

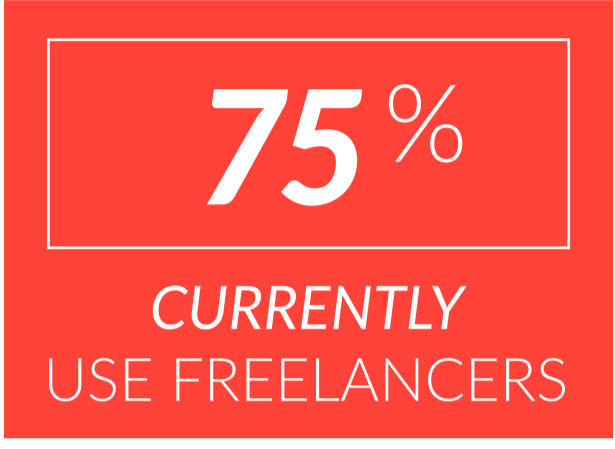


Getting "Gig-gy" With It: Leveraging the Freelance Workforce

TEEM asked more than 115 CMOs, Marketing Directors, Executives, Entrepreneurs & Agency Leads how they planned to leverage freelancers/contractors in 2017. The survey also addressed motivators for accessing the on-demand workforce, barriers to utilizing freelancers & desired solutions to boost outcomes.

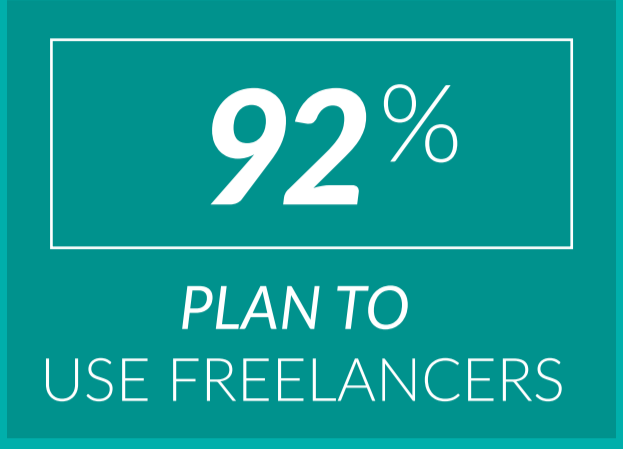
The Freelance Workforce is **HOT**

Over 75% of respondents **ALREADY** use freelancers as part of their workforce.



2017 Outlook is **STRONG**

92% of respondents plan to use freelancers this year.

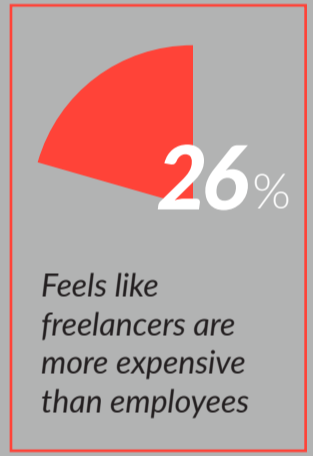
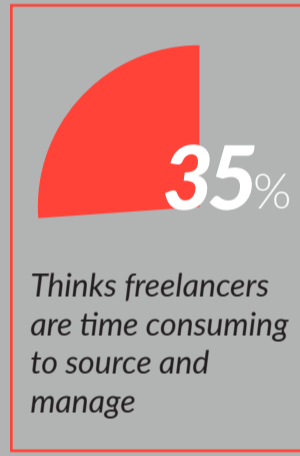
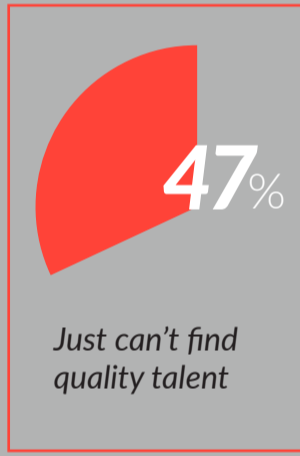


Matching **TALENT** to **TASK** is the Driver for Engaging Freelancers

88%	Access specific talent for specific projects
45%	Improve flexibility
45%	Avoid long-term commitment and benefits
41%	Increase speed of project completion
39%	Reduce labor costs
36%	Access talent outside geographic area
32%	Improve quality of output
15%	Generate additional revenue
3%	Improve internal culture and team dynamics

"It takes time to find the right contractor with the right technical skills & fit with the team."

What are the **BARRIERS** to utilizing freelance talent?



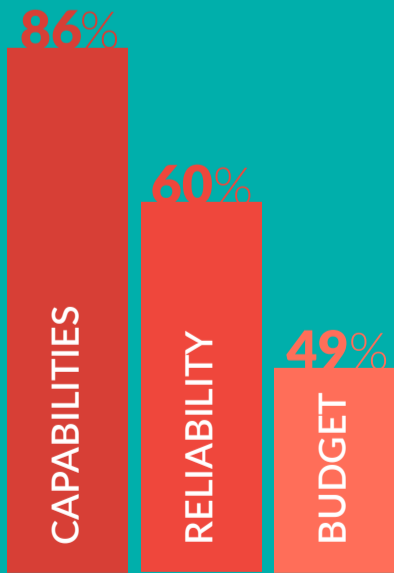
"We use freelancers to access specific skills that it wouldn't make sense for us to hire full-time - and to enable us to scale up."

What would make it more attractive to utilize freelancers?

- Assistance vetting the right talent **49%**
- 37%** Access to a highly-qualified talent pool
- Tools for managing feelancers **34%**
- 27%** Training for integrating freelancers into workforce
- Support for negotiating terms and rates **25%**
- 25%** Project management to facilitate successful outcomes
- Confidence in confidentiality and IP ownership **20%**
- 17%** Confidence in compliance with labor regulations

TOP 3

Considerations when engaging freelance talent



TEEM by the numbers



358

Freelancers in Our Network

133

Satisfied Clients

7

Years Leveraging the New Workforce & Counting!



TEEM is a full service agency and new workforce consultancy built on a best-in-class creative community. We commissioned this study to better understand the needs of our clients, peers & our partners to guide development of new solutions to power the freelance economy.