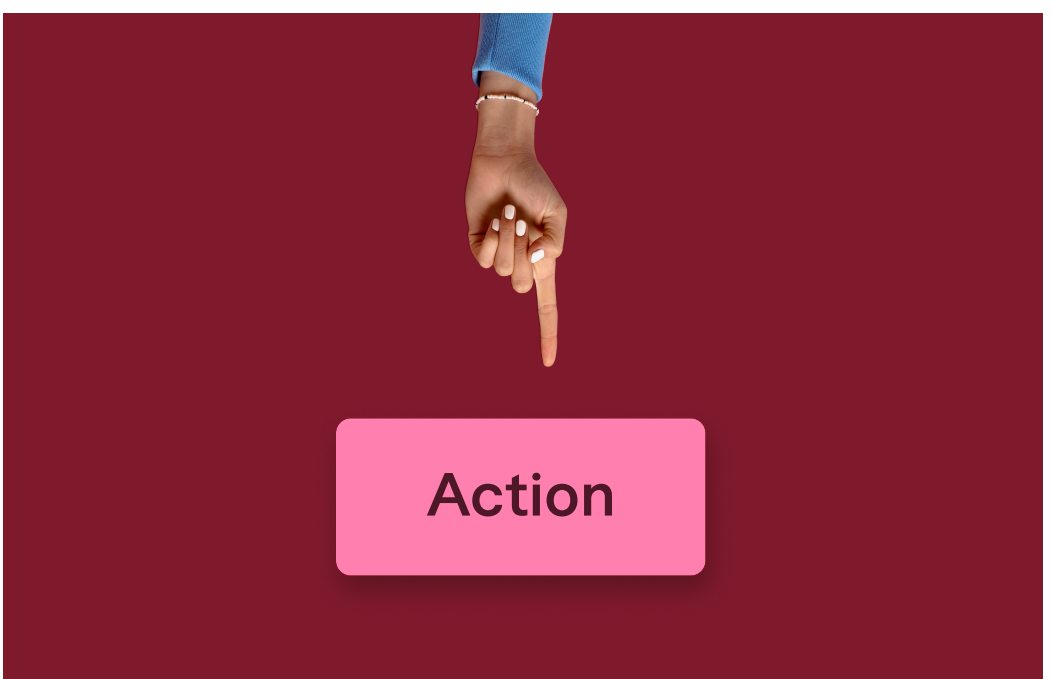
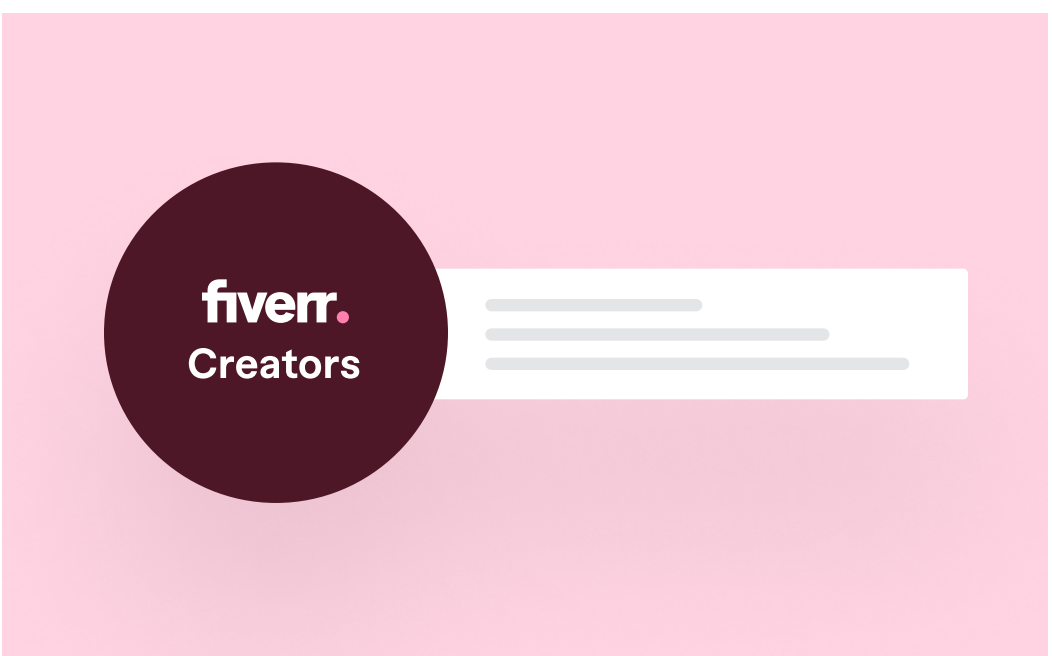
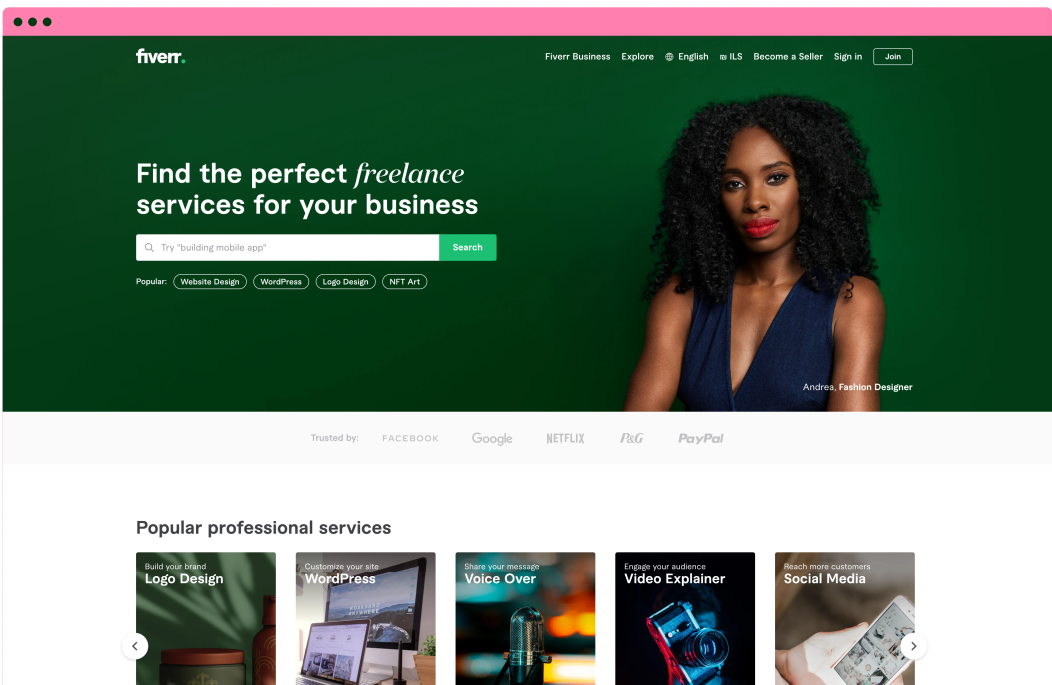
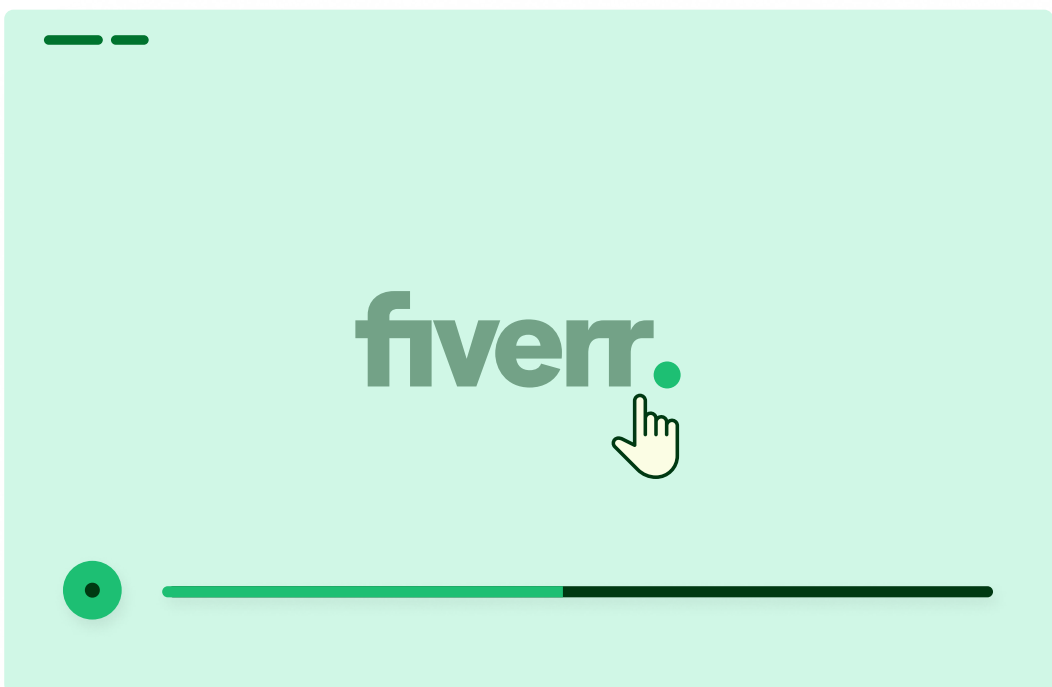
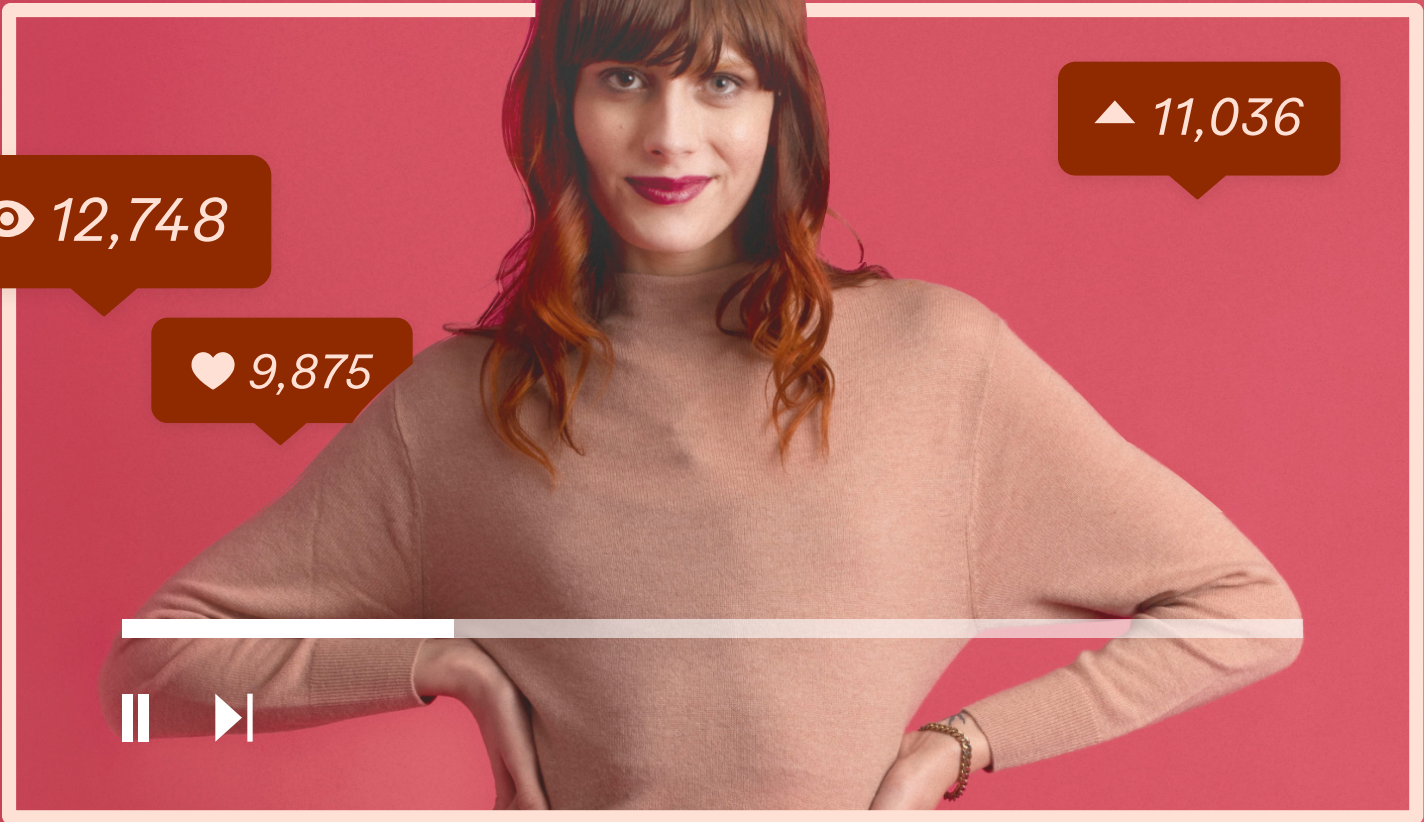


Guidelines for Fiverr promotional integrations

Everything you need to know before publishing a promotional video



1

Positioning tracking links and promo codes correctly

Tracking links and promo codes should be included in video descriptions and as text overlays within videos. This will increase the chances of audiences clicking on trackable links and using promo codes.

2

Featuring Fiverr website

Featuring clear video footage of you on the Fiverr platform is essential. Please use a high-resolution screen recording to demonstrate your interaction.

3

Fiverr branding & freelancer attribution

Please include a verbal or written mention of the Fiverr brand and the correct logo within the first 30 seconds of the video. When featuring the work of Fiverr freelancers, please ensure the freelancer's Fiverr username and a screenshot of their Fiverr profile are included for clear freelancer attribution.

4

Branding needs to be *subtle*, but the disclosure should be clear

Please ensure that video thumbnail images and titles are subtly branded to maximize engagement. While we want to minimize thumbnail branding, we still need to disclose that any Fiverr links included within your content/captions are clearly disclosed as such.

5

Include a *clear* Call To Action (CTA)

All content should include a clear CTA which directs your audience to use your tracking link to visit Fiverr and explore our services. The CTA should also mention any promo codes if you have been provided with one and how viewers can use the promo codes to receive a discount on Fiverr orders.