

# Marketing and Advertising Agencies and the Gig Economy:

## Key Challenges and Opportunities to Drive Adaptability, Flexibility and Innovation

With gig workers making up 30% of the Marketing and Advertising workforce in the U.S., marketing and advertising agencies, along with corporate marketing departments, are used to working with and managing on-demand creative resources. That trend will likely continue as our society becomes more accustomed to remote work and on-demand talent.



### Consider Some of These Statistics:



According to HR Dive, the gig skill most in demand across industries was marketing communications, which grew **750%** from 2018 to 2019 and continues to grow.



The Business Talent Group's 2019 Skills Index found that more than six in 10 employers (**65%**) turned to external talent to get projects done.



Experts predict that by 2027, **the majority of workers** in the U.S. will be contract workers, CNBC reported.

While existing digital tools exist to find freelance creative talent, most don't solve for deeper challenges when it comes to on-demand workers: **getting the most of their talent and promoting collaboration among traditional and freelance workers to create a single, adaptable workforce.**

### Talent Challenges Facing Marketing and Advertising

Recently, LinkedIn conducted an analysis of job listings and employment trends in marketing, citing these major shifts:

- A **63%** growth in marketing job listings in 2021 signaled a large increase in demand for creative talent.
- Employers are leveraging more flexible marketing staffing solutions, with a **15%** increase in contract positions and a **19%** decline in part time positions.
- Companies are hiring more remote workers, with over 17K new remote marketing positions posted on LinkedIn in the past year.

## Marketing, Advertising and the Agile Workforce: Building a Flexible, Scalable, Collaborative Team

In the age of the gig economy, marketing and advertising leads the charge when it comes to agile, on-demand hybrid workforces that include traditional employees, on-demand workers and outsourced services.

Managing a marketing department or advertising agency, including both traditional and on-demand workers, remote and on-site across large geographies will continue to be a challenge-without the right policies, practices and management platforms.

### With an increasingly diverse workforce of traditional, on-demand and outsourced marketing and advertising workers, how can companies remain agile while boosting collaboration, innovation and efficiency?



#### Speed to Market

Marketing and advertising leaders need to ensure that all independent workers have the right skillsets and can be activated quickly.



#### Onboarding and Process Automation

Marketing and advertising agencies need to attract top talent, in the right location, with tools to bring them onboard and up to speed quickly, including the ability to monitor assignment workflows.



#### Reporting Analytics

Full visibility to contractor utilization and related spend is critical to the success of any agency, so they can deliver the greatest value to clients while maintaining profitability.



#### Fast Payments

All too often, systems and processes for paying on-demand workers are altogether lacking in most organizations. Today's flexible workforce demands flexible, convenient ways to be paid; and marketing leaders need tools to make the process as efficient and painless as possible.



#### Real Time Communication

Constant communication with workers before, during and after assignments, enabled by a mobile app provides anytime, anywhere collaboration.

## How WorkMarket® Can Help

Many companies struggle to onboard talent with the speed and agility needed to meet project and customer needs. WorkMarket, an ADP company, provides a complete solution to help organize, manage, and pay your contract labor.

WorkMarket provides a state-of-the-art freelance management system that allows companies to scale in today's dynamic environment. With WorkMarket, you can find, manage and pay all your 1099 workers, integrating them into your workforce in a way that provides greater visibility, efficiency and security.



### Speed to Market

#### **How do you track and engage talent across geographies, skills and requirements?**

With WorkMarket, you can quickly identify and engage workers with the skills sets you need and track all aspects of unique assignment workflows and worker engagements from a single dashboard.



### Reporting Analytics

#### **How do you track and manage contract worker assignments today?**

WorkMarket delivers dashboard and detailed tracking of assignments, including contractor usage and spend.



### Fast Payments

#### **How do you pay your contract workers today?**

Workmarket streamlines and simplifies that process for you AND your on-demand workers, allowing you to pay workers upon completion of assignments efficiently, in the U.S. and globally.



### Onboarding and Process Automation

#### **Are your systems and processes for managing your talent pools siloed?**

WorkMarket is an enterprise-grade platform that automates identifying, onboarding, engaging and paying on-demand workers in a way that integrates seamlessly with leading workforce applications that manage your traditional workforce.



### Real-Time Communication

#### **How is your organization managing daily communications with its freelance workers, today?**

WorkMarket provides a robust mobile app for ease of tracking and communication for all your workers.



## WorkMarket Success Stories

### Casting Services Agency

**What they do:**

Provide talent for film, TV, commercials, industrial videos and print.

**Challenge:**

The agency relied on a system that was costly and difficult to maintain to manage their talent and pay contracted workers on a timely basis. A manual payment process was time-consuming and inefficient.

**Impact of WorkMarket:**

WorkMarket empowers the agency to quickly and easily engage workers to accept jobs via a mobile app, with timely, flexible, automated payment to workers for assignments.

### National Event Marketing Agency

**What they do:**

Design, execution and staffing for promotional events and influencer campaigns.

**Challenge:**

A small full-time traditional staff was overwhelmed by day to day operations. The agency needed a platform to better manage scheduling and provide reporting to track and manage assignments.

**Impact of WorkMarket:**

WorkMarket helped the agency to streamline onboarding, assignments and payment so their staff could focus more on revenue-generating activities.

**About WorkMarket, an ADP company**

WorkMarket was founded in 2010 and in 2018 was acquired by ADP, a global provider of HR technology and services. With ADP resources, WorkMarket continues to be focused on providing enterprise technology to help companies unlock the power of their extended workforce.

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