

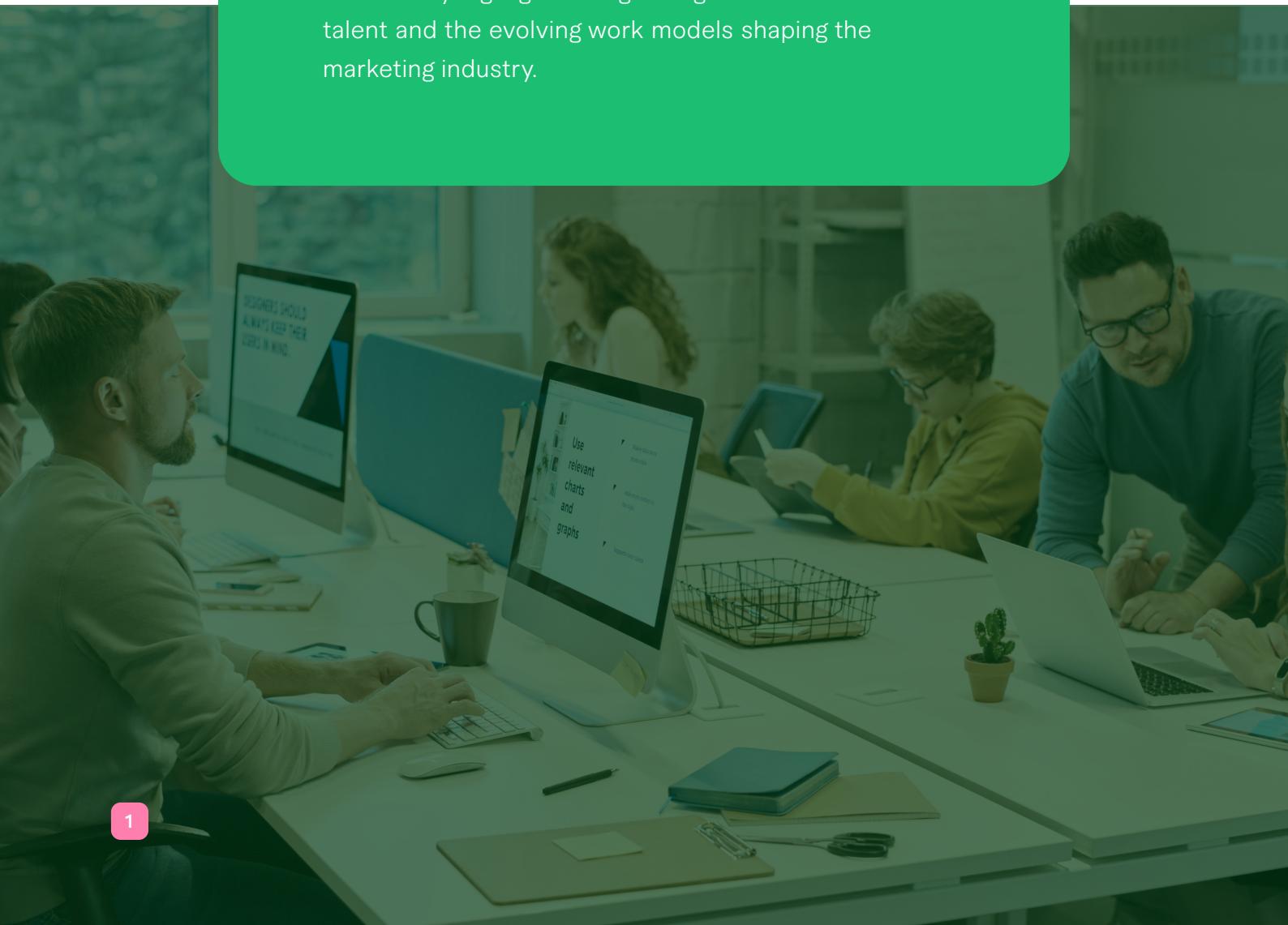
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Strategic Insights: The *Evolving* Role of Freelancers in Marketing

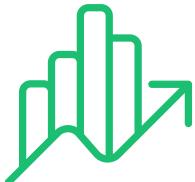
We surveyed over **500 marketing executives** to gain a better understanding of the importance of freelancers in their industry, the gaps those freelancers fill, and the long-term strategy of a hybrid freelance and full-time workforce. This report highlights the growing paradigm shift in how marketers are responding to the intersecting needs of the industry today.

As companies grapple with emerging technologies, budget fluctuations, and the demand for specialized skills, freelancers have become a critical component of marketing strategies.

This survey highlights the growing reliance on freelance talent and the evolving work models shaping the marketing industry.

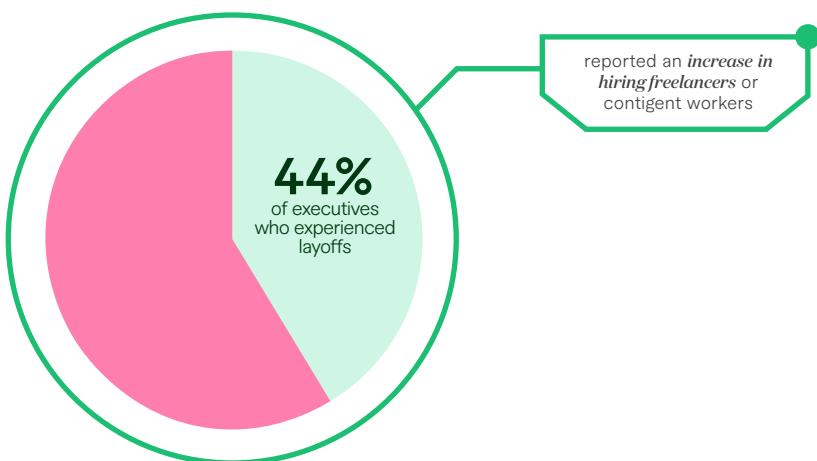


Rise in Freelancer Usage



The data reveals a notable increase in the utilization of freelancers across the marketing industry. **63%** of marketing executives use freelancers at least once every four projects, reflecting the growing integration of freelancers into core business operations. This shift is particularly pronounced among executives who have experienced layoffs, with **44%** reporting an increase in hiring freelancers or contingent workers.

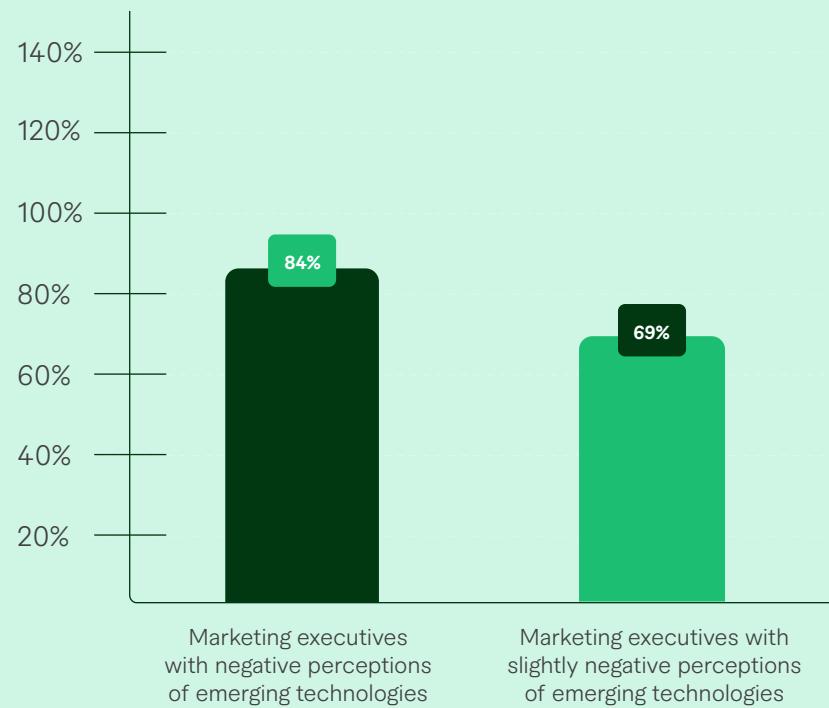
As companies navigate economic uncertainty and workforce reductions, the use of freelancers has become an essential strategy to fill critical skill gaps.



Addressing Skills Gaps with Freelancers



Freelancers have become an effective solution for companies struggling to find workers with the right skills. **78%** of marketing executives who faced layoffs reported hiring freelancers to fill skill gaps. This trend is particularly prevalent among executives with really negative perceptions of emerging technologies such as AI, with **84%** of those executives relying on freelancers to fill these gaps, compared to **69%** of those with slightly negative perceptions. Furthermore, **69%** of executives reported having more freelancers on their team this year compared to previous years, underscoring the growing importance of freelance talent in maintaining business continuity.



Maya Roisman, General Manager of Fiverr Pro, says:



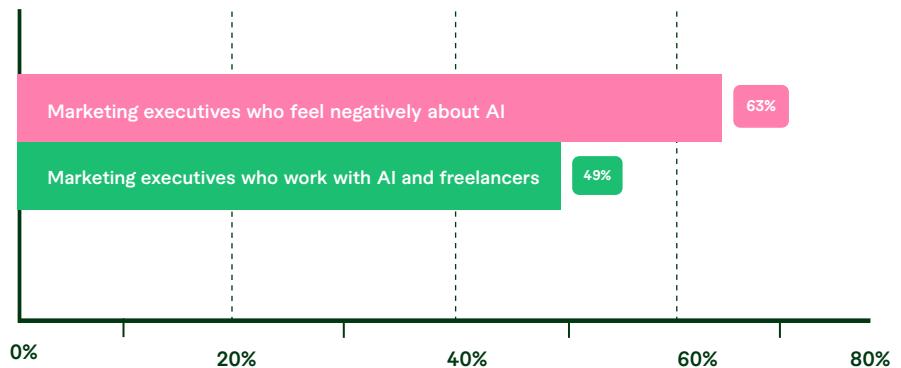
“Freelancers aren’t just a bonus, they’re productivity game-changers. It’s clear that freelancers aren’t just here to pick up the slack—they’re here to help you win. In a world where speed and flexibility define success, freelancers are integral to a company’s competitiveness.”

Balancing AI and Freelance Talent for Optimal Efficiency



While AI is becoming an integral part of marketing operations, executive sentiment remains mixed. **63%** of marketing executives feel negatively about AI, with many expressing doubts about its ability to meet expectations. However, **49%** of marketing executives report that AI has met or exceeded their expectations, demonstrating that AI can optimize certain processes but freelancers remain indispensable for tasks requiring creativity, adaptability, and specialized insight. **28%** of executives who frequently use freelancers found that AI has produced mixed results: Where some marketing activities have become more efficient, others have not seen significant improvements.

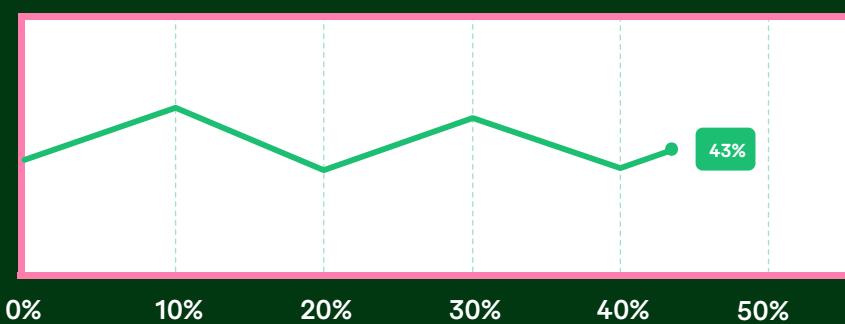
This data suggests that companies can achieve greater efficiency by balancing the strengths of AI with the expertise of freelancers, creating a more comprehensive approach to marketing.



The Growing Demand for Remote Freelance Talent



As companies continue to adapt to hybrid and remote work models, the appeal of freelance talent has grown significantly. Remote work, flexible hours, and improved retirement benefits are now among the top incentives that marketing executives offer to retain employees and freelancers alike. Interestingly, **39%** of marketing executives require employees to work in the office at least four days a week, but those who frequently use freelancers tend to allow more flexibility (**43%**). This shift toward hybrid work environments highlights the importance of offering flexible options to attract and retain talent in an increasingly remote workforce.



43% of marketing executives who use freelancers offer *flexible hours*

Freelancers: A Safety Net in Challenging Quarters



Freelancers have proven to be an essential resource for companies during stressful business periods, offering critical support in high-pressure quarters. Over half (**54%**) of marketing executives would consider hiring freelancers during a stressful quarter, and **20%** are willing to outsource brand management during such times.

Freelancers not only provide specialized skills but also allow internal teams to focus on core tasks during peak periods. This flexibility to scale quickly makes freelancers a valuable asset in managing business demands during challenging quarters.

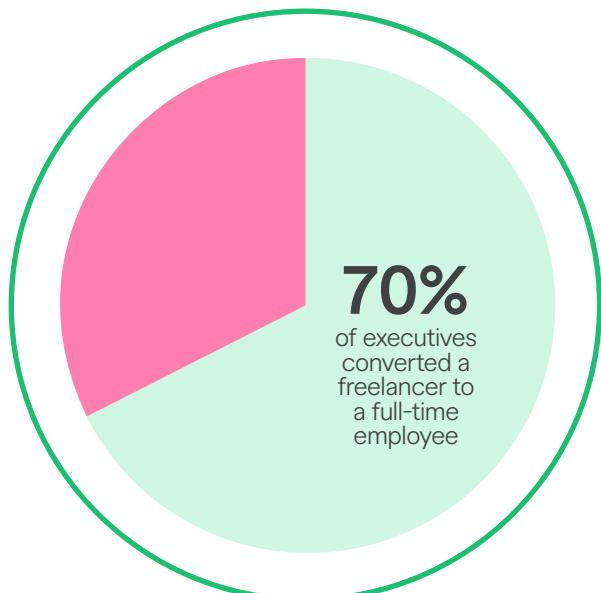


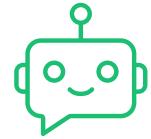
Freelancers as a Long-Term Strategy



The report indicates that many marketing leaders see freelancers as a long-term strategy, not just a temporary fix. **70%** of marketing executives have converted a freelancer into a full-time employee, highlighting the integral role that freelancers play in permanent staffing decisions. This conversion rate reflects the growing trend of transitioning freelancers into critical roles within the company.

An astounding **99%** of marketing executives who frequently use freelancers are likely to recommend hiring freelancers to other marketing leaders, demonstrating that freelancers are viewed as a strategic asset within the marketing industry.





Strategic Partnerships: AI and Freelancers Working Together

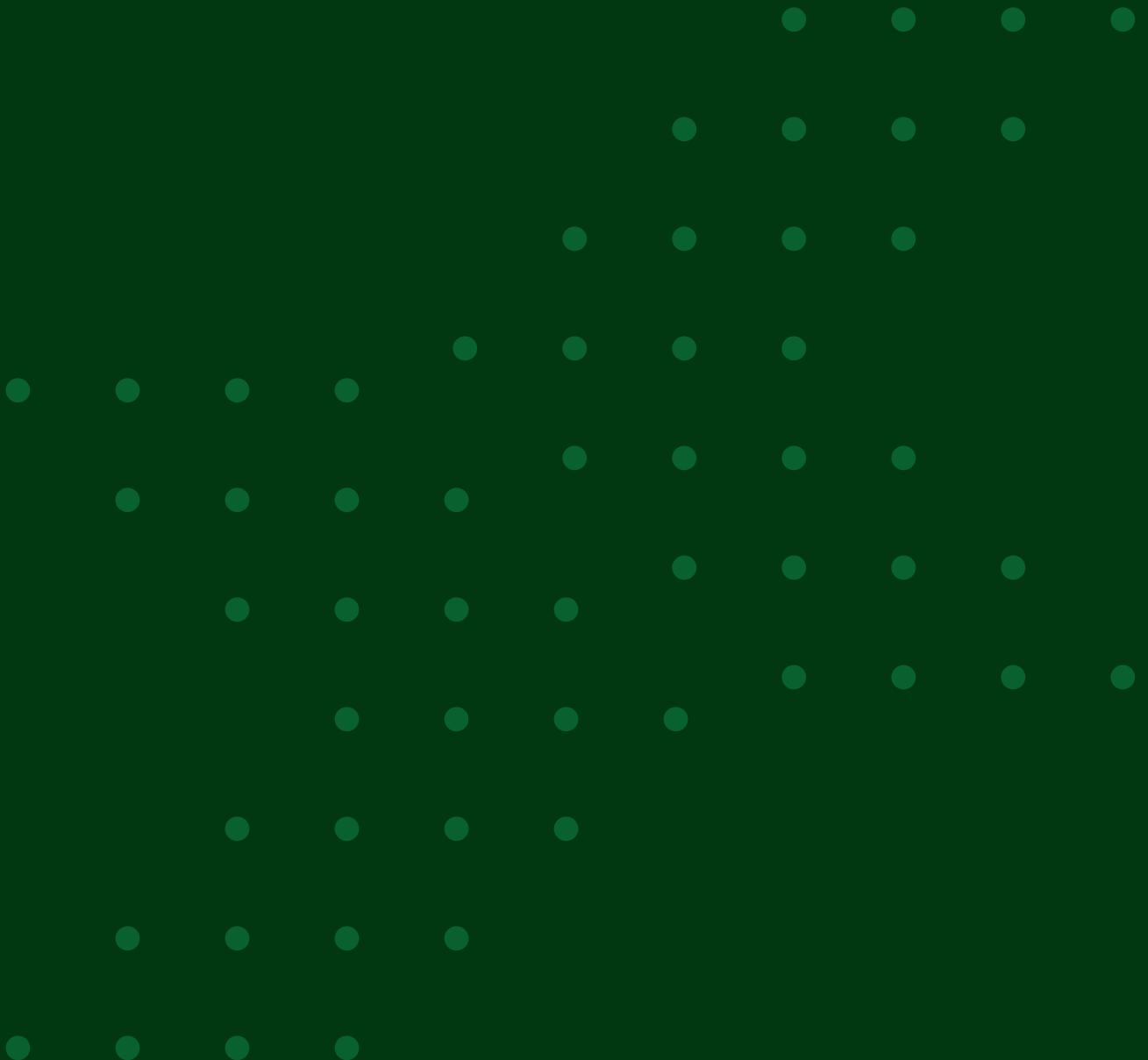
As AI continues to evolve, its ability to complement freelance talent offers new opportunities for marketing teams. While AI has met or exceeded expectations for **49%** of executives, **28%** of those who frequently use freelancers report mixed results. AI excels at automating repetitive tasks, but freelancers provide the creative and strategic insight needed to elevate marketing campaigns.

Combining AI's efficiency with the adaptability of freelancers allows companies to craft a more holistic marketing strategy that addresses both technological and human-driven needs.

Conclusion

This Marketing Executive Survey reveals the increasing reliance on freelance talent as companies adapt to emerging technologies, fluctuating workforces, and the demand for specialized skills. While AI continues to reshape certain aspects of marketing, freelancers remain crucial for providing flexibility, creativity, and expertise where technology falls short.

As businesses seek to optimize productivity and maintain their competitive edge, a hybrid model that leverages both AI and freelancers will be essential. The future of marketing will be shaped by how effectively companies balance technological innovation with human insight, ensuring agility and resilience in a rapidly evolving industry.



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