fiverr enterprise.

Solving the Agency Talent Management Problem

How digital agencies can efficiently manage freelance talent with more visibility and control.

Freelancers are an undeniably necessary part of every digital advertising agency. Without the right talent, you cannot deliver anything. And this fact is echoed throughout the industry. When asked about the state of content marketing and their reliance on freelance talent, as much as 75% of agencies reported that they source freelance talent and use content marketplaces, and 54% of that agency pool rely solely on freelance talent.[1]

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1. Verbio

Where does it hurt?

While freelance talent is what powers agencies, it presents them with a serious problem. Ask any agency owner or operations head about talent pool management, and you'll hear that it's a pain.

Results from our survey of digital agencies across North America showed that while working with freelance talent is the nature of the agency model, agencies have yet to figure it out. 45% of respondents reported that poor visibility of their operation, and the inability to see which members are collaborating with freelancers, or specific projects, is concerning and a significant challenge – even with the aid of multiple SOPs, tools, and platforms

But what does this pain really look like, and what are the consequences for digital agencies if it is not addressed? In this guide, we'll share the effect of freelance talent management on digital agencies, digging into the harder-to-examine aspects of talent management and how that pain is felt all across your leadership team. We'll also address these issues, showing you how to move away from a blurry view of what might be happening in your agency to one where you have complete visibility and are in absolute control.

Three Questions

SOPs, software, meetings, reporting – all staples of well-managed businesses, and top-performing operations, at that. But having these doesn't always guarantee success. As Clayton Christensen points out in *The Innovator's Dilemma*, it's possible and rather common for market-leading companies to lose their position, falling behind to never catch up.

The culprit? An inability to adapt. But before you can adapt, you need a clearer idea of what your most pressing challenges are. Here's a look at the hard-to-examine aspects of freelance talent management posed as three questions that strike at the heart of the problem.

What's missing?

Projects falling by the wayside shouldn't happen, but they can and sometimes do. The sheer volume of work taking place in a busy agency makes it hard to keep up. And for agency founders, operation heads, and other leaders, knowing what's happening on the ground isn't always possible.

In truth, it's often a matter of scale. The size of an operation directly influences the degree of visibility you're able to obtain. For agencies, this is particularly complex. Clients, projects, tasks, budgets, and freelancers. These elements must come together and into view to offer a perspective that's easy to understand.

The more clients you have, the more live projects your team is working on. As you onboard more freelancers, they take on each task, expanding the number of participants involved in seeing projects through.

Without a "10,000 ft view" of what is happening in your operation, you're in the dark. You can't tell what's missing or has fallen off-radar until it's too late and everyone is in crisis mode. In crisis mode, nothing seems as exhilarating or rewarding as it should be. All parties involved exit feeling like they've lost something they can't quite place a finger on. Sound familiar?
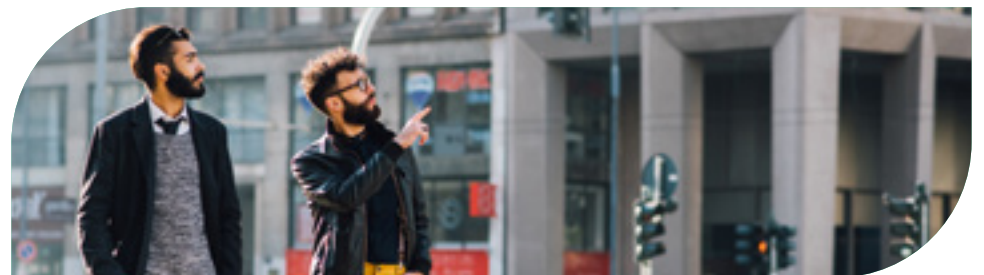
How did this happen?

"Copywriting and graphics design."

"Wait, what about strategy and project management? We need hours for that too."

"You're right. But we've already burned through half the hours for the month."

"That can't be."

"Well, at least that's what the spreadsheet says."

"When last was it updated?"

"Doesn't say."

"That's not good. How are we going to figure out how many hours we really have left to get this work done?"

None of the above should ever be an exchange at any agency, but it's one of the most frequently held discussions. Why? Because while it can be hard to track which freelancers are using hours, it can be harder to track what they are working on, and even more challenging to track budgets for a pool of clients across several projects all running concurrently.

Budget and milestone tracking only grows in complexity as an agency expands. When we asked agencies across North America how they track budgets and milestones, we learned that most rely on several tools, including some well-known project management and time-tracking applications, several lesser-known solutions, and in some cases, Excel.[2] While armed with technology, they still find tracking time and budgets to be a serious challenge.

Poor visibility doesn't end with an inability to see what's happening on the ground. It's bigger than that. It's a magnet for scope creep. And if you haven't already put two and two together, there's a very uncomfortable series of conversations to be held between leadership and talent, and leadership and the client. Hard fact: in these conversations, trust tends to wane and relationships are prone to fracture.

Poor visibility is like a leaking tap. If you can't see exactly what's happening on the ground, and stop the leaks, the loss will cause more than a damp area. It could leave your agency underwater.

Will this crush our chances?

What if you want to exit your agency? What would that look like? This may not be something that you're considering today but could be in the future. The idea isn't really ever off the table. But it can be harder to position your agency for sale without a clear idea of what your business really looks like.

You'll need a valuation, have to get your books in order, and understand the true profitability of your agency. There's more, but can you easily see to these three tasks? Profitability matters whether you're planning an exit or trying to build a thriving enterprise. Without a profitable model, you're flying blind, and your team and clients are along for the ride. Scary.

2. In Pursuit of Excellence

While not always perceived this way, profitability and visibility are joined at the hip. Without a view of the big and small picture of your agency's health, the lifespan of your business becomes much harder to predict or extend, and the idea of growth, while exciting, is ill-fated.

Complete Visibility and Control

Like many agencies across North America, yours likely relies on similar project management and tracking tools. There's also the possibility that like many other agencies, there's a void that you've realized must be filled as far as talent management is concerned.

So, what does it take to move from a blurry to a clearer, more detailed picture of the health of your agency? What does talent management look like, especially when it comes to establishing and building upon profitability?

All the Visibility You Need

Agencies experiencing these challenges have to find a way to improve their operational models. 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. Forget the poor visibility and pain of not knowing how to manage budgets. Fiverr Enterprise makes that and so much more simpler.

Here's a look at how Fiverr Enterprise can improve the way your agencies handle talent management.

Control Over Budgets

Shifting from a limited or a lack of insight into how budgets are spent to one where you have access to all figures is a game-changer. With Fiverr Enterprise, regardless of how busy your agency is, or how many freelancers, clients, and projects you have going at any given time, it's easy to distill what's being spent at any stage of any project, 24/7, all displayed on an easy-to-read dashboard with drill-down functionality.

This also includes understanding details like which projects are in the works, which freelancers are working on them, how many hours have been assigned, and how a specific freelancer is tracking according to your output and budget. You're also able to see what is left over in your budget and have the opportunity to create future budgets based on easy-to-read reports you have access to instantly.

Improved Workflow and Zero Delay

Processes and workflows are designed to improve efficiency, but they can sometimes slow an operation down when technology can't close the gaps. Fiverr Enterprise makes it easy to assign budgets by department, team, quarter, hiring manager, and project. You're able to remove the bottleneck of tracking and managing budgets in several platforms and consolidate it all in one place. And with a single view, and budgets assigned, there's no need to field countless budget requests or be the reason why your operation is brought to a standstill. Your team has the freedom and flexibility to choose how to get their projects done.

Simple Milestone Tracking

Ever missed a deadline or been in crisis mode because you missed one? Our simple milestone tracking solution makes it easier to track all projects – no matter how large your agency's workload is. You'll see every project with a clear overview of the deadlines, deliverables, documents required, and payment amounts issued to your freelancers at each milestone.

Test Drive Fiverr Enterprise

Want a first-hand look at how easy it is to manage freelance talent in your agency?

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.