

MAKING SALES

# The How-tos of Advertising Off the Fiverr Platform

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Academy contributor Charles, aka [silberma1976](#) on Fiverr, struggled with writing in high school. After learning to express himself through poetry, his writing improved so much that he was able to get his poetry published. Now, Charles shares his talents and advice on Fiverr. Today's article focuses on effectively advertising your Gig off of the Fiverr platform.

Sometimes inspiration is right under your nose. If you're looking to improve your sales on Fiverr, look no further than the platform itself. Fiverr does an amazing job of getting you in front of buyers. From articles in publications related to categories on the platform, to being mentioned in top-of-the-line productivity publications, they do the lion's share of the work to help bring you buyers. As a business person and Fiverr seller, you want to do what you can to help drive your sales. So here are some key things to consider when you're advertising your Gigs off-site.

## Point It Back to Fiverr

No matter where you choose to advertise, leave no contact information other than a link pointing back to your Fiverr profile. Fiverr's Terms of Service state that you cannot communicate with buyers off the platform in any method. Thus, any call-to-action button on any platform off Fiverr should always point back to Fiverr.

## Use Fiverr Sellers

Smart entrepreneurs know the value of outsourcing. This is no different for your Fiverr Gigs. There are some amazing service providers on Fiverr who can help you develop and execute a marketing plan. Others who can create social media profiles and act as a virtual assistant to help manage your pages, including posting and replying to any queries. Take advantage of the platform's power to help you create your advertising channels off of Fiverr.

## Use Social Media

Social media is advertising in its purest form. As a buyer, you should establish social media accounts specifically for your Fiverr business. Each platform has its own features, which is why outsourcing this work to someone who knows how to take advantage of all the features

of each network is a good strategy. For example, Facebook allows you to create a business page where you can list a lot of information about your business, ranging from hours of operation to the types of services offered. Plus, Facebook offers insights into how posts are being received, and you can even target specific demographics. Start with one platform at a time. You are ultimately creating a brand image, which requires attention to detail and consistency in how you establish yourself. This takes time and thought, so don't rush through it.





Also, avoid the following traps: buying traffic, likes, or SEO optimization. There is no magic formula you can buy to make your social media presence explode overnight. Grow your social media presence naturally. Playing it clean and being patient will ensure you attract the right potential sales leads.


**Build a Portfolio**

Today, you can get a domain name for under \$10 and a hosting plan for around \$5 a month. ~~Set up an online portfolio to show your work and present who you are. An online~~

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personality. At the end of the day, in any sale, you are ultimately selling yourself.

**Where the Buyer Things Are**

Find where your potential buyers spend their time online. This could be forums like Facebook groups. In doing this, avoid randomly posting about your Gig. Become a part of the community and find a natural place to mention your services. This also carries over to paid efforts of getting traffic to your Gigs. Facebook ads, web banners, guest blog posting, and the like are all ways of getting your Fiverr business out there. Be sure to tailor your advertising to your demographic. As stated many times in this post, use the extraordinary sellers on Fiverr to help you with these efforts. Trying to learn internet marketing on your own can lead you into a black hole of confusion.

**Other Places to Consider Advertising**

1. Online classifieds, such as Craigslist and Gumtree
2. Cross-promotional efforts with other sellers
3. Real-world methods, such as business cards, flyers, and posters
4. Family and friends
5. Your co-workers, as long as your office environment supports freelancing in your spare time

Advertising off-site is possible. It takes time, effort, creativity, and support. Not every effort will pan out, however, so you have to learn from trial and error. But by following the Terms of Service and using the power of the platform you sell on, advertising off Fiverr can be beneficial to your growth as a seller. Sales are never guaranteed, but you never know until you try.

*Have some tips for advertising your Gigs off of the Fiverr site? Share them below!*

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