** is a must, even for brands that do not sell a product or service online.



Think of your website as the digital business card or online menu for your brand — it gives potential consumers an overview of your business 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.

Plus, if you don't sell products online, your current digital presence is likely minimal. By updating your website, you enhance awareness of your brand for those passively browsing or searching for your brand online. Your website can also serve as a launching pad if you sell online in the future.



# e-Commerce Development

All e-Commerce sites have to start somewhere, but the bare minimum requirement is with a website. If you don't have a website yet or want to create a second channel for sales, you can build your own store on a third-party e-Commerce platform and retail point-of-sale system.

Fiverr offers a convenient one-stop shop<sup>®</sup> to help connect brands with the right e-Commerce web developer. 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 from today's top e-commerce platforms, like:

## 01 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.

## 02 SHOPIFY

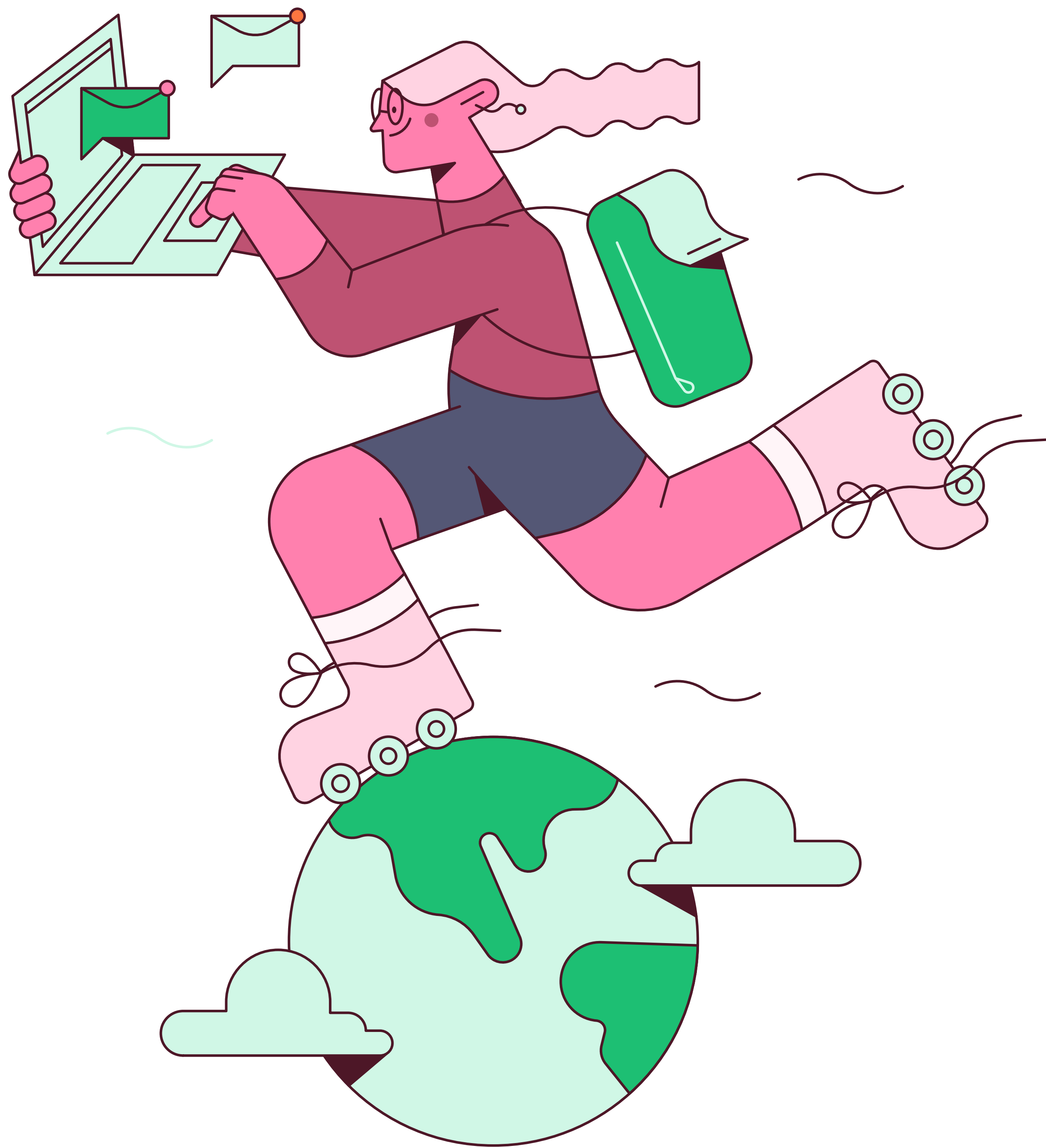
A Shopify storefront is simple to use for beginners and offers templates to streamline the set-up process for those without an existing website. With integrations for popular applications like Facebook Shop and Instagram Shop, Shopify is a top contender for e-commerce services.

## 03 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.](#)<sup>②</sup>





## Our top picks for e-commerce Development include:



@jimavidbrio



@george\_nik



@dele9707



@andrewcarpen756



@boryanasirakova

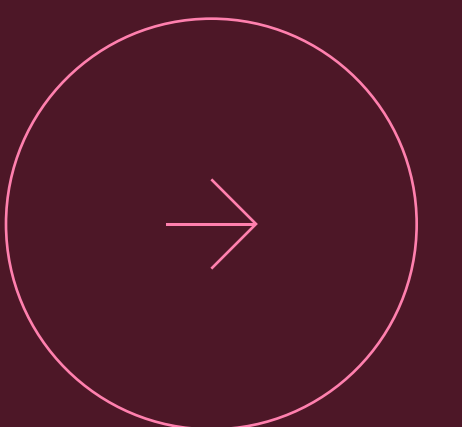


# Marketplace Listing

Aside from a website or e-Commerce store you own, you can enhance your online presence with various marketplace listings.

**Online marketplaces** are ideal to supplement foot traffic in physical locations as well as expose digital brands to millions of potential new customers globally.

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





## 01

## AMAZON

Amazon generated total net sales of approximately 121.2 billion U.S. dollars across international purchases in the second quarter of 2022 alone. With sellers located across the globe and low start-up costs to list your products, Amazon is a no-brainer to list e-Commerce products.

## 02

## ETSY

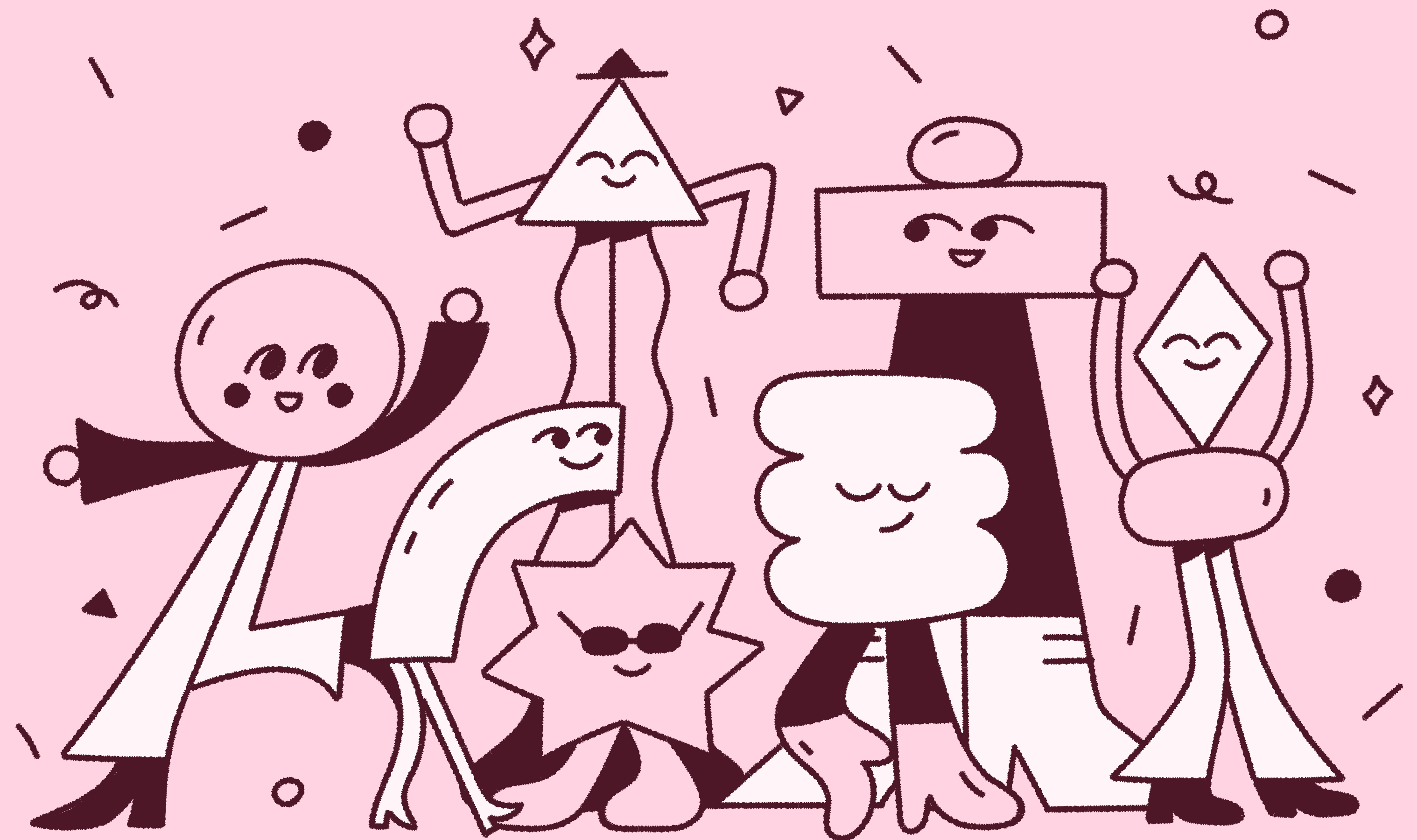
Etsy global marketplace gross merchandise sales (GMS) were 2.6 billion U.S. dollars in the second quarter of 2022, down 6% year-over-year but up 141% compared to 2019. As the go-to marketplace for handcrafted goods, Etsy is ideal for an individualized e-Commerce storefront.

## 03

## eBAY

eBay boasted a global gross merchandise value (GMV) of 18.6 billion U.S. dollars in the second quarter of 2022. The online marketplace 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 e-Commerce store, product-oriented content is likely a large component of your online presence. But, did you know that the average online customer browses 32 pages of an e-Commerce site before they make a purchase? So, is your product-oriented content sufficient?

In other words, can your product-oriented content withstand several minutes of scrolling until a consumer settles on a product, adds it to cart, and successfully checks out?

Product content to keep shoppers on your site must include **eye-catching product descriptions and product photography.**



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## 01 PRODUCT DESCRIPTIONS

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

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## 02 PRODUCT PHOTOGRAPHY

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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 Descriptions:



@adammcenroe



@kevinschreck



@zoewrites20



@georgiaeaustin



@ashleyrenee985

Some of our top picks for  
Product Photography:



@elijahodonnell



@ann\_model



@katy63de



# E-Commerce SEO Services

E-commerce websites and online marketplace listings are just half the battle when taking strides to strengthen your online presence — the other half comes down to management. After all, how will you navigate order fulfillment and current supply chain challenges once products have been listed?

If budget constraints or a recent loss in human capital have impacted your e-Commerce management, consider outsourcing these responsibilities to independent contractors.

## *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 & Vendors.*

A shocking 90% of procurement leaders claim that supply chain delays will remain a greater threat than competitive market dynamics by nearly two to one in 2023. It's important for companies of all sizes — even those with one to five employees — to also diversify their supply chains and source multiple suppliers to avoid operational slowdowns in 2023.

## *Data Science.*

Nearly 70% of senior procurement executives from leading manufacturing companies in the US and UK do not believe their existing technology can adequately handle current challenges or those anticipated to emerge during a recession. This is why it is crucial for companies to leverage newer artificial intelligence and machine learning technology to predict future fluctuations based on historical data.



## *Long-Tail Category Pages.*

Keywords for e-Commerce can be segmented into short-tail keywords and long-tail keywords. Short-tail keywords include general search queries of one or two words, whereas long-tail keywords include more specific queries of three to five (or even more) words.

Long-tail keywords get less search traffic because of their specificity, but gain a higher conversion value in return. A long-tail category page capitalizes on the conversion potential of these phrases with a dedicated collection of products like ‘cashmere women’s sweaters’ or ‘navy blue suit jackets.’

## *Personalization with Privacy.*

82% of global brands consider personalization one of the most effective ways to connect with a consumer, and consumers increasingly demand personalized shopping experiences. For instance, today’s online shoppers expect retailers to make recommendations based on previous purchases.

However, with various privacy concerns impacting consumer trust in online platforms, many are already blocking third-party cookies that could guide personalization. Therefore, brands must identify which marketing touchpoints lead to conversions, such as purchases and email sign-ups.

## *Robust Social Commerce.*

From shoppable social ads to product tagging and in-app shopping, social commerce has become a new standard for e-Commerce and omnichannel brands. When considering the marketplaces and websites to list your product or service, a shoppable social media feed is an absolute must.

Social commerce is available across platforms like Instagram, Facebook, and even Pinterest. In addition to 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.

# E-Commerce 2023 Trends

As you refresh your online presence to command consumer attention in 2023, be sure to incorporate these rising e-Commerce trends to remain competitive



# Create high- value & relevant *Content.*



The average consumer is inundated with content on a ***daily basis***. To create the most pleasant online experience, most consumers will filter out the content that is not relevant or valuable to them. If your content doesn't appeal to their wants or needs, it will likely be ignored or flagged as spam.

With the heavy saturation of freely available content across the digital landscape, the content your brand produces must be highly valuable and relatable to your target audience. Relevant content drives awareness and demonstrates to customers that your brand can fulfill their expectations.

Likewise, with major search engines like Google phasing out third-party cookies to prevent individual tracking in 2023, brands will soon lose access to cookies-based behavioral targeting. High-value, after relevant- content allows for supplemental contextual targeting to connect with consumers.

Here are the multiple forms high-value relevant content can take in 2023.



# Written Content

Written content is often the first item brands think of when they consider content marketing. As written content captures the tone and voice of your brand, it's a great avenue to connect with your audience and provide relevant information, while encouraging brand awareness and trust.

Written content refers to brand assets like blog posts, articles, guest posts, website copy, landing pages, service 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.

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67%

Brands that leverage written content produce 67% more leads<sup>®</sup> per month.

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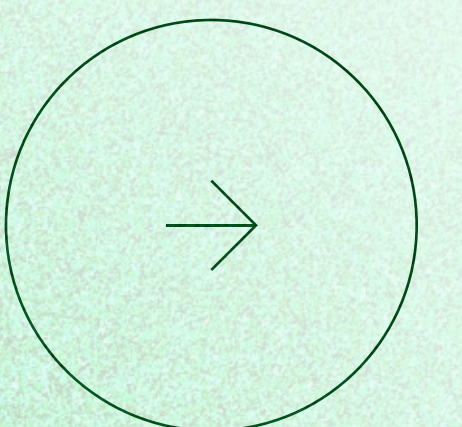
34%

34% of consumers<sup>®</sup> will make an unplanned purchase after reading quality written content.

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× 13

Brands that utilize blogs for marketing purposes experience 13 times the ROI<sup>®</sup> of businesses that don't.





# Articles & Blog Posts.

- 77% 'How-to' posts
- 57% Listicles
- 47% News & Trends



The most popular types of articles and blog posts include ‘how-to’ posts (77%), listicles (57%), and news and trends (47%). Your 2023 content strategy should include a mix of these popular types of content to engage your target audience and bring valuable traffic to your site.

Articles and blog posts are mediums to **communicate ideas** with your customers, educate them on common pain points, and inform them of the **value your business** provides.

Some of our top picks for Articles & Blog Posts include:



@rrauwl



@aliceeverdeenvo



@faswaldo



@rachelcjackson



@jenn\_pavlick



# Website Content.

All of your website content should inform your customers of your business' purpose. Each sentence is a chance to show off your recognizable branding, including your voice and tone. And every word on your website, from your homepage to your about page, is an opportunity to win over customers.

When writing website content, don't forget to research and include relevant keywords (read more on this in Step 4). Peppering high-traffic keywords into your website content increases the chances that consumers will find your brand when searching for a similar product or service online.

Some of our top picks for Website Content include:



@leila\_salem



@silvermagpie



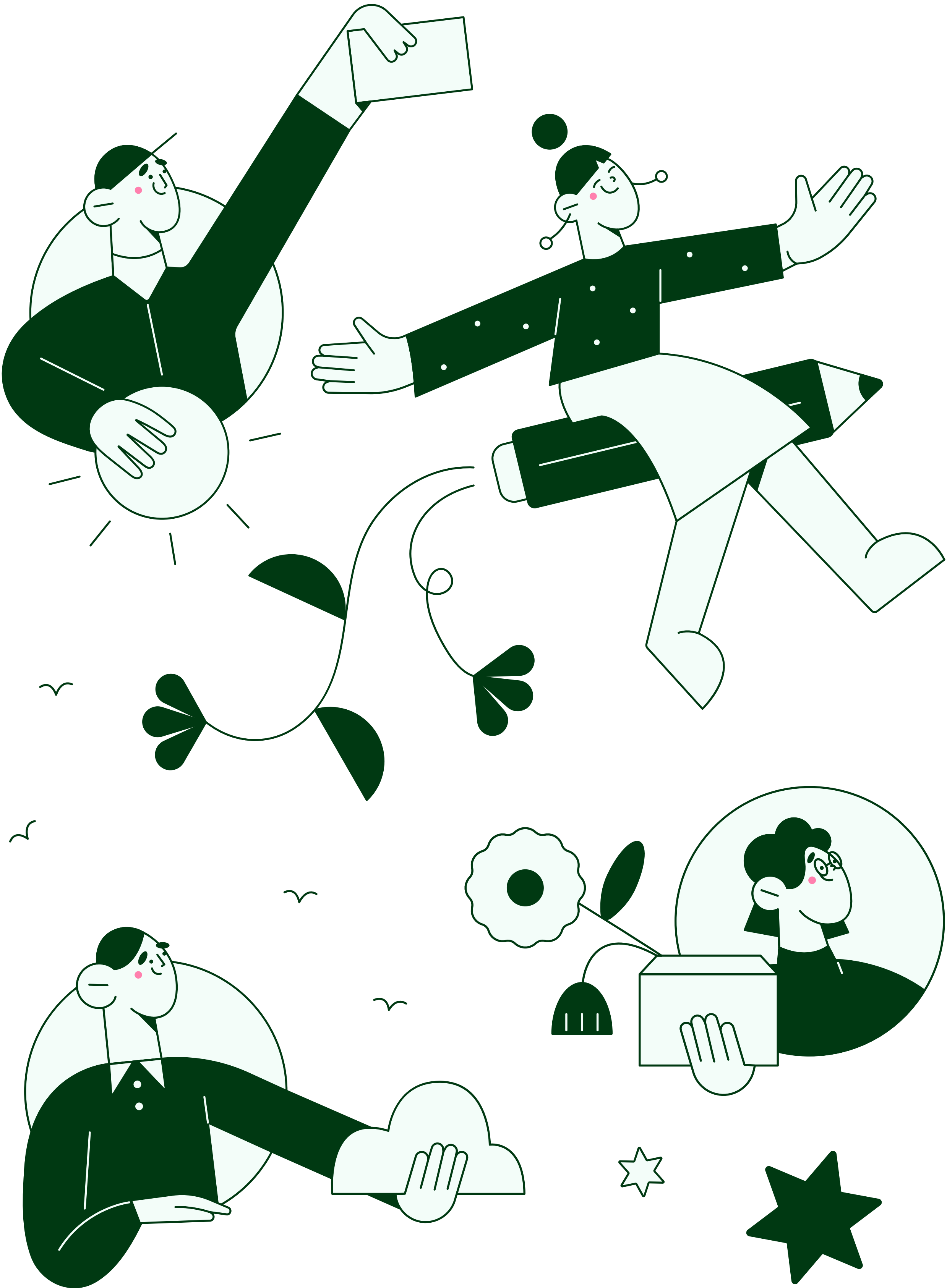
@jakeeck



@jacquileekatz



@translationsger





# UX Writing

Can website visitors 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? UX writing - short for user experience - is written content to describe how website visitors should **interact with your brand**.

Good UX writing quite literally spells out what actions users need to take when on your e-Commerce website or marketplace to remove any potential barriers to purchase. The easier your website is to navigate, the easier it will be for online consumers to purchase from you over and over again.



# Videos & Video Ads

Video content has dominated digital marketing initiatives since 2021<sup>®</sup>, due in part to a rise in social media platforms (like TikTok) that focus on **video-based material**.

And according to marketers, multimedia content drives a serious return on investment (ROI) today's brands should not ignore.

Recent forecasts demonstrate that, in 2023, the amount of time spent consuming TV video content will reach two hours and 51 minutes per day, and the amount of time spent watching digital video content will increase to an hour and 20 minutes per day.

To keep a leg up on your competition in 2023, it will be important to ensure your video content is professional and consistent with your brand's style guide. The types of videos projected to trend in 2023 include animated explainers or whiteboard videos, product demos, and short video ads.

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.



# Animated Explainers or Whiteboard Videos.

Animated explainers, also known as white board videos, are ideal to market complex products and processes. With 94% of marketers agreeing that video increases user understanding of a product or service, animated explainer videos simplify sophisticated or abstract topics in an engaging way.

To follow with this year's theme of agile marketing, animated explainer videos should combine creative flexibility with advanced visual branding. Such videos help demonstrate different product features in innovative 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.

Whiteboard videos can explain the inner workings of a product or the features of a software platform in a way that's easy to understand.

**In fact, *eight out of ten*<sup>®</sup> people claim they've been convinced to purchase an app or piece of software because of an explainer video.**

Some of our top picks for Whiteboard & Animated Explainers include:



@animaester



@graphicslc



@henryleonardo11



@djyoung



@pro\_animators1



# Live-Action Explainers.

Aside from animated videos, live-action explainer videos are ideal to capture the features of a tangible item that is best advertised by seeing it in actual use by a real person. This way, your customers can imagine themselves using your products by seeing them applied in a real scenario. Live-action product explainers help demonstrate the effectiveness and characteristics 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.

Live-action shots of your product make it easier for consumers to identify your brand in a crowded marketplace. Plus, brands can utilize webinars as a type of live-action explainer video to answer common consumer questions and leverage a human component to build brand credibility and trust.

# Short Video Ads.

Short video ads are significantly briefer than other types of videos. They are placed 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.

Short video ads are a chance to **show off** the unique aspects of your branding, including what sets you apart from competitors and what makes your business **memorable**.

Plus, social commerce has enabled videos to be shoppable, so consumers can purchase directly through a social media app.

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. The average age on TikTok also skews dramatically younger than YouTube, with 25% of TikTok users aged 10-19.



Some of our top picks for Live-Action Explainers include:



@radevradostin



@rimuss



@animtionsexpert

Some of our top picks for Short Video Ads:



@vidsdealteam



@agnesathemodel



@toddcastmedia



@eighth\_studio



@proslideshow





# Podcasts

Podcasts are a type of audio-based online content that can shine in your marketing strategy this year.

Podcasts are a chance to highlight the individuals in your business 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.

# 160M



Forecasts suggest that the number of U.S. podcast listeners will exceed 160 million in 2023, after a 20 million increase year-over-year.

# 424.2M



And with an average of 424.2 million global podcast listeners per month, enhance brand awareness and capture a community of listeners with a podcast strategy.



## Experiment with Digital Channels.

While linear TV (cable) advertisements are known to drive long-term sales lifts, they can also be expensive and have a delayed impact. Now is the time to experiment with next-gen digital channels, primarily online video and connected TV (CTV) ads, to engage a wider audience with your ad spend.

CTV, in particular, has become an increasing focus for global marketers. In 2021, consumers streamed almost 15 million years' worth of content across subscription- and ad-supported platforms. As such, 51% of global marketers plan to increase their CTV spending in the coming year.

## Create Content Pillar Guides.

Content pillars refer to a set of topics your brand consistently creates new materials for — topics that encompass your brand purpose, common pain points your brand solves, and general industry knowledge. A content pillar guide is a substantive piece of content that expands on a specific topic.

A content pillar guide hones in on one theme — such as video marketing for e-Commerce — and breaks that concept down into several sections or materials. Examples of content pillar guides include eBooks, whitepapers, and case studies that can be repurposed into blogs or guest posts.

## Localize Content for Global Reach.

Written, video, and audio content like podcasts can reach more audiences now than ever before. Much like the need for inclusive branding, localized content accounts for newfound access to consumers from varying cultural, educational, social, and religious backgrounds.

When you localize content, you optimize it for a specific audience located within a certain geographical region, such as a city, state, or country. Creating content in the language your audience understands or adding the appropriate subtitles helps create a global impact with your brand.

Fiverr has a [global content checklist](#) ready for you to use in 2023.

# Online Content 2023 Trends

Maximize the reach of your online content without over-extending your budget with these three 2023 content trends





# *Enhance your* **digital marketing** **channels**



Though the economic outlook for the coming year might cast doubt over digital marketing initiatives, now is not the time to neglect your digital marketing channels.

Much like enhancing your online presence, your digital marketing channels allow your brand **to remain agile** in 2023.

And realistically, there's quite a bit to remain agile about.

As third-party data becomes a thing of the past, contextual targeting based on keywords and relevant content must shine. Zero-party data, or data that a consumer voluntarily provides, is the new gold standard for marketers — data like purchase intentions and personal preferences.

These updates to the digital marketing landscape necessitate that brands focus on **relevant content** that leads a user to register or sign-up for owned channels, like a newsletter, to gain zero-party data.

Fortunately, a solid marketing strategy can secure a reliable return-on-investment (ROI) in 2023





# Marketing Strategy

As a brand style guide is essential for a cohesive brand, a digital marketing strategy is essential for an effective marketing performance. Think of your marketing strategy as the blueprint for how you will approach various marketing channels in the new year to remain both on target and on budget.

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

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**56%** of businesses<sup>®</sup> have a clearly defined digital marketing strategy.

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**44%** of businesses<sup>®</sup> integrate digital marketing strategy into general operations.

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**41%** Digital marketing campaigns have increased by 41%<sup>®</sup> year-over-year.

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A smart marketing strategy helps safeguard your business from unexpected hiccups

For instance, it defines your target audience and which channels they frequent, so you can invest your time and resources on platforms with the best ROI potential.

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 the roadmap to winning customers and crushing the competition in 2023.

Some of our top picks for Marketing Strategy include:



@clindebak



@chandoneaddis



@marthadata



@skidzy82



@au2030



# Social Media Marketing

Social media marketing plays a massive role in an overarching digital marketing strategy, especially for businesses with an e-Commerce component. Therefore, social media marketing and social commerce are no longer merely options for small businesses — they're necessities.

Consumers have even begun to anticipate social media marketing from brands they're interested in:

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74%

of consumers<sup>®</sup> think brands should post one to two times per day.

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71%

of consumers<sup>®</sup> expect brands to raise awareness on social media.

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90%

of consumers<sup>®</sup> purchase from brands they follow on social media.

It's important to also call out that there are more than 4.2 billion global social media users, who each spend an average of two hours and 24 minutes on social media per day.

This means social media has opened a nearly **2.5-hour** portal of unprecedented daily access to your customer base.

This is the time for your brand to expand into social media with various content that speaks to your audience's frequently asked questions and highlights your unique product offerings. Aim to engage with social media users daily to enhance both brand awareness and access to relevant content. For effective social media marketing, don't neglect the power of a content calendar and social media manager.



# Implement a Content Calendar.

As the name might suggest, a content calendar outlines when specific content will be published on each platform. Aside from the date on which social content will go live, a calendar can include the 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.

Some of our top picks for social media content:



@simmade



@followingalexx



@tommysiu



@tombaenre



@animamundi17

## Designate a Social Media Manager.

When we said that consumer expectations for social media were high, we didn't just mean the expectations for social media content. Today's consumers also have particularly high standards for the way various brands communicate and engage with customers on social media.

In fact, nearly a quarter of U.S. social media users expect brands to **respond to messages**<sup>2</sup> on social media within 1 to 2 hours, and another 22% expect an answer within 12 hours.

In the UK and Ireland, consumers are most likely to connect with a brand via public social media engagement.



However, every small- to mid-sized business understands that it can be difficult to manage these tight timeframes for social media interaction.

In the face of shifting tides this year, designate a social media manager to be the sole point of contact to rely upon for consistent social media engagement.

Some of our top picks for Social Media Management include:



@sharonthony



@socialrecipe



@vasily17



@pursueholiness



@wework333



made on fiverr. @olgasemko



# Social Media Marketing

Social media marketing can be classified into two categories: organic social media, which encompasses the above tactics, and paid social media. Paid social media refers to social media advertising, or dedicating ad dollars to promote high-value content to your target audience.

Right now, marketers are leveraging social media advertising across a variety of platforms:

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33%

of marketers<sup>®</sup> use social media advertising to increase their brand awareness.

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181.2B

The global social media advertising market was valued at 181.2 billion<sup>®</sup> U.S. dollars.

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358B

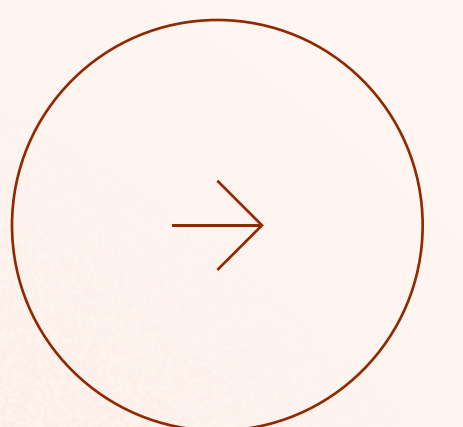
The total value of the market is slated to increase to 358 billion<sup>®</sup> U.S. dollars by 2026.

Despite bubbling risks of inflation and talks of a recession, social media has remained 64% of global marketers' most effective paid channels, particularly on video-based platforms like TikTok and Instagram.

In fact, 53% of global marketers<sup>®</sup> will boost their social media budgets more than any other channel over the next year, with a focus on rising social commerce networks like Instagram.

Global marketers also have eyes on the integration of social commerce with messenger apps, such as Facebook Messenger or WhatsApp. Advertising directly within these platforms significantly enhances the revenue potential of social commerce and provides more advanced targeting.

Social media advertising experts can help you strategize, launch, and manage powerful social media ads







made on **fiverr** • @elzaveta

Some of our top picks for Social Media Advertising include:



@valleys2785



@darianjames



@chihugrows



@socialrecip



@oleg\_v



# Search Engine Marketing (SEM)

Few websites are as impactful on a digital marketing strategy than search engines like Google. Search engine marketing (SEM) is a process to purchase ad space on search engine results pages (SERPs) to enhance your brand's discoverability for specific keywords, like your popular products.

The purpose of search engine marketing is *to get your brand in front of customers* with commercial or transactional intent. Commercial intent refers to users who want to make a purchase but need more research, whereas transactional intent refers to users who are prepared to purchase.

Paid advertisements on search engines will only reach consumers with the right intent if you select highly-relevant keywords, such as product-specific phrases and branded terms like your business name. Include long-tail localized keywords, like “in Vegas,” if you operate a brick-and-mortar store.



Brands can bid on relevant keywords on platforms like Google Ads to land in the paid results that display on the top of SERPs, which operate on a pay-per-click (PPC) basis.

This means that a brand pays the amount they bid on the keyword each time *a user clicks* on the advertisement on SERPs.

Bear in mind, SEM is not a 'set it and forget it' type of marketing strategy. 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, such as selected keywords, for optimal ROI.

Some of our top picks for Search Engine Marketing include:



@kamranppc



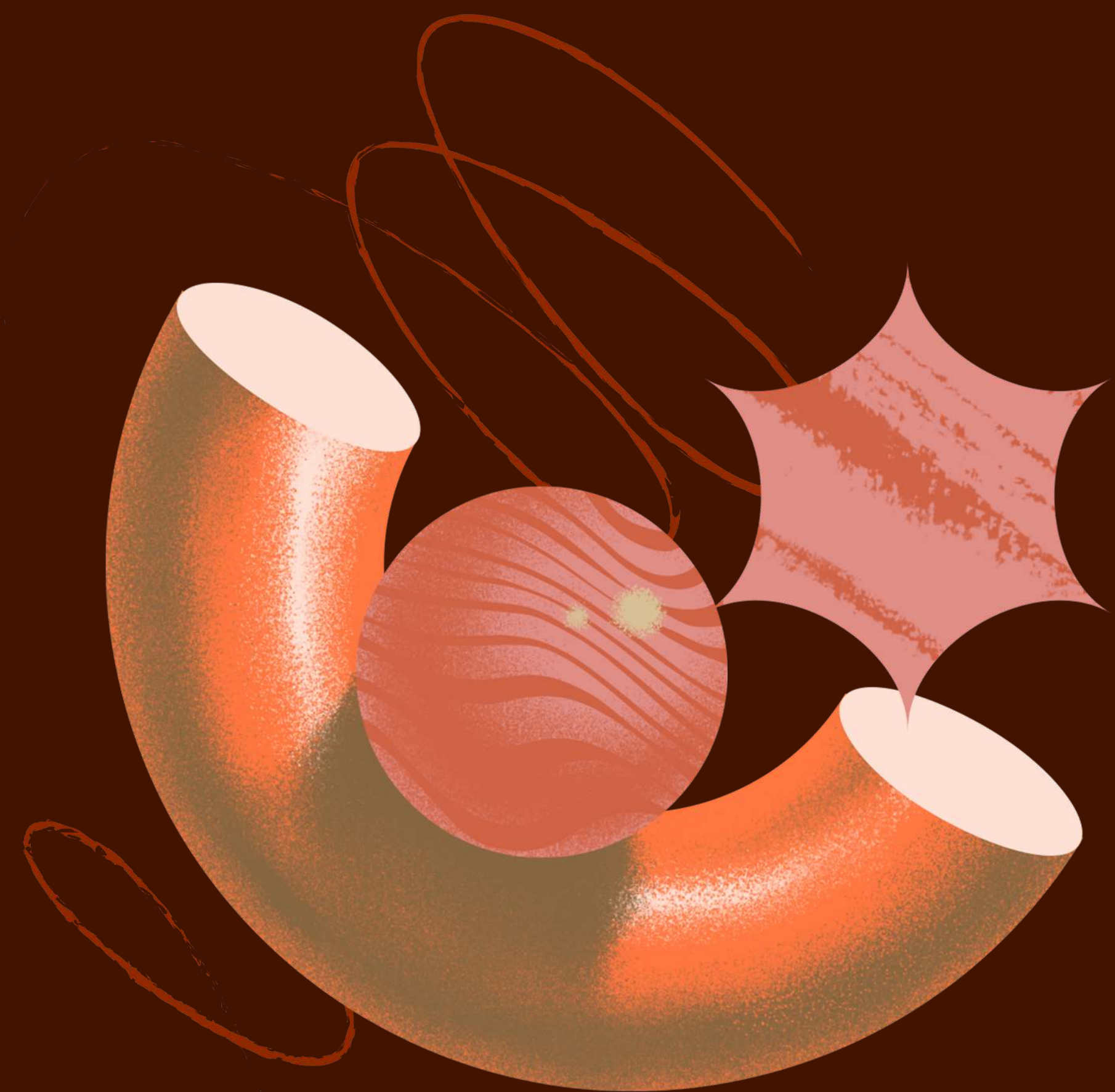
@zimamedia



@pb0494



@roshaankhan017





# Search Engine Optimization (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. The marketing potential of organic SEO for small- to mid-sized businesses cannot be ignored:

**23.6%** of e-Commerce orders<sup>®</sup> are directly tied to organic traffic.

**43%** of all eCommerce traffic<sup>®</sup> stems from organic Google search results.

**55%** of consumers<sup>®</sup> use Google to seek specific product information.

It's proven that the first organic result on SERPs has an average click-through rate (CTR) of 28.5% – but CTR dramatically declines to 11% by the third position. By the tenth position, the CTR plummets to 2.5%.

By the second page? Well, 90% of users<sup>®</sup> never click on the second page of SERPs.

some of our top picks for SEO:



@marta\_m



@sarkar\_seo



@jaylucy



@kevanseo



@thefactomike

If you want to conquer SERPS, you'll need to address the five elements of SEO:



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## 01 KEYWORD RESEARCH

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SEO success hinges on highly-relevant keywords and phrases. Begin by conducting keyword research to locate the phrases your target market is searching for as well as the intent behind common search terms. Then, assign a high-performing keyword to each page on your website, so search engines can easily identify the subject of the page's content and direct users appropriately.

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## 02 ON-PAGE OPTIMIZATION

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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 popular search terms for your audience, begin on-page optimization by updating title tags, headings, and web copy with relevant keywords.

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## 03 OFF-PAGE OPTIMIZATIONS

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Once you've begun on-page optimizations, you can begin an off-page strategy, or changes applied outside of your actual website to improve your discoverability on SERPs. Off-page optimizations encompass third-party content opportunities, like publishing a guest blog on a reputable website, as well as link-building opportunities that involve placing links back to your website on other sites.

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## 04 TECHNICAL OPTIMIZATIONS

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Technical optimizations for SEO go hand-in-hand with accessibility best practices for content. First, ensure that all images utilize the appropriate alt text or captions for those who are visually impaired. Next, eliminate any broken links or 404 redirects on your website. Then, be sure to optimize your website for mobile users and check your site speed to ensure it loads quickly.

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## 05 LOCALIZED OPTIMIZATIONS

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Lastly, brands with physical locations can also deploy local SEO strategies. Local SEO is a tactic to become more visible in local search results on Google, like when users search for "pizza near me" or "running sneakers in New York." Localized on-page optimizations and the creation of local Google My Business pages for your brick-and-mortar brand can boost your presence on SERPs.



# Email Marketing

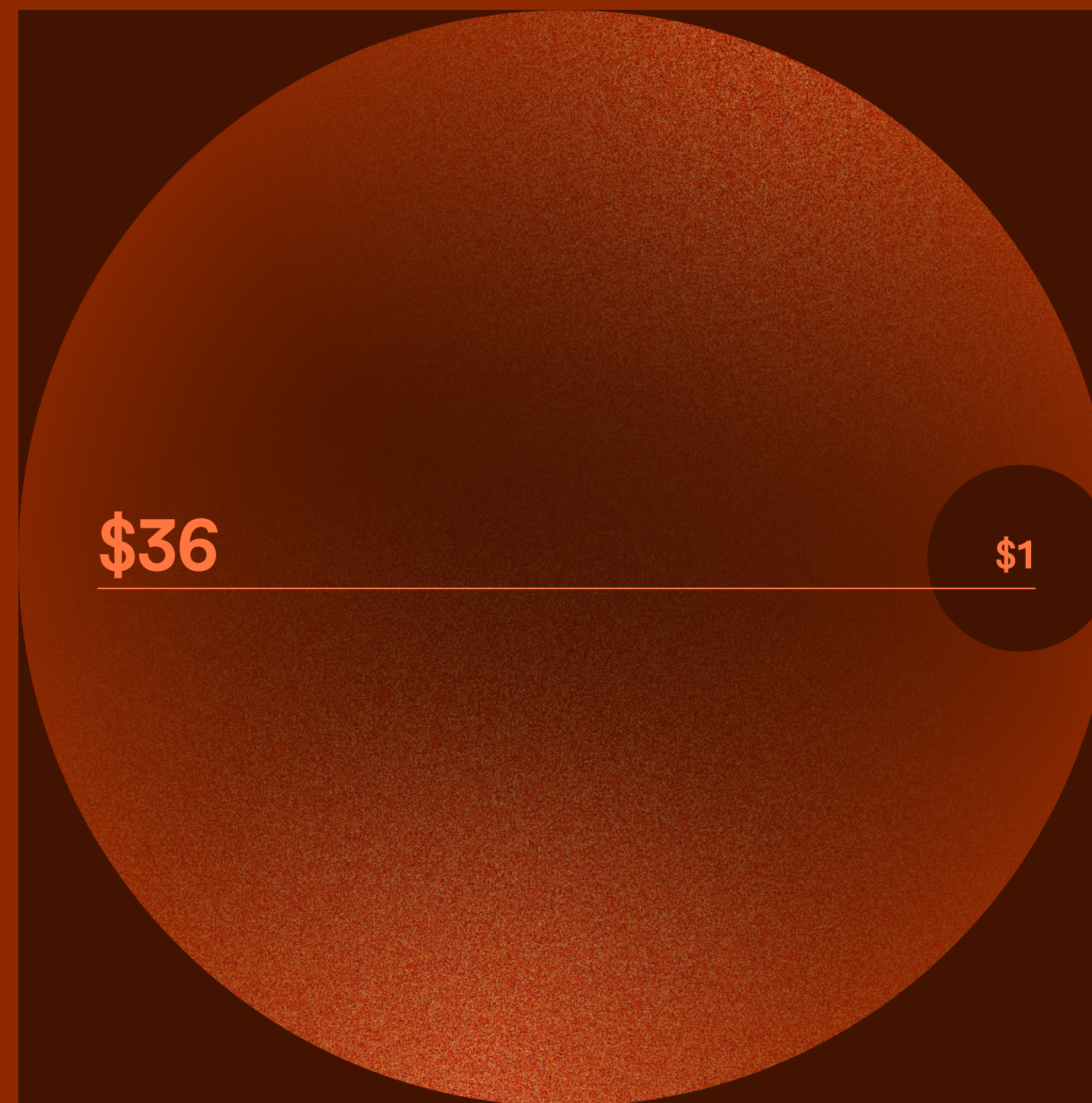
As the final component of a digital marketing strategy, email marketing is a facet of customer relationship management (CRM). Email marketing enables brands to create and maintain relationships with existing customers, as well as build new relationships with potential leads.

What's unique about email marketing compared to social media or search engine marketing is that email opens a direct line of communication between your brand and its customers. Regular email alerts, like abandoned shopping cart notifications and weekly newsletters, drive consumer interest.

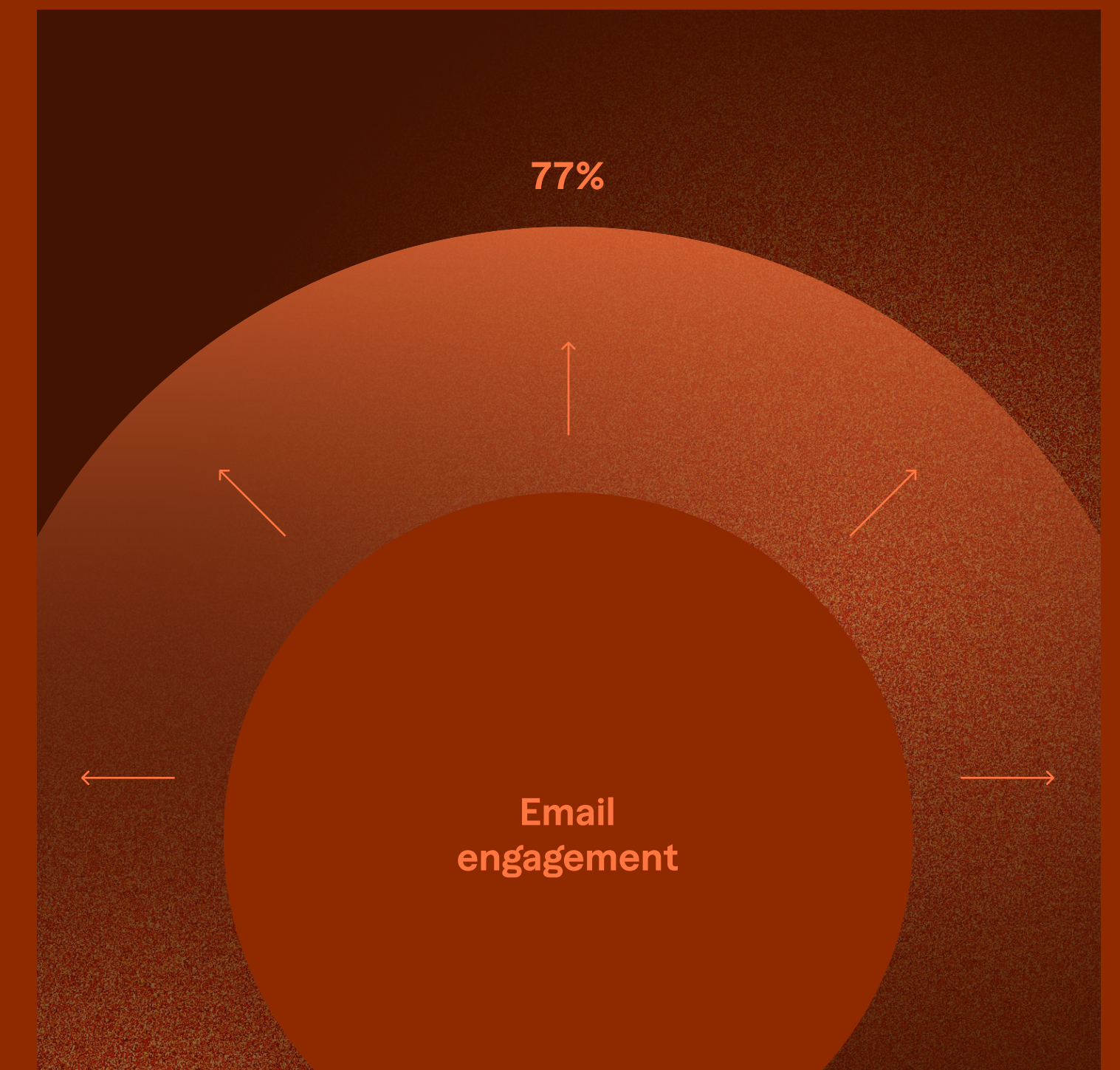
This could explain why global marketers leverage email to remarket to consumers who haven't yet made a purchase:



Email marketing is the **third-highest source**<sup>®</sup> of all digital conversions.



Email marketing boasts an impressive ROI of **\$36 for every \$1 spent**<sup>®</sup>.



Email engagement has increased for **77% of marketers**<sup>®</sup> over the past year.



And being that barely **2% of website visitors**<sup>⑦</sup> convert on the first visit, it's important to harness email marketing to encourage clicks directly to your website or marketplace. Email marketing can be the perfect opportunity to offer interesting content or even discounts that drive website traffic.

Strive to construct email marketing materials with your brand style guide in mind. Maintain the same tone and voice as your other content, like social media posts, so your style becomes recognizable. Most importantly, always include a call-to-action (CTA) so encourage a sale.

Need help crafting the perfect email? Some of our top picks for Email Marketing include:



@juleschluetter



@sushant\_23



@stoyanvlahovski



@reema\_singhal



## *Ad Integrations with Chat.*

As mentioned in the Search Engine Marketing section, the integration of shopping and payment solutions with chat or messenger services on social media is sure to increase paid media performance, user engagement with e-Commerce brands, and ultimate conversions.

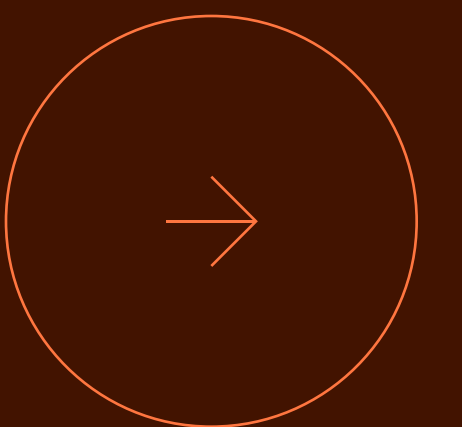
Begin to research applicable integrations that your brand can leverage in the new year. For instance, an integration of advertising spaces on messenger applications like WhatsApp and Facebook Messenger can enable brands to become more conversational all while pushing a conversion.

## *Prepare for the Metaverse.*

What once sounded like a science-fiction movie is now the reality for Facebook, which is now Meta. The metaverse is a virtual world that consists of universal, immersive experiences that's facilitated by augmented and virtual reality technology worn by consumers in the real world.

A recent study suggests that 24% of consumers anticipate that the metaverse will play a role in how they engage with brands. To that point, some advertisers have already begun paid media advertisements on metaverse-like platforms, such as the Roblox online game platform.

# Digital Marketing 2023 Trends



As you draft your digital marketing strategy, don't forget to incorporate these 2023 trends



## *Influencer Marketing Strategy.*

Influencers will maintain a pivotal role in digital marketing — not only in 2023, but likely for many years to come. Influencers have grown beyond the status of micro-celebrity, and now serve as the voice of online communities instead. Therefore, consumers greatly value influencer opinions.

For influencer marketing to be successful, brands must do their research first. Your strategy must involve influencers who are relevant and appear on the same platforms as your audience demographic. You also must seek influencers with reputable metrics for those platforms.

For instance, Instagram influencers with up to 5,000 followers receive an average engagement rate of 4.84%. However, the engagement rate for influencers with 100,000 to 1,000,000 followers drops considerably to 1.06%. When strategizing, look beyond follower numbers to assess true engagement.

## *Enhanced Video Marketing.*

In 2023, take your video marketing strategy to the next level with a robust YouTube Channel. Gather the various white board, live-action explainer, and podcast videos you've created for your online content, and organize them on a branded YouTube channel with your unique company logo.

One way to elevate your YouTube channel is through video SEO. Search engines will scan your YouTube descriptions to rank your videos and allow users to find them. Use at least three relevant hashtags and up to 5,000 words of copy in your descriptions, and select a unique video title.

# Digital Marketing 2023 Trends

As you draft your digital marketing strategy, don't forget to incorporate these 2023 trends



# “Adopt Actionable And Agile Marketing” Recap

While the future of 2023 may not be certain, the steps to remain actionable in the new year definitely are. To maintain an agile marketing strategy no matter what 2023 brings, focus on four key areas:

## *Recognizable Branding.*

Guarantee your brand becomes memorable with branding that leverages the same logo and design elements across all platforms, from social media to email marketing.

## *Refreshed Online Assets.*

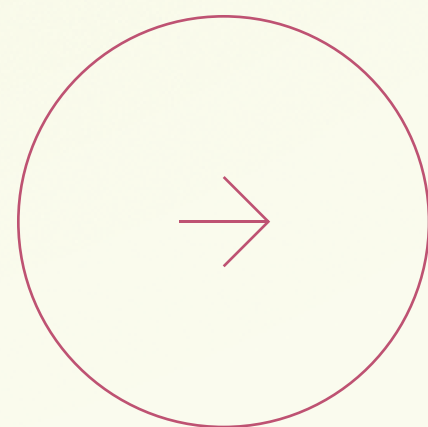
Update and strengthen your online presence via popular e-Commerce platforms, robust online marketplaces, and enhanced product-oriented content.

## *Relevant Content.*

Stand out in the heavily saturated digital marketing landscape with highly valuable, relatable content that takes the shape of written copy, videos, and podcasts.

## *Refined Strategy.*

Chart a successful 2023 with a marketing strategy that encompasses search engines, social media, and email efforts to drive brand awareness and trust.



There is no better time than now to begin to master the above elements - and with the help of Fiverr's expert freelancers, you will always have a flexible resource to remain agile all 2023.



As always, Fiverr is here to help and to serve as a resource whether you're looking for:

## 01 ENRICHMENT

- Widen your scope with [Fiverr Guides](#)
- Enhance your skill set with [Fiverr Learn](#)

## 02 CONNECTION

- Keep up with business trends on [Fiverr's blog](#)
- Network with like-minded professionals at our [community events](#)
- Smoothly navigate Fiverr with help from the [Fiverr Forum](#)

## 03 SUPPORT

- Easily resolve issues through our [Resolution Center](#)

Best of Luck, ✨  
The *Fiverr Team*.

Thank you to the talented freelancers on Fiverr for their valuable contributions to this ebook. We wish them and our readers a smooth and successful 2023

