

Creative Market is Your Brand's Secret Weapon

I love owning my own business. I love the freedom it gives me to do the things I love and really dig down on my passions. What I don't love is that I'm often left at the whims of my limited skills, clunky templates, or expensive agencies when it comes to design work.

You see, I'm a writer. I can organize thoughts, inspire actions, and create strategies that grow businesses across platforms. However, my design skills are, in a word, not great. Then I found Creative Market.

Creative Market is a design marketplace where you can shop for anything creative you need to enhance your brand. It brings together independent designers from around the world who create everything from Illustrator and Photoshop plugins to fonts to templates for anything you need. But there are so many more reasons to love them.

1. Professional design elements to create a consistent brand identity across social media.

Social media can be used to attract leads, connect with current customers and followers, and increase sales. With 3.8 million social media users in the world so it can be hard to stand out. It can also take time to put together compelling graphics in a cohesive and consistent aesthetic. What's great about Creative Market designers is they understand the struggle of curating a social media channel. They have [all the elements you need](#) to pull your own designs or premade templates ready to deploy.

2. Find high-quality, creative stock photos that will set your work apart.

If we're being honest, stock photos all look the same. They all have a similar aesthetic to each other and the options can be pretty limited if you're looking to buy individual photos and are not interested in a subscription. What I love about Creative Market is there are literally [millions of photos](#) to choose from all affordably priced. They are also incredibly unique and have categories that range from food to people to nature and abstract elements. I always find exactly what I'm looking for and something that is different from the stock photos I see everywhere.

3. Professional web themes without the agency.

Your website should reflect the care and creativity you bring to each client interaction, but that can be tough when you don't have experience designing websites that wow. Hiring an agency to help you out can be an expensive crapshoot and take longer than you anticipate. Creative Market designers have your back with [premade design templates](#) that cover WordPress, Droopal, Ghost, Joomla... You name it, they have it. What I love is that I get to see the themes in action on a live website before choosing to buy. The designers are also super responsive if you have any questions and many can even install the theme for you.

4. Earn money by sharing the products and designs you love.

Once you see all there is to love about Creative Market, you will want to shout about your finds from the rooftops...or at least rave about them on social media. With their [new affiliate program](#), your love of Creative Market products and designers can earn you some extra income as well. You can earn a 15% cut of any new customer's first purchase taking place within 7 days of clicking on your referral link. It's a great way to get paid for sharing the products you love, with no extra effort on your part. Once you explore all the wonderful things Creative Market has to offer, you will definitely want to share them all. So why not make a little extra money at the same time?

I've only really scratched the surface of all the things to love about Creative Market. Have a wedding coming up? Check out their invitation templates and fonts. Want to advertise an event you're sponsoring? They have brochure and flyer templates ready to go. It is a wonderful way to support independent designers while getting all the creative work you need to stand out in the crowd.

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SOURCES USED:

Project brief

<https://creativemarket.com/>