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PROVIDING A HIGH QUALITY SERVICE

The Importance of Repeat Buyers and How to Build Customer Loyalty



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 the importance of obtaining repeat buyers, and building customer loyalty.

Repeat buyers are the gold standard on Fiverr. The best tip you could ever receive is not a tip at the end of a sale but a buyer coming back to make another purchase. Out of the many sellers in your category, a repeat buyer means you not only earned their trust in a digital world but that you also met a number of other criteria. Among those criteria, you understood the client's needs, met or exceeded them, and provided great customer service.

Repeat buyers can become the cornerstone of your Fiverr existence. They come back to you for more work, leave great reviews, or refer others to you. Plus, repeat buyers in your reviews signals that you treat people well and are not in it for the sales but the long-term relationships as well. In business, like in life, relationships matter. It is human nature to want to connect, even in the infinite world of the internet. By now you may have picked up some cues on how to build such customer loyalty to experience the important benefits they offer. Below is a closer look at some key ways to build customer loyalty. While some may sound familiar, it is because they are timeless and applicable to many aspects of life.

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For example, if you sense a buyer is repeating themselves, you can say as much as you can mention that you notice they get frustrated trying to explain their needs. You then can rephrase what you think it is they need and ask if you have the information correct. This will either clarify the buyer's intentions or lead to further conversation about what they need. You can reflect empathy by commenting on something the buyer says or shares as well. For example, if the buyer shares a photo with family, you can say something along the lines of how proud they must be of their family. You can also use emojis to express emotions such as joy. The bottom line is that you are making a genuine effort to hear the person's needs and acknowledging them in a way that makes them feel heard. And when someone feels heard or like you get them, you have stepped closer to the next customer loyalty builder: trust.

Build Trust

If a buyer does not trust you, you have lost their loyalty. Building trust is a conscious effort. In the simplest terms, trust is doing what you say you will do again and again and again. When it comes to selling on Fiverr, that means delivering on time all the time, responding in a manner that is in line with your response time, answering all questions asked, and delivering the product you promised in your Gig or communications. The trust you build in a platform such as Fiverr is precious and should be continually nurtured. Be reliable and do it consistently and you will be amazed by the loyalty that it creates in your buyers.

Be Curious

I am curious by nature and always looking to learn. This has led me to have some fascinating conversations with clients. It has led me to learn about their work, business ventures, and personal lives. It has led me to develop relationships beyond sales. I keep in touch with clients who I have not sold to in months simply because there is a vested interest in that person. My curiosity has led me to learn about different projects I could try myself. And while my curiosity was not welcomed at times, overall, it is one of the things my long-term buyers seem to appreciate about me. They realize I am genuinely interested in who they are and their goals, as well as sharing my successes with them. I have seen their businesses grow, learned about their family, checked in during natural disasters where they live, and talked politics. It has made my time on Fiverr so much fun. Sure, some buyers come here to get the work done and leave. Some want nothing to do with the seller as a person. But the best clients who make up the bulk of my sales are the ones I take the time to get to know. Curiosity may have killed the cat, but it kept bringing me customers back.

Be Yourself

There is no one like you and you cannot be all things to all people. How does this translate into customer loyalty? Buyers will be drawn to you based on your personal attributes. If you are a straight shooter, people who value honesty will find your style refreshing. If you have a democratic way of handling situations, people who appreciate tactfulness may tend to work with you. Whatever your style is, whatever you bring to the table as a person is going to, in part, determine the kind of buyers you attract. If you pretend to be something you are not as a seller, you will get the wrong buyers who will not stick around. Be yourself and you will find yourself with buyers who appreciate your style and respond well to it. This leads to a more loyal base of buyers than if you try to pedal your wares as someone you are not.

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beef in their burgers, would you buy from them? Would you compromise a belief that elephants are endangered and should not be poached for mass consumption? My guess is you would not buy their burgers. It is no different with a Gig. Many sellers draw the line at adult material. They will not touch it. And buyers, knowingly or not, see that moral value written in the Gig description and a seed of loyalty is born. Do not be afraid to state your moral high ground and stick to it. In general, people like to stick with people who stand for something.

The Bottom Line

Customer loyalty is the foundation to a successful experience on Fiverr. While you work to build your reviews and reputation, which will help get the buyers, building a loyal base requires not only patience but skills you would use in building any long-term relationship. After all, loyalty means that someone is choosing to stick with you through thick and thin.

The standard high-quality work, over delivering, and other common tips you may read about on the Fiverr Forum or Academy play a role in building loyalty. But they are not the major attributes that make loyalty strong. Building loyalty comes down to certain time-tested values and characteristics: listening, trust, being genuine, showing interest through curiosity, honesty, being true to yourself, integrity, and many other traits not mentioned here. While this may seem more like a psychological or philosophical doctrine, it is really about two things: treating people well and being yourself. These are the two magnets to which loyalty attaches itself in droves.

Do you have any tips that have worked for you to build trust and customer loyalty? Tell us in the comments below!

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