

**fiverr** enterprise.

# Simplifying Freelancer Payments

A guide for digital agencies in search of a way to streamline freelancer payments and improve operational efficiency.

Paying freelancers shouldn't be hard to do, but it is. We've learned from digital agencies across North America that finding a way to pay multiple freelancers in various parts of the world is an issue. In fact, agency owners and leaders see this to be one of the biggest challenges facing their firms today.<sup>1</sup>

How can that be? We're living in the most technologically advanced age and have several means of sending money. We've also known of these options for many years. What's really made it so hard to pay freelancers? And is this bigger than just sending money?



# Many Options and No Real Solution



Inaction isn't uncommon when businesses are faced with solving a problem. But as April Dunford, a master at B2B technology positioning explains in *Obviously Awesome*, there's more than just your solution and the competition's on the table. Businesses always have the choice of inaction.

And for busy digital agencies, inaction can mean choosing to stick with a broken system or Excel. If that's your position, you know that Excel is just a piece in a large machine that requires more activity to arrive at a result. Your current solution could also be a cobbled-together collection of disparate tools and platforms, all of which also require more actions to make payments; actions that only multiply as your agency expands.

In this guide, we'll take a look at four obstacles we've uncovered that create complexity around paying freelancers. You'll be able to identify the impact of a less-than-effective model for handling payments on your agency, leadership, and clients. We'll also share a solution to the pain of payments, one that makes it not only simpler to handle them, but easier for your agency to punch above its weight and build an agency that freelancers want to work with over and over again.

## 1 You're Losing Time

Money isn't always the easiest thing to talk about. And when it comes to working with freelancers, that discomfort doesn't disappear. Agencies seeking new talent don't want freelancers to feel exploited, and freelancers don't want to feel exploited either.

But it's not just about rates. Navigating payment windows can be just as challenging an experience. Do you pay freelancers by the hour or by the project? And how do you track their progress down to each deliverable for each client, by project, and keep that all within budget? How do they want to be paid and can you accommodate the varying requests from your growing talent pool?

While not often expressed, negotiating the above can slow progress when you're trying to scale to meet a deadline – a common predicament for growing agencies. Once you've established a meeting of the minds with a freelancer, something that can take days, there's also the issue of making sure everything on the backend of your agency's operation is ready to actually make payments.

And in many cases where there's a tight deadline, the "backend payment stuff" takes a backseat. All attention is diverted to delivering on your client's requests. While important, this creates a terribly unpleasant experience for freelancers later. When the work is done, there's a need to retrace steps to find email correspondence and any other information shared via other channels. Consolidating this information takes time, but it's often the only way agencies are able to determine how much they actually have to pay a freelancers.

## 2 A Vicious Cycle

In our latest survey on digital agency trends across North America, we learned that there is a large and growing pool of agencies that work with 50 to 100 freelancers at a time. And when paired with research that shows as much as 54% of agencies rely on freelancers<sup>2</sup>, we asked how they manage payments for freelancers.

Their feedback was telling. While as much as 65% of respondents said they use wire transfers, while almost 40% use "other" means to pay freelancers. The pain point? Wire transfers and "other" payment options rely on repeat actions performed for each payment that must be made.

Manually paying each freelancer, multiple times per project is laborious and time-consuming. It involves logging into disparate platforms, comparing information, verifying work completed with a freelancer, and possibly the chain of command, and then beginning the process of determining how much a freelancer should be paid. It's painful.





### 3 Silos and Human Error

SOPs, developed with the best of intentions, are sometimes not followed. It happens. It's part of the human condition. And while understandable, it can be devastating for your agency. Depending on the size of your operation, you may have experienced an incident that exposed your agency to some form of financial risk.

This form of financial risk typically occurs when one or two of the following take place:

First, a project milestone is marked as completed. Finance or the person responsible for paying freelancers sees the update and kicks off the lengthy process of paying a freelancer. Now, it may seem easy to miss, but there are several crucial steps missing and a series of pressing questions for each.

For starters, has the work been delivered to spec? How much time was used to complete the milestone or project? Was it within budget?

Second, who should be included when determining what a completed milestone or project should look like? And is that person involved along the way? Finance approving payment without confirming deliverables are met isn't new. It's a function of poor communication and a siloed business. The volume of work that's completed in an agency and by each department can lead to less-than-effective practices, like unapproved payments, that eat away at your business.

### 4 Loses on All Fronts

Poor freelance experiences related to payment issues is a major red flag for prospective talent. Freelancers, while as reliant on client work as your agency is, are not isolated. They are part of communities that share what it's like to work with various people and brands. This is especially true for specialized talent, something all agencies need.

If you have done a poor job of prioritizing payment for work done, you could be on a very challenging path to growing your agency. Talent may prove hard to attract given the consensus about your payment practices, whittling your pool down to mid- and light-weight talent.

While a difficult pill to swallow, this series of unfortunate events doesn't end there. Without the best talent, it becomes harder to present clients with the best work your agency can produce. It's just a matter of time before the news is out about your agency's poor performance.



# Simplified Payments and Zero Headache



What does it take to address the four payment obstacles, and can agencies ever truly have the control they need to channel more time into other growth-oriented activities? Fiverr Enterprise is a single platform that helps agencies manage their freelancers efficiently so they can focus on delivering more projects and increasing their profits. And when it comes to tackling payments, we've developed a solution that not only simplifies your existing process but also elegantly addresses each obstacle.

## 1 Straightforward Terms

Fiverr Enterprise makes it easy for freelancers to pick how and when to be paid. Once you've agreed to rates, freelancers can choose to be paid by milestone, or by project. It's also possible to pay them during one or two monthly payment cycles. It's a quicker and less time-consuming process for dealing with payment negotiations – and it gives you the time to channel into delivering on client requests.

## 2 One Vendor One Invoice

Fiverr Enterprise consolidates all freelancer payments across your agency into a single monthly invoice. What used to require accessing several platforms, that likely didn't talk to each other, is replaced by a single platform to handle it all. Our "one invoice, one vendor" solution ensures that all freelancer payments are handled all at once, on time, like clockwork.

### 3 Goodbye Human Error

Remember the oversight issue? Handled. Fiverr Enterprise's dashboard and budget tracking functionality prevent projects from running out of control. This means that you'll never need to tighten your belt about the projects in progress and which freelancers to pay because all budget-related requirements have been addressed when projects come through your agency's front door. You'll also never have to worry about finance mistakenly paying out a freelancer prematurely. Fiverr Enterprise allows you to create workflows based on a hierarchy of budget allocation and approvals so finance can only act when milestones have been verified.

### 4 Pay Talent No Matter Where They Are

Work with international freelancers? Want to work with international talent? Worried about getting them paid? Worried about paying them without breaking the law? We offer 7 different payment methods and support 190 countries and 80 currencies. You'll be able to pay international freelancers according to your payment cycle, and if required issue rush payments. Fiverr Enterprise also mitigates the risk of paying international freelancers, eliminating barriers to growth for your agency and making it easier to establish a brand that specialized talent wants to work with.





# Test Drive Fiverr Enterprise

Want a first-hand look at how easy it is to pay your freelancers? Book your demo with us today

[Book a Demo](#)



## About Fiverr Enterprise

Fiverr Enterprise gives you one holistic place to manage your freelancers, providing total visibility over your freelance talent pool. You finally have a macro and micro perspective of your operations - and can improve your overall efficiency in working with freelancers.

Quickly hire talent with Fiverr Enterprise's sourcing service and build an online talent directory for your agency. Freelancers can onboard themselves compliantly, in as little as 5 minutes, and payments are streamlined too. Fiverr Enterprise consolidates all freelancer payments into a single monthly invoice. There's no more time lost logging into various platforms to pay freelancers. You have one invoice, one vendor, and all freelancer payments are handled on time – every time, giving you back time to focus on growing your agency.

Fiverr Enterprise makes your entire freelancer management process more efficient and controlled. Which also makes you your freelancers' favorite client to work with.

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Sources

<sup>1</sup> In Pursuit of Excellence

<sup>2</sup> Verbio