



Fiverr Addresses the Needs of U.S. Politicians & Campaigns Ahead of 2020 Elections with Exclusive Store for Politics

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The Politics Store brings together talented U.S. freelancers to help ensure political campaigns get their creative and digital needs met quickly and effectively

NEW YORK--(BUSINESS WIRE)-- Fiverr International Ltd., (NYSE: FVRR), the company that is changing how the world works together, is opening an industry store with almost 100 curated services focused specifically on the needs of politicians and political campaigns. The [Politics store](#) provides campaigns and consultants the opportunity to purchase quality services from U.S. based freelancers skilled in disciplines like political advertising and branding, speechwriting, video and animation and voiceover.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20191106005300/en/>



Fiverr opens industry store with almost 100 curated services focused specifically on the needs of politicians and political campaigns. (Graphic: Business Wire)

time and staff.

“The marketing needs of political campaigns are massive, with both incumbents and first-time candidates working harder than ever to cut through the noise and connect with voters. To stay relevant and in touch in the always-on world of modern politics, campaigns need the support of talented people who are available on-demand,” said Brent Messenger, Vice President of Public Policy and Community at Fiverr. “Fiverr’s Politics store makes the process of buying and selling the services that campaigns need easier, faster and more accessible, no matter their budget. We’re excited about the opportunity to help campaigns better tackle their needs while at the same time introducing services that would have been inaccessible to many candidates in previous cycles.”

Fiverr has already seen candidates and consultancies taking advantage of its platform for campaign-specific needs. Based on data pulled from public filings for political campaign committees and information from interviews with professional campaign managers, Fiverr curated a collection of services that almost all campaigns are looking for in order to run and win in 2020 including:

- Banner ads
- Voice over
- Short video ads
- Website builders & Content Management Systems
- Speechwriting
- Social media marketing

“In order to stand a chance in today’s political environment, campaigns and their leaders need to be more agile and flexible than ever before,” said Michael Ceraso, Co-founder of Winning Margins, a company that partners with under-resourced Democratic state parties and candidates. Ceraso is also the former New Hampshire state director for Pete Buttigieg’s (D) 2020 presidential campaign as well as the former California state director for Bernie Sanders’ 2016 presidential campaign. “Sellers on Fiverr have been invaluable to the candidates that I work for because they are effective at moving quickly and at the same time delivering quality work. I have used Fiverr for everything from graphic artwork to copy editors. With the new Politics store, I am excited to see them adding more talent to the platform and making the experience easier and even more efficient than it already is.”

For more information about Fiverr’s Politics store click [here](#).

About Fiverr

Fiverr’s mission is to change how the world works together. The Fiverr platform connects businesses of all sizes with freelancers offering digital services in more than 250 categories, across 8 verticals including graphic design, digital marketing, programming, video and animation. Since inception, the platform has served over 5.5 million businesses and has facilitated over 50 million transactions. Fiverr’s global community of freelancers spans across more than 160 countries. We invite you to visit us at [fiverr.com](https://www.fiverr.com), read our blog and follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

¹ CNN (February 7, 2019) A Record \$5.7 Billion Was Spent on the 2018 Elections for Congress {article} Retrieved from <https://www.cnn.com/2019/02>

From local council members to President of the United States, there are over five hundred thousand elected officials in the U.S., all of them with their own unique needs. During the 2018 midterms, spending by political campaigns totaled almost \$6 billion¹ and it is projected that the 2020 Presidential elections will top \$10 billion in spend², with 30% expected to go towards digital marketing. Candidates at every level of the political spectrum need a variety of materials created that are unique to their campaigns. Those materials need to be adaptable for all mediums and often need to be completed quickly in order to respond to the news, key issues or a competitor’s message in a timely fashion. They need all this, and yet more often than not, political campaigns are strapped for resources,

[/07/politics/midterm-election-costs-topped-5-7-billion/index.html](#)

² Wall Street Journal (June 4, 2019) Political Ad Spending Will Approach \$10 Billion in 2020, New Forecast Predicts (article) Retrieved from <https://www.wsj.com/articles/political-ad-spending-will-approach-10-billion-in-2020-new-forecast-predicts-11559642400>

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