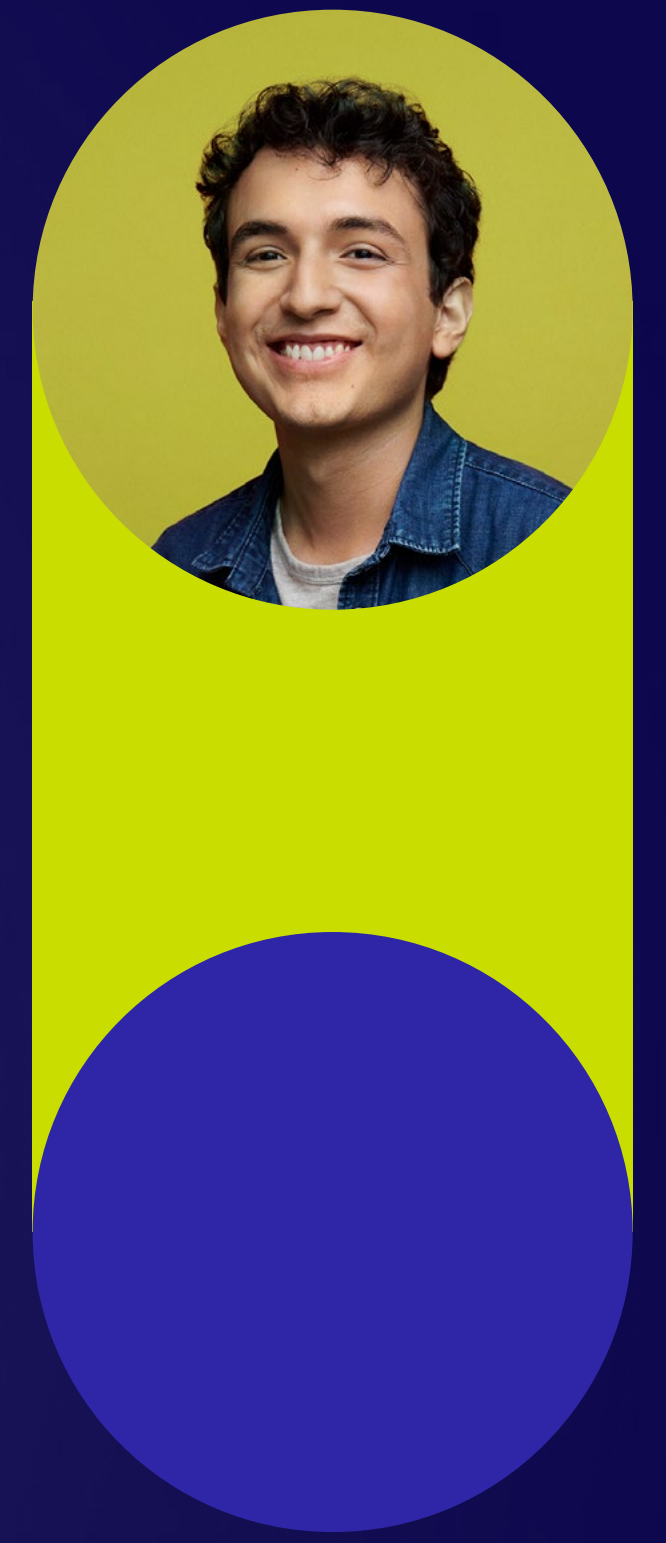
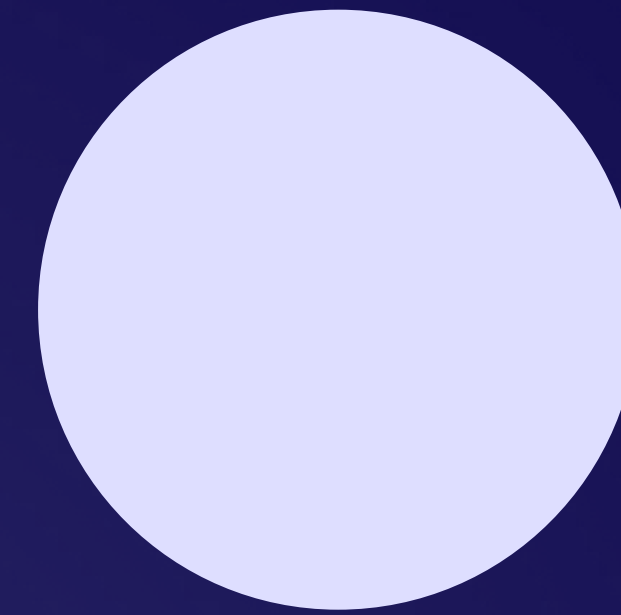


fiverr business.

The *Flexible* Talent Report

Learn from nearly *1,000 companies* who are extending their teams with on-demand talent for better project outcomes, better communication, and better ROI.



What's inside

Introduction	<i>01</i>
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When it's the right time to outsource	<i>03</i>
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01 Introduction

Team management in changing times: *a new workforce model*

For team managers and business owners, this past year has felt more like a decade – between swinging back from a pandemic, getting used to remote and hybrid work models, facing the great resignation and a volatile market.

The bottom line? Maintaining a traditional workforce model is becoming less realistic and practical to operate.

To thrive in these times of constant change, adopting flexible business strategies is crucial. The core of any business is talent; picking the right people can make or break a company – and hiring the wrong people comes at a very heavy cost. Enter outsourcing, and a world of opportunities with it.

This report examines the latest trends behind outsourcing as well as the benefits and different ways of adopting a flexible talent model.



Here's what's in it *for you*:

1. See how other companies achieve productivity with freelance talent
2. Convince upper management to buy in on the outsourcing budget
3. Get a benchmark for your outsourcing scope, budget and projects
4. Learn how to pick the right freelancers and onboard them successfully

Research *methodology*

Our in-depth, global research focused on small and mid-sized companies who commission digital freelance services with an annual budget of \$5,000 or more. The research was conducted by an external panel service, which surveyed **911 decision makers* at companies of 10-250 employees** across the US, Canada, UK, Germany and Australia.

These decision makers, like you, are involved in the day-in and day-out process of selecting, hiring, and managing freelancers.

*Sample Sizes

N 10-50 = 293 | N 50-100 = 313 | N 100-250 = 305



02 Breaking it down: why outsource

How *flexible talent* works for your team

You might be thinking, outsourcing is not a new concept. And you're correct.

But the changing nature of work has presented a new opportunity for business – one that's beyond just allocating work differently. We call it: The shift to a flexible talent model. But what does it look like in real life? Let's take a deep dive into the research.

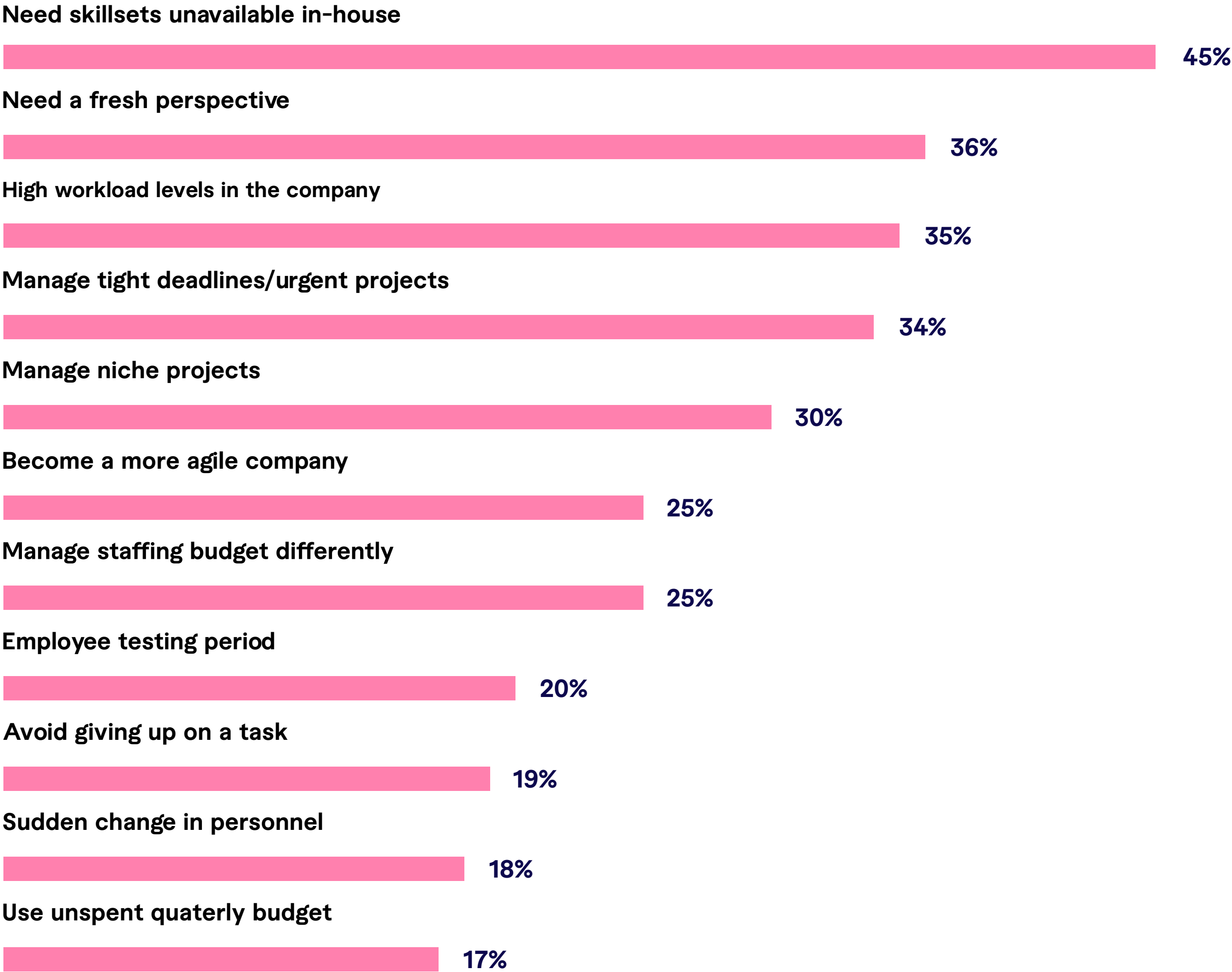
What does flexible talent mean?

It means thinking beyond in-house vs outsourcing, beyond in-office vs remote, and beyond payroll vs freelance – and it means rethinking how work really works. By extending your team, you can scale or refine according to need, budget and opportunity.



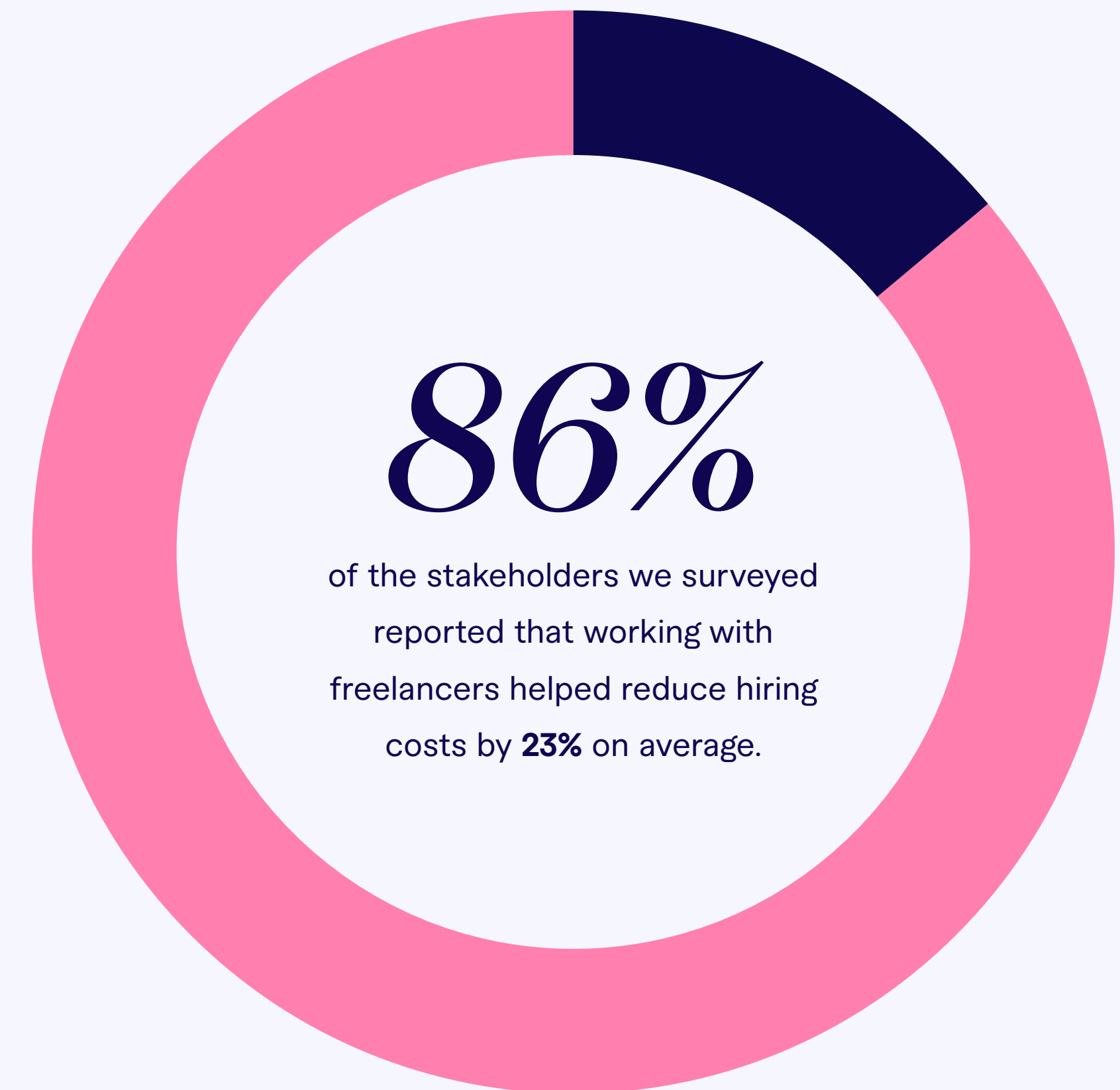
What makes companies like yours embrace *flexible talent*?

Across the board, companies of 10-250 employees reported the ‘lack of in-house expertise’ and the ‘need for a fresh perspective’ as the two main motivators for outsourcing projects.



How much money outsourcing can *save you*

The key feature of working with freelancers is flexibility. That data speaks for itself: working flexibly and in accordance with your changing needs, projects and business seasonality translates into potentially big savings for companies.





How to extend your team the *smart way*

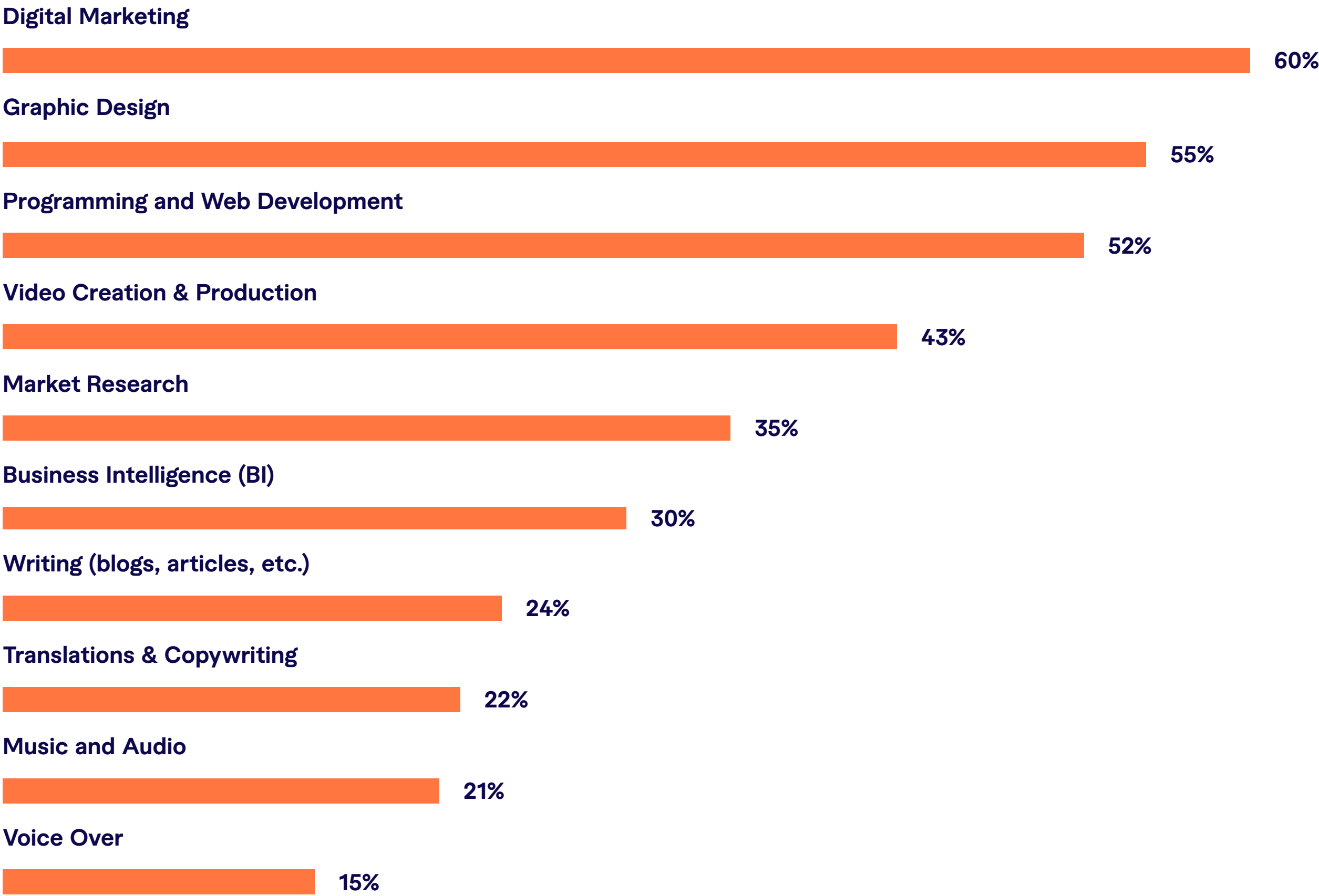
- **Get your docs in order:** Sharing knowledge with your team members and freelancers is key. Make sure that your information is clear and in good shape to be shared.
- **Asynchronous swimming:** When it comes to communication, the possibilities are endless. Set your preferred cadence, style, and structure of updates so you never miss a beat.
- **Focus on strength:** Ask your current team what's on their plate and what they feel someone else could either do better. Hiring freelancers for specific expertise allows your in-house team to focus on their strengths and gain fresh perspectives.



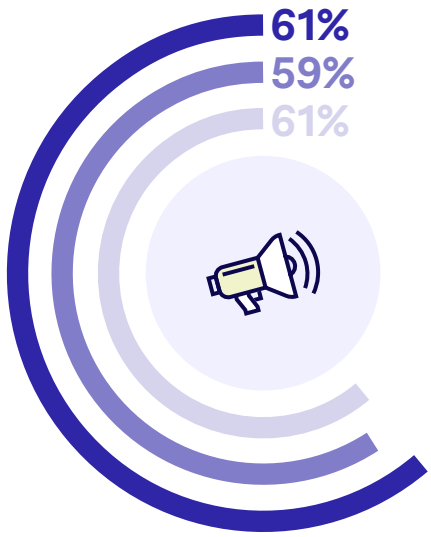
03 When it's the right time to outsource

Which skills are *getting hired* the most?

We’re big proponents for extending your team across the board and applying out-of-the-box thinking to your outsourcing. But for curiosity’s sake, we out what the top needed tasks are that companies hire for



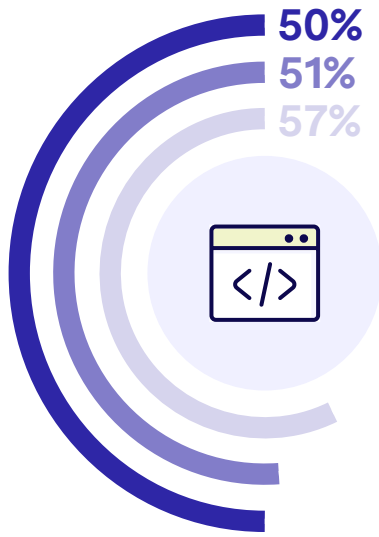
Company size  10-50  50-100  100-250



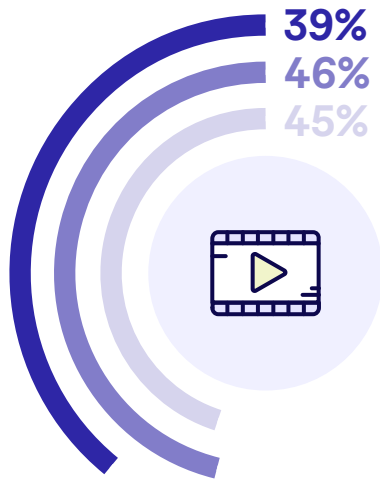
Digital Marketing



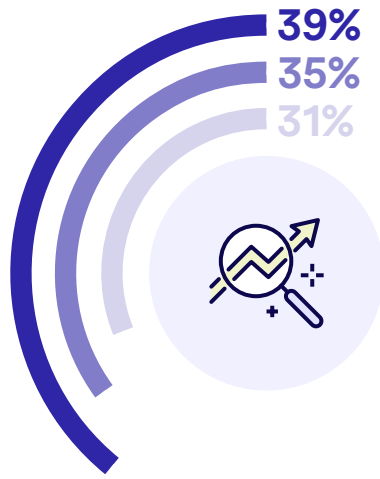
Graphic Design



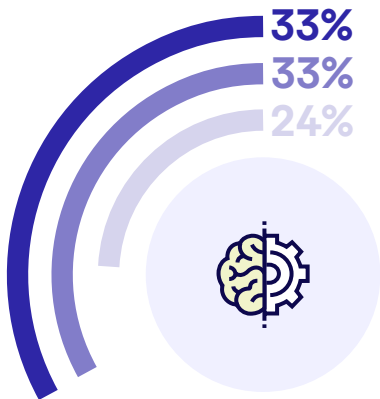
Programming and Web Development



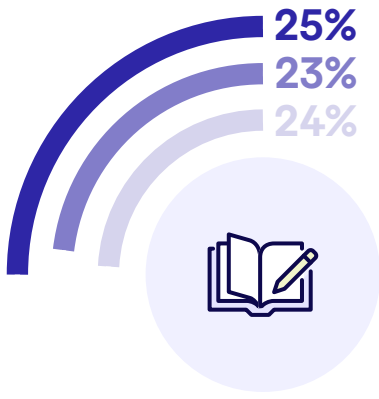
Video Creation & Production



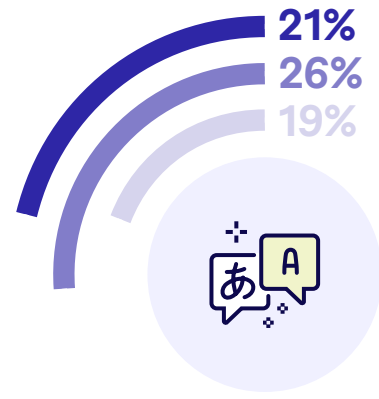
Market Research



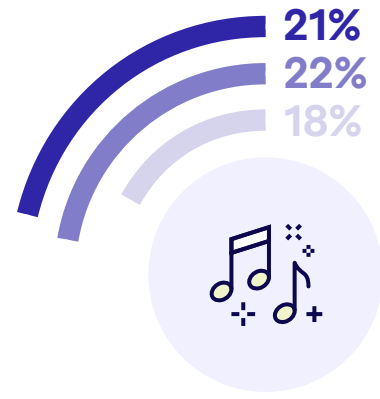
Business Intelligence (BI)



Writing (blogs, articles, etc.)



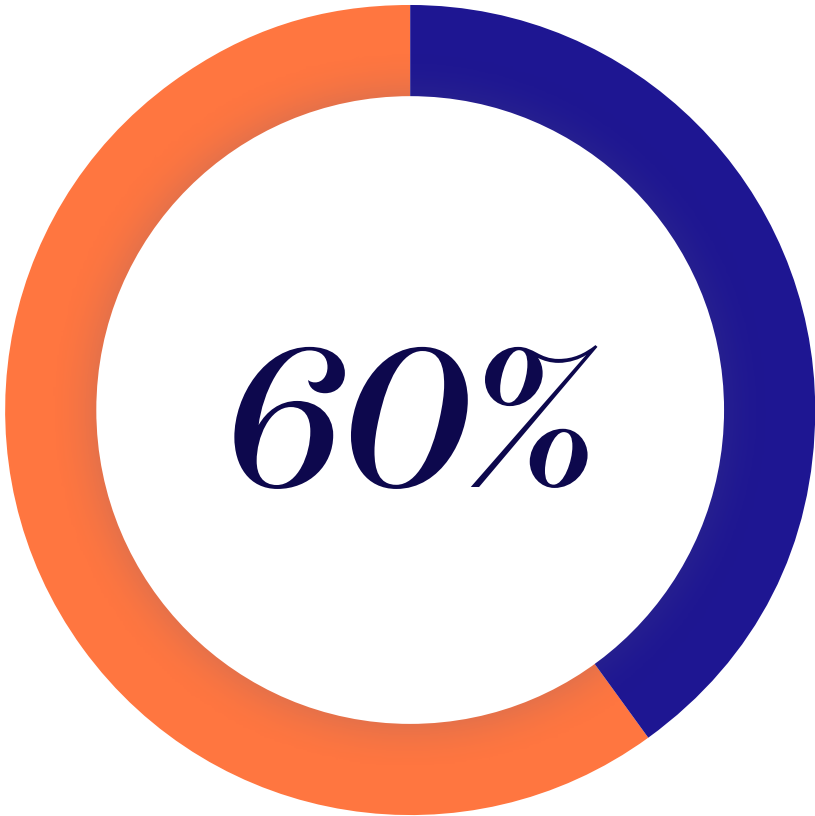
Translations & Copywriting



Music and Audio



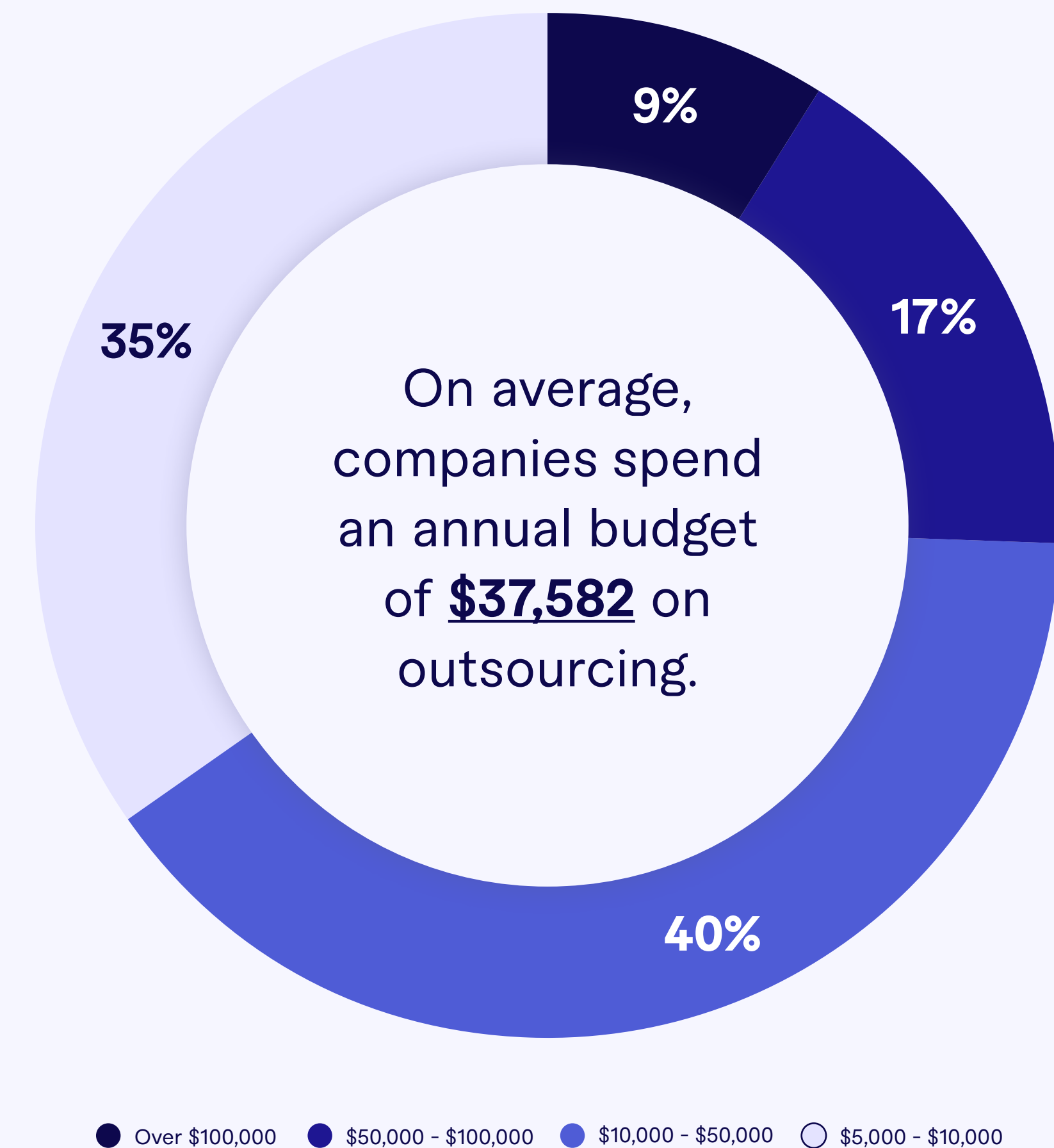
Voice Over



of companies between 50-100 employees outsource graphic & design projects.

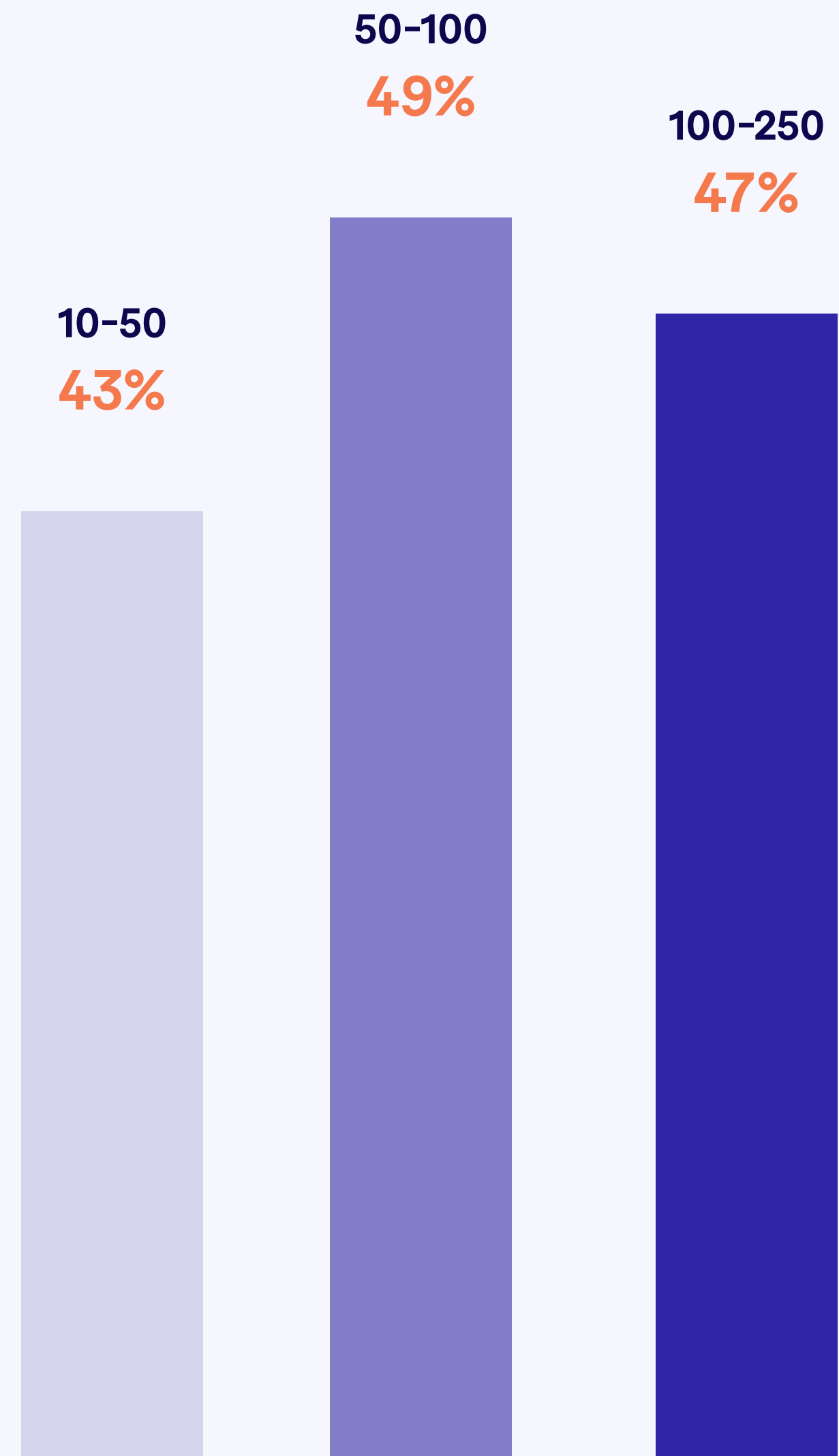
See what companies are *spending*

Unlike the traditional model of fixed work where you can rely on salary benchmarking, things can be much more fluid when it comes to extending your team with freelancers. So let's compare how much other companies are spending on their extended teams.



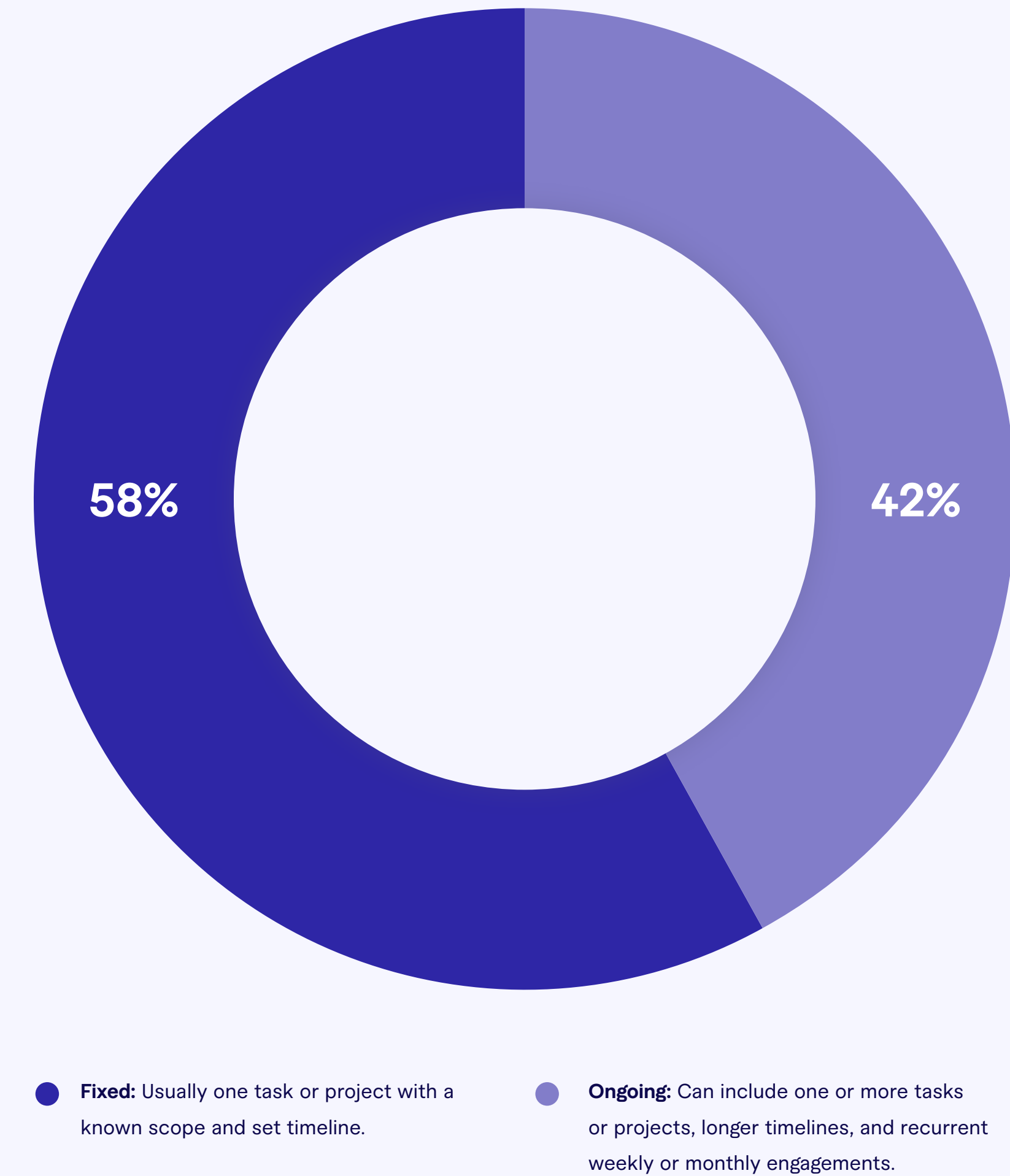
How much should I outsource?

The answer is probably: more than you think. We found that on average, 47% of department tasks, projects, and/or other business activities are outsourced - across the board. This is pretty consistent across company sizes, with teams of 50-100 employees leading the way and outsourcing 49% of their tasks.



Fixed vs. *ongoing projects*

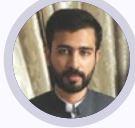



It's easy to get started with outsourcing fixed tasks, which make up 58% of the outsourced tasks in our surveyed companies. Smaller companies (up to 50 employees) specifically clocked in at 59%, while companies with over a 100 employees measured 56%.



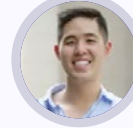
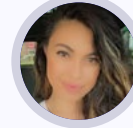
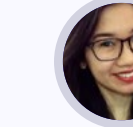
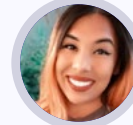
Our *top talent* picks for companies like yours

Digital Marketing



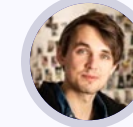
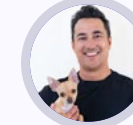
Social Media Marketing

-  Instagram_boyc
-  Waqas_ahmad_54
-  Asmabegum291
-  Muhammad_javed4

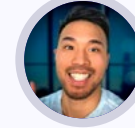



Influencer Marketing

-  Tommysiu
-  Marinnacoburn
-  lamfrances
-  cynthia_hurtad

Social Advertising

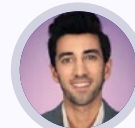
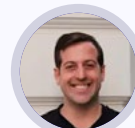

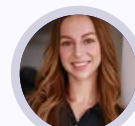
-  Valleys2785
-  Tomlewis03
-  Tim_haldorsson
-  Darianjames

SEM




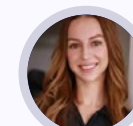
-  Thefactomike
-  Oleg_v
-  MhmlIwk
-  Makar_makarov

Content Creation





Articles & Blogs

-  Everyvowel
-  Elbernardo
-  Translationsger
-  Georgiæaustin


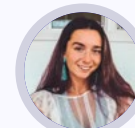

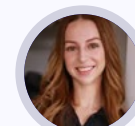
Website Content

-  Carrie blogger
-  Nik_eckerlebe
-  Brunovl
-  Georgiæaustin

UX Writing

-  Pablodicio
-  Clearvoicepro
-  Arestiar
-  Damiengwalter





Product Descriptions

-  Carrie blogger
-  Faswaldo
-  Bigspaniard
-  Georgiæaustin

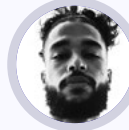
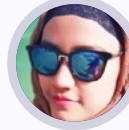

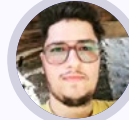
Our *top talent* picks for companies like yours

Graphic & Design

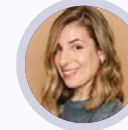
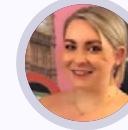


Branding

-  santosstudio
-  noemidefeo
-  fazdesign
-  Chloedlg

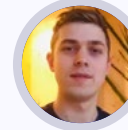



Social Media Design

-  PrllInce
-  Sabiraputul
-  Shailene_george
-  websiterz

Web & App Design





-  yaeliroz
-  designerheather
-  monodeepsamanta
-  cc__creative

Illustrations





-  talehuntdesign
-  strawberrique
-  sonaandjacob
-  bravebirdie

Video Production



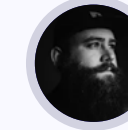

Whiteboard & Animated Explainers

-  Next_animation
-  Graphicslc
-  Tastebooster
-  Brandinswart



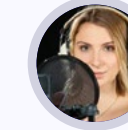
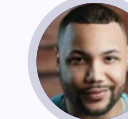
Short Video Ads

-  Harryecom
-  Creativehunters
-  Jsstein
-  Sashinsoni569

Video Editing

-  markksantos
-  brettchapman411
-  taylorshanton
-  visualstudios

Voiceovers

-  leannelrivers
-  lukedemaine
-  hannahgee
-  maxbranddigital

Our *top talent* picks
for companies
like yours

Programming & Tech

Website Building & CMS



ambreenfalah



dynamic_website

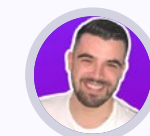


herosolutions



hetarthdesai

Ecommerce Development



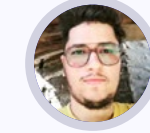
george_nik



edeastman

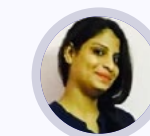


eileen_lue

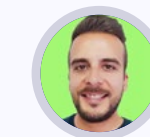


websiterz

Mobile Apps



nazneenkhan0210



upgradeyourself

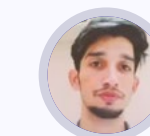


promo_guy



kikaninilesh

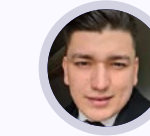
Web Programming



farooqahmed64



jamedeveloper



madilyani



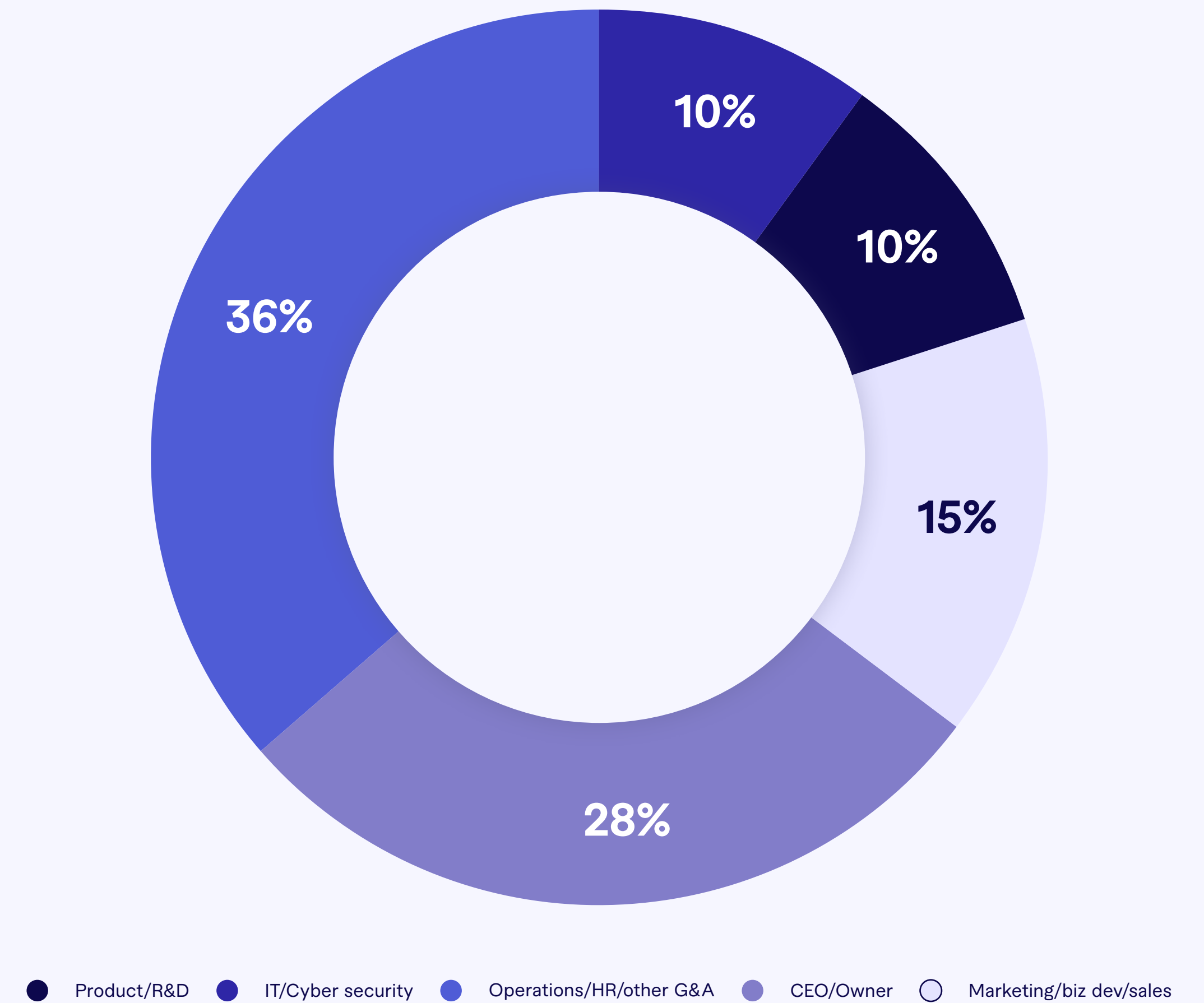
alejandrovasta



04 How to secure stakeholder support

Meet the *decision-makers*

When it comes to searching for, hiring and managing your extended team, there are many stakeholders involved. Operation, HR and other G&A roles are leading this line at 36%, with CEOs and owners at 28%, Marketing at 15%, and both Product/R&D and IT/cybersecurity at 10% each.

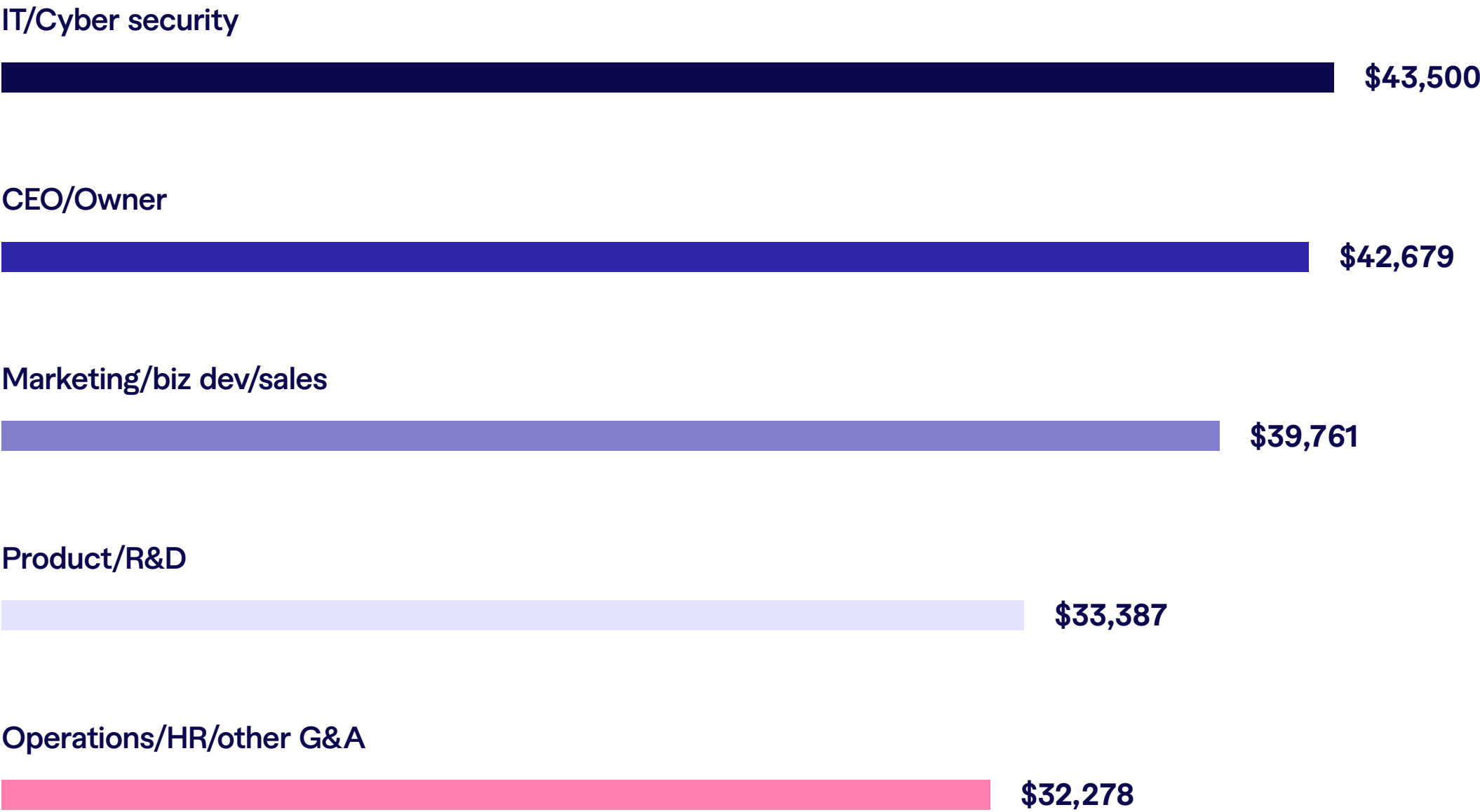


Who’s pulling the *budget strings?*

You might be surprised.

While Operations and HR lead with hiring, they trail behind when it comes to budget. Here’s the breakdown:

IT and cybersecurity get clearance to spend the most (at \$43.5K), with CEOs being a close second (\$42.6K) and Marketing and Product R&D at \$39.7K and \$33.3K. Operations or HR trail behind at \$32.2K.



What's motivating each *stakeholder?*

- **CEOs and business owners** are concerned with handling high workload and becoming more agile. They are also eager to use unspent budgets at the end of the quarter.
- **Product and R&D managers** are motivated by needing a fresh perspective.
- **Marketing and business development managers** also care about handling high workload and becoming more agile.

Using data to get management *buy-in*

1. **Leverage benchmarks to make the case for flexible talent** - share with your CEO or team manager how much other companies are spending and what portion of their tasks they are outsourcing
2. **Understand what keeps other stakeholders up at night** - show them how enhancing your team's skills with freelancers will tie directly to what they care about
3. **Get the spenders on your side** - get the CEO or owner to champion you, so you can get a more significant budget - especially if you're in HR or Operations and are hiring an extended team for your own department (rather than recruiting for IT or Marketing).



05 What to look for in a freelancer

What to look for and *where to look*

Work samples

- **Make note of:** How the work samples are organized and presented
- **Ask yourself:** Do the samples provided display someone knowledgeable in this field of expertise? Is the work sampled live to your standards of quality?

Notable clients and/or reviews

- **Make note of:** What people have said about the freelancer
- **Ask yourself:** Does the freelancer appear professional and reliable in reviews? Who are their clients? Do they have repeat clients?

Resume or About section

- **Make note of:** Their experience and how they describe themselves. Do they hint more at execution or at strategy? How long have they been working remotely?
- **Ask yourself:** Does their experience align with your project and needs? How can it best complement the strengths and working styles of your existing team?

Prepare the perfect *interview questions* for freelancers

- What is your experience in the field?
- What projects do you typically work on and why?
- What type of projects do you enjoy the most?
- What made you accept the invitation to this project?
- What platform do you use to communicate with clients?
- How frequent do you typically communicate with clients?
- What are your working hours and time zone?
- What results has your work enabled clients to achieve?
- What makes a project a good fit for your skills?
- Would you describe yourself as reactive or proactive?
- Describe your experience working with remote clients
- Tell me about a project that didn't work or failed
- Can you provide additional work samples?
- What else do you need to get started?
- Do you have any questions for me?
- What should I know about you and your working style?



Hop on a *video call*

Now it's time to dive into your initial call with the freelancer, where you'll discuss the project and role in more detail. Use this as an opportunity to gauge their expertise, experience, and above all, communication.

Create your *talent lineup*

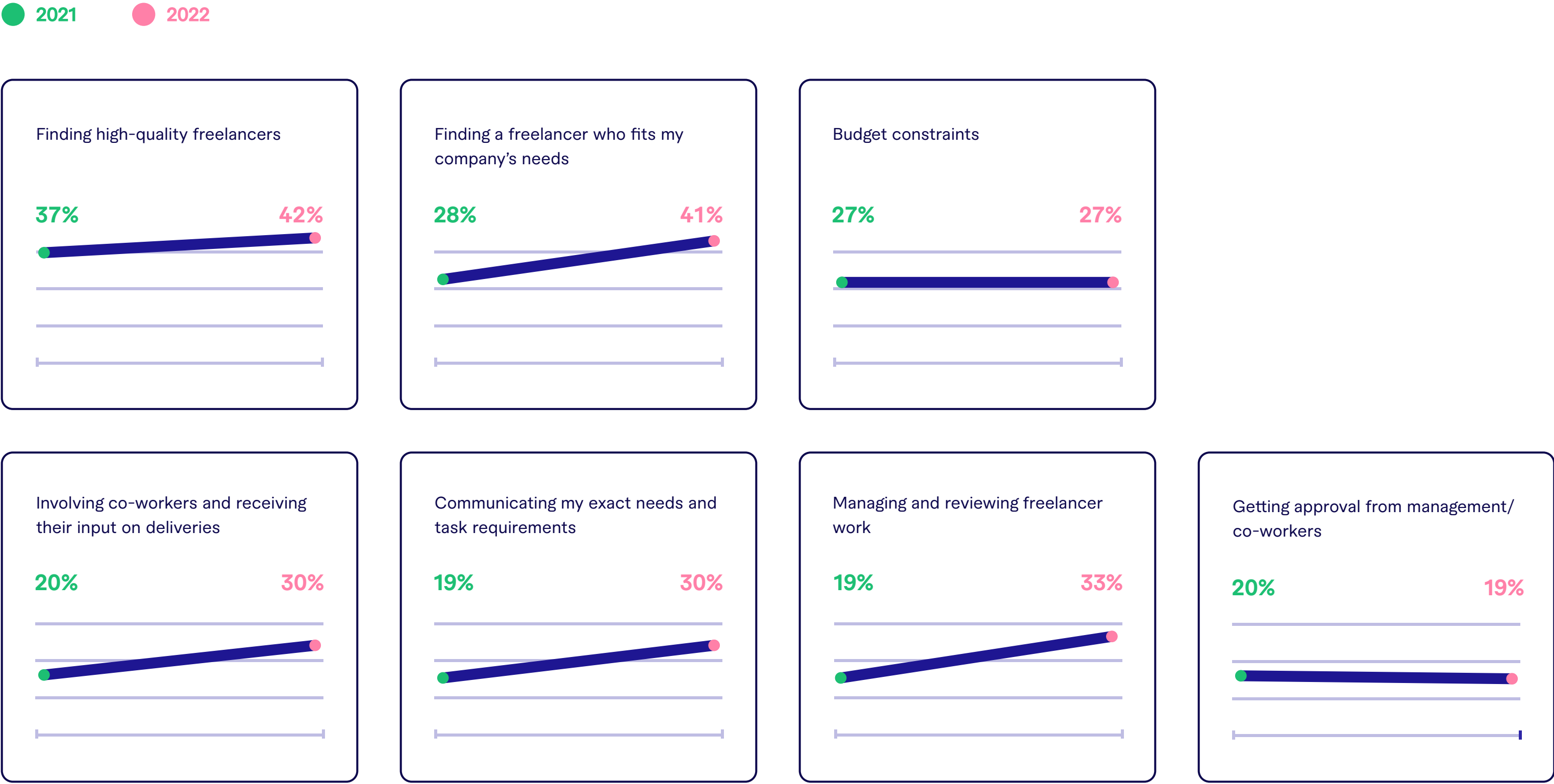
Whether chosen for a project or otherwise, it's worth keeping an easily accessible lineup of the freelancers you trust or know you'd like to work with in the future. Consider the [rolodex](#) of pre-screened, pre-approved freelance talent.



06 How to extend your team for success

Understanding the common *outsourcing* challenges

Between 2021 and 2022, our research shed ligh on the general trends of outsourcing-related challenges – particularly in finding talent to fit your company’s specific needs, which increased from 28% to 41%.



Kick off your freelancer *onboarding* right

Good managers know that onboarding is key to a successful collaboration – and with remote work and outsourcing, it's more true than ever. Let's look at our research for some onboarding steps that decision makers are making good use of – adopting them can make a big impact!



Signing company policy documents



Introduction meeting(s) with internal team members/stakeholders



Sharing brand / company guidelines



Setting meeting with HR / procurement



Signing an NDA agreement



Sharing access to internal company systems/applications



Sending invite to internal communication channels

Cultivate ongoing *collaboration*

Once you've informed and introduced your extended freelance team to your in-house team, follow these steps to set up a successful workflow.

1

Plan the full picture

From figuring out each role's responsibilities to setting deadlines, now is the time to put your plans in action. This might be second-nature if you're experienced managing remote work – but if not, Fiverr Business' dedicated [Project Partners](#) can manage it all for you.

2

Invite all relevant team members

to one account in order to streamline freelance activity and communicate effectively around projects. This way, you can assign team members to projects, track all of your team's progress & activity, work on projects together

3

Communicate clearly with your team

When working asynchronously, there's no such thing as too clear or detailed. Using structured brief documents can save a lot of time and confusion, and help everyone (managers and talent alike) focus on what they enjoy doing most.

**Here are some great
brief templates to
start from:**

fiverr business.

Ready, set, start building your *flexible teams*

Whether you've already dipped your toes in outsourcing or not, right now is the right time to start extending your team. From finding the talent you need to tracking projects and optimizing turnarounds, Fiverr Business brings all of your team and freelancing activity to one place – and all of your goals closer to done.

