



CHANGING THE GAME

How Global Networks Will Transform Your Agency in 2016

ISSUE

02



PARTNERED
WITH



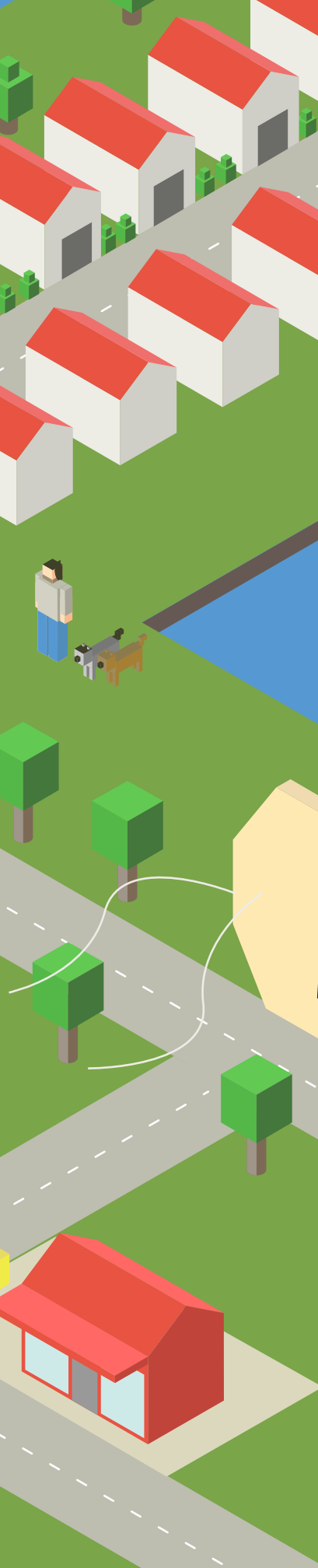


Table of Contents

02. Introduction

04. How Do You Find Great Talent?

08. Hiring v. Contracting

12. Get Work Done as a Global Team

14. Positioning Your Agency Today

16. About Mavenlink for Agencies

YOUR AGENCY IS NOW GLOBAL

In 1997, HOST Universal became the world's first virtual agency. Started by two former Leo Burnett employees, the London company built a lean, core staff that tapped a global talent network for on-demand skills. HOST scaled work up and down with minimal overhead. The idea was revolutionary. Today, collectives and virtual agencies are everywhere.

This ebook will help your agency position itself for the future by taking advantage of these inarguable global trends.

That said, you don't need to identify as virtual to benefit from these trends. A new, hybrid-agency model is forming — one that has a leaner, core, full-time staff that taps into its global network of top talent to better serve their client needs. Even the largest agencies, which once prided themselves on having large staffs, are adopting these successful practices.

They ask three questions to get the balance right.

1

What are my clients biggest needs?

2

What core services does my agency brand need to offer?

3

What talent can we source to fill services outside our core offering?

HOW DO YOU FIND GREAT TALENT?

IDENTIFY YOUR NEEDS

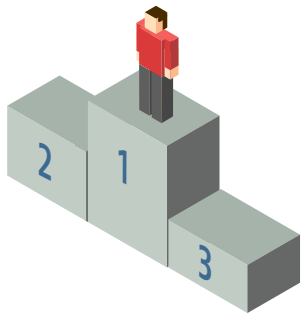
The first and most important step is to determine what your brand does better than anyone else. Then, build your team with the best of the business who deliver this core offering. This team becomes your foundational, full-time staff.

Next, you'll want to determine additional, secondary services you can provide. This is based on services that clients request but which fall outside your core

offerings. Predicting these additional client services lets you strategically assemble your global talent network, which you can then tap at a moment's notice to fulfill any secondary client needs.

FOUR CRITERIA THAT HELP YOU BUILD YOUR PERFECT GLOBAL TALENT NETWORK

To meet your clients' needs, ask yourself these four talent criteria questions:



Qualifications

Q. Who has the specific skills and experience you need?

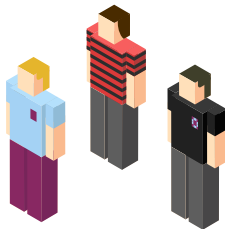
Pro Tip: Don't go for generalists.



Location

Q. Where do you expect to grow your business, geographically?

Pro Tip: Source your talent there.



References

Q. Who do you know with this talent, or who do you know who would know?

Pro Tip: Look within your network first, ask for introductions, and vet talent with past employers.



Availability

Q. What time do potential resources have for your projects?

Pro Tip: If they can't work, they don't belong in your talent pool.

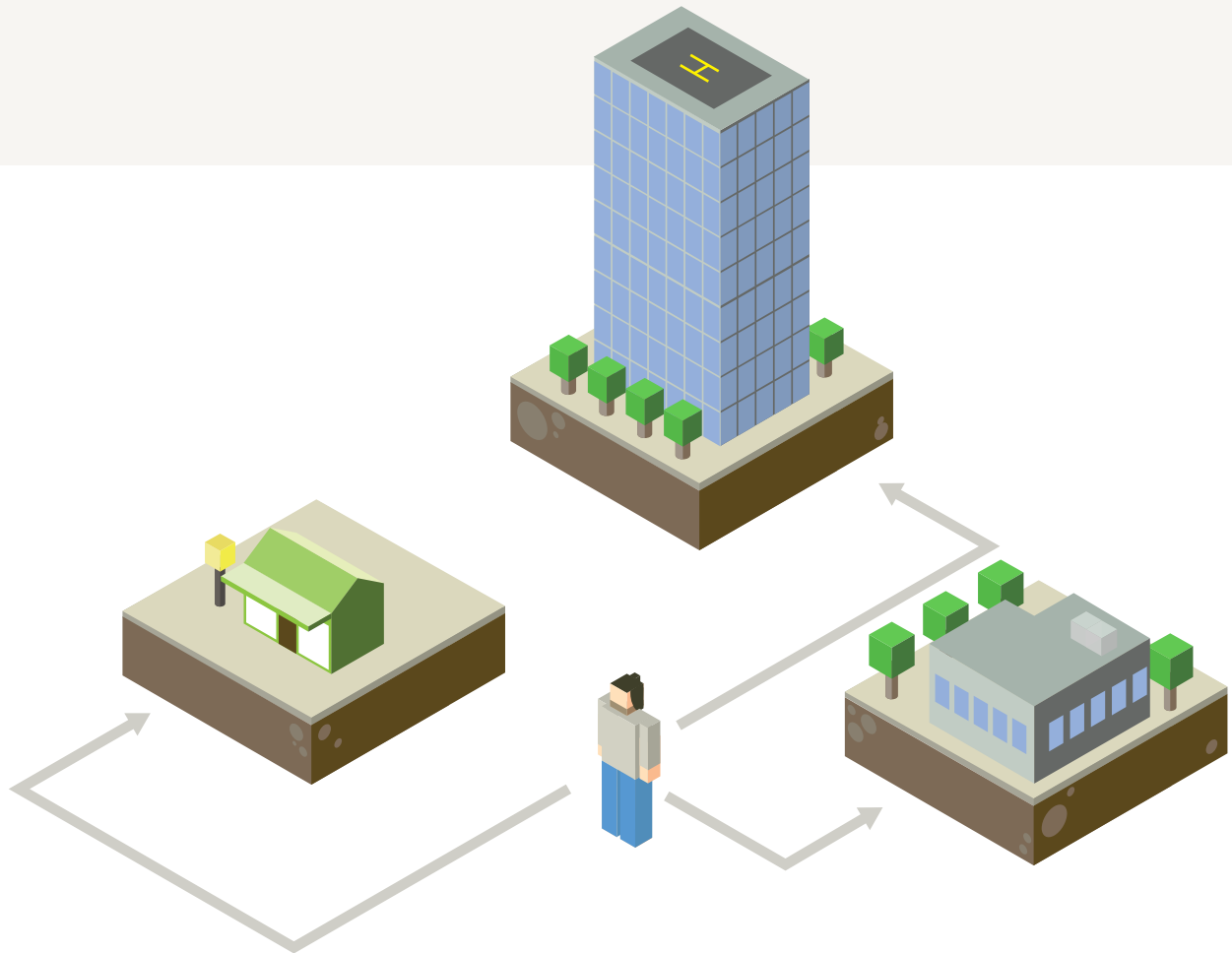
SIX PLACES TO FIND TALENT

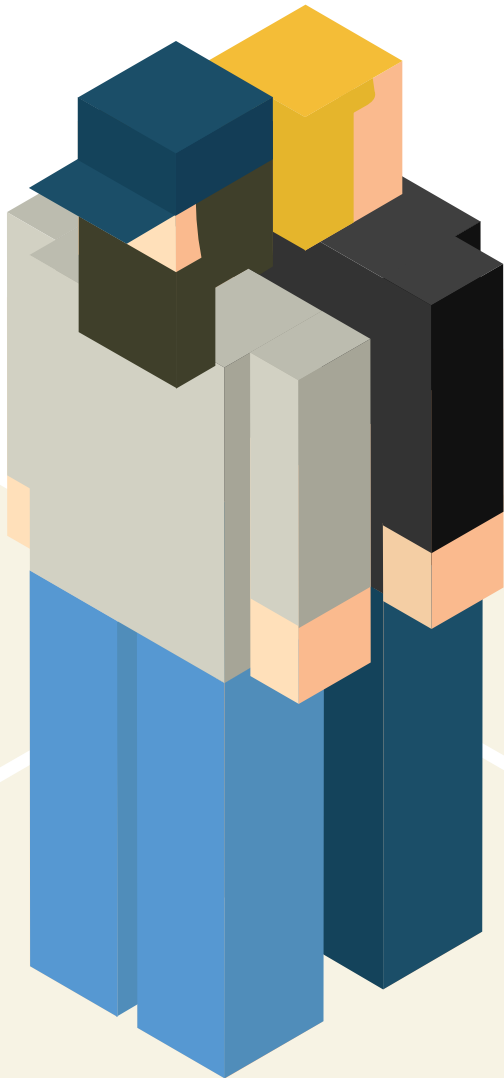
Now that you know what you need, here's where to find it.

- 1 ATTEND INDUSTRY EVENTS**
- 2 CONTRIBUTE TO LINKEDIN FORUMS**
- 3 SUSTAIN LONG-DISTANCE RELATIONSHIPS VIA SOCIAL MEDIA**
- 4 SEE EVERYONE YOU MEET AS TALENT**
- 5 HOST FREE EVENTS LOCALLY**
- 6 STAY IN TOUCH WITH OLD COLLEAGUES**

WHAT'S A "MULTI-AFFILIATE"?

"Multi-affiliates" are professional independent contributors (e.g., consultants, contractors, work-for-hire talent) who bring deep subject-matter knowledge, experience, and proven value-add to your projects. Because they affiliate with many clients, organizations, and even industries, we refer to these self-employed individuals as "multi-affiliates."





HIRING V. CONTRACTING

Your clients ask for myriad services: website builds, app development, creative work, PR, content creation, and far more. It can be challenging to know when to hire someone versus when to contract a multi-affiliate to provide these services. Before you jump in, you need to first to determine if the services being requested are worth providing.

Ask yourself these questions.

Do my clients want FTEs?

Some clients prefer you staff certain services with FTEs. Others prefer the flexibility of tapping specific talent via contract to meet unique needs. Learn your client preferences and weigh this consideration when determining your hires.

Will this service boost my margins?

Too often, vendors say “yes” to providing every service, even when doing so doesn’t add any profit. Determine if you can deliver the service at acceptable margins.

Are my clients asking for more of this service?

If demand for a service outside your core offerings is growing, it is probably time to hire a full-time employee (FTE) who can provide this service on a regular basis.

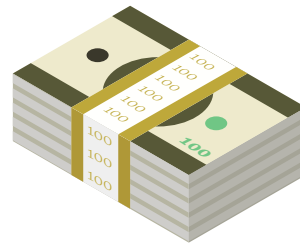
Evaluating Costs For Full Time Employees

FTEs carry cost certainty and four main considerations.



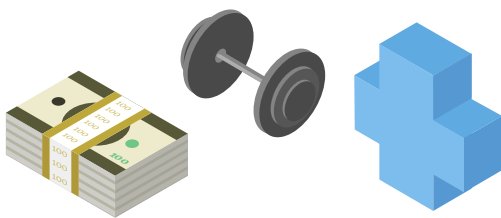
1. Recruitment (pre-hire)

Recruitment costs may include software, resources, promotion, and more.



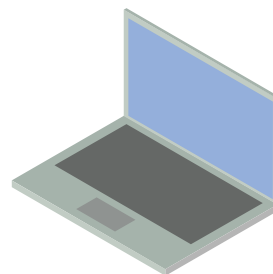
2. Salary

This is the base cost of your employee, before you calculate the loaded cost.



3. Benefits Package

Benefits may include health packages, retirement plans, and other insurance programs.



4. Equipment

This is any hardware (e.g., tablet) and software (e.g., licenses) directly associated to a new hire.

Evaluating Costs For Multi-Affiliate

Contractor costs are based on the payment structure you choose.



1. Project

Cost rates are based on an estimated total project fee by the contractor.



2. Hourly

Costs are based off an hourly rate given by the contractor. Prices are based off location, experience, and skills.

KNOW WHEN TO HIRE V. CONTRACT

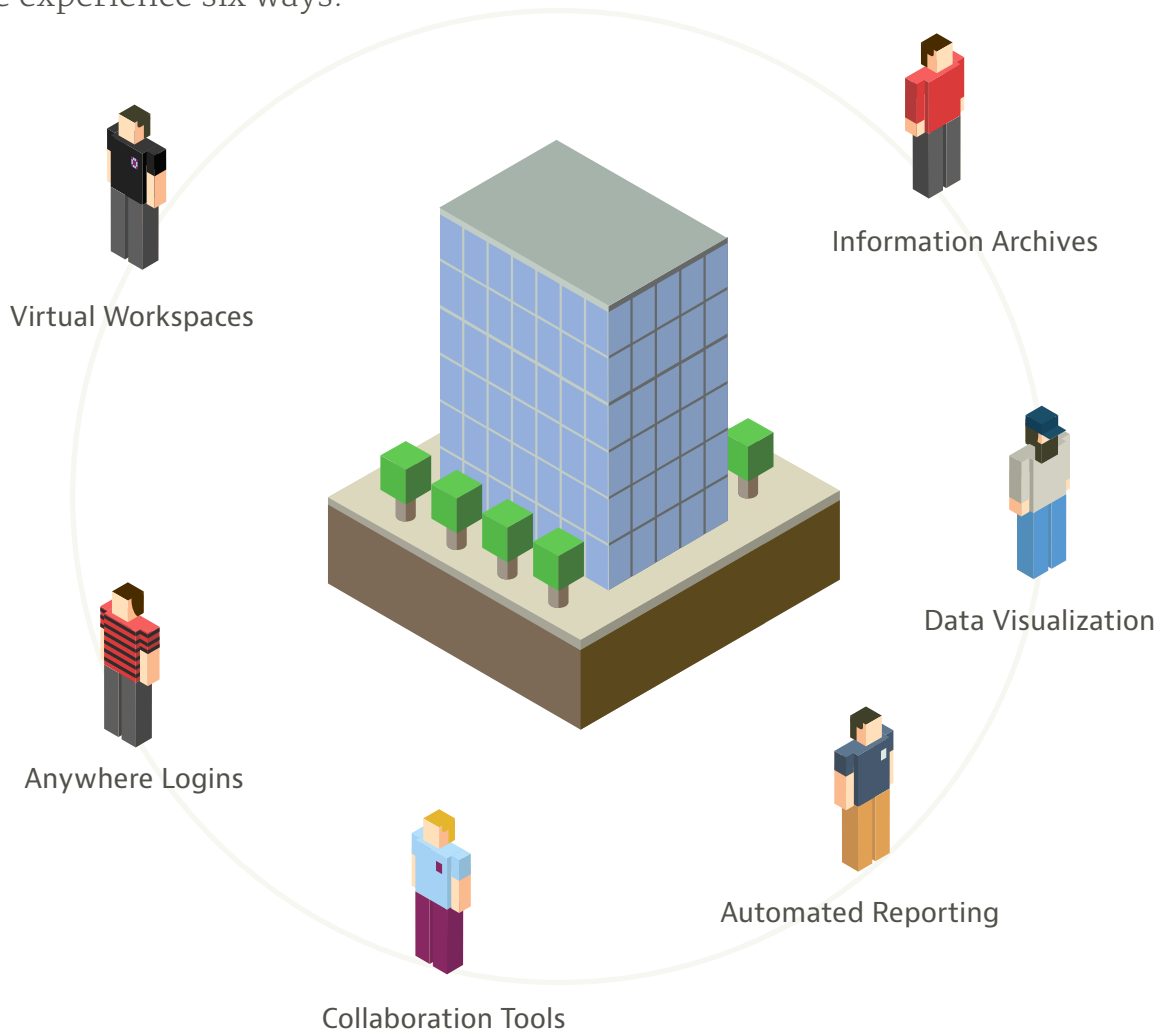
| HIRE | CONTRACT |
|--------------|--|
| | <div>✓</div> <div>When client demand for a service is unique or one-time.</div> |
| <div>✓</div> | <div></div> <div>When client demand is growing.</div> |
| <div>✓</div> | <div></div> <div>When the value-added of a full-time employee is more than the cost of staffing this person.</div> |

LEARN YOUR LOAD

Mavenlink can help you know when to hire and how to expand margins. Visit mavenlink.com to see the latest technology for simplified resource planning and improvements to delivering collaborative, on-time, profitable projects.

GET WORK DONE AS A GLOBAL TEAM

Your brick-and-mortar staff must work well with virtual talent. Today's technology can replicate the office experience six ways:



These tools keep overhead low and enhance efficiencies. For instance, you can bring any FTE or multi-affiliate into a project and have him or her access the project's history. This gets your resources moving faster and makes you more productive from day one.

BOOSTING PRODUCTIVITY

Balance work and life

Avoid burnout by working smart.

Control email

Don't let email control your day.

Leverage technology

Today, tech rules. Don't ignore great solutions that can elevate your game.

Hire great talent

Vet every individual; then inspire them.

Avoid "monologues"

Keep people engaged with questions not monologues.

TECHNOLOGY AND TEAMWORK

Today's teams rely on technology for three main purposes. First, technology helps you scale. Add or cut resources as project needs change. Second, technology helps you cut costs. Avoid huge hardware and software costs by using virtual talent and cloud-based software subscriptions. Finally, let automated tools improve your

data quality. Today's technology automates workflows, reduces manual work and exports through integrations, and enables information sharing via secured environments. By equipping the right talent with the right tools, you set yourself up to compete strongly against competitors.

POSITIONING YOUR AGENCY TODAY

Your global agency should tout the value you offer clients, thanks to your lean strategy. Try promoting these five to start.

ONE

Global Talent

You can tap into a global, pre-vetted network of top talent to broaden your geographic capabilities.

TWO

Scalability

You have the ability to scale resources up and down fast.

THREE

Meet More Deadlines

You can work any time (by using global talent) to hit tight deadlines.

FOUR

Competitiveness

You offer lower prices on competitive quality, thanks to having cut overhead costs.

FIVE

Expanded Offerings

You can offer a wider array of services.

SOME COMMON HESITATIONS AND RESPONSES

YOUR TALENT WORKS FROM HOME IN THEIR PJS.

The implication here is that non-full-time staff choose a lazier lifestyle than average. Again, this is a false representation. The truth is, a lazy contractor will not win repeat business.

YOUR ORGANIZATION DOES NOT HAVE A BRICK-AND-MORTAR OFFICE IN THE AREA.

First, publicize your snail-mail address. Put this on your website and marketing collateral. Invite clients to visit you in person and host events. Publicize the fact that you choose to limit brick-and-mortar real estate in order to cut down on overhead expenses. When less overhead gets passed to clients, they get great services for a lower cost — thus distinguishing you from your competitors.

CREATIVITY SUFFERS IN TEAMS THAT COLLABORATE VIRTUALLY.

Working virtually is actually a benefit. Thanks to being able to control and reduce daily distractions, multi-affiliates often get more work done in less time. This lets your talent work faster on projects than the competition.

YOU HIRE CONTRACT TALENT BECAUSE THEY WEREN'T GOOD ENOUGH TO GET REAL JOBS.

In fact, contractors are some of the best talent out there. Most have worked long at organizations where they honed their skills and are now successful enough to choose their own projects.

ABOUT MAVENLINK FOR AGENCIES

Let's be real: You love the creative side of marketing and advertising. You didn't get into this because you wanted to spend countless nights worrying about margins and staffing dilemmas. Wouldn't it be great if a software platform automated the fundamentals of your business, to give you more visibility and control over margins and resource needs? We thought so, too.

At Mavenlink, we've built the all-in-one system for agencies to deliver work more predictably and

profitably. Because we've automated best practices for project and financial management, your agency can focus on what you love most: being creative and delivering awesome work.

Mavenlink exists so you don't have to spend your days in Spreadsheet Land trying to get a handle on billable time, profit margins, and revenue. There's now a much better way.

LEARN MORE AT
www.mavenlink.com.

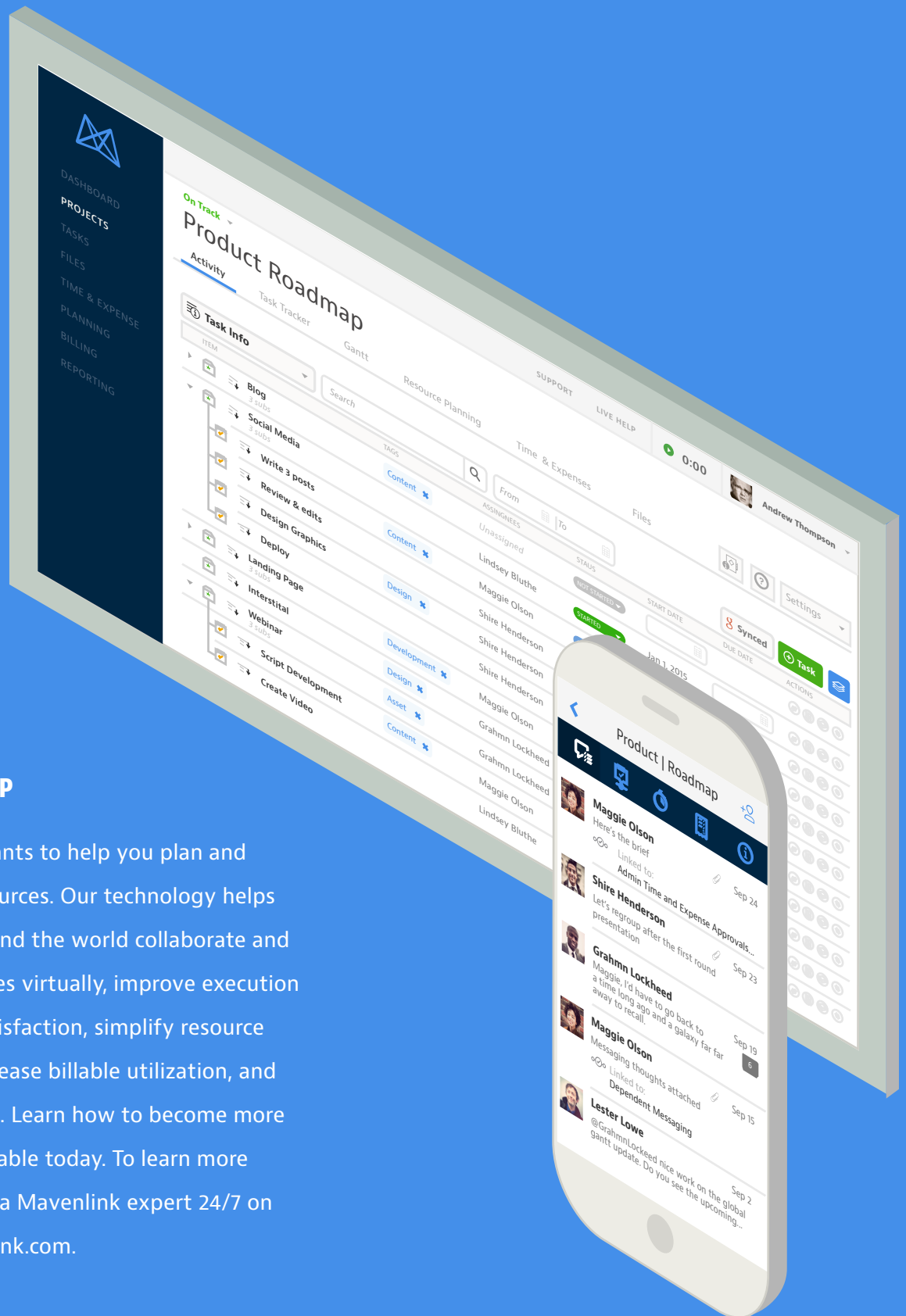


MAVENLINK RECOMMENDS

The Marketing Agency Blueprint

BY PAUL ROETZER, CEO OF PR 20/20

Written for agency professionals, *The Marketing Agency Blueprint* presents 10 rules for building tech-savvy agencies. You'll learn how to tap the best talent, build a scalable infrastructure, control the sales funnel, and embrace failure for a higher purpose. Now that you know the trends to expect in 2016, your agency can use this blueprint to take the essential actions that will transform you into an even more successful, modern marketing force.



LET US HELP

Mavenlink wants to help you plan and schedule resources. Our technology helps agencies around the world collaborate and deliver services virtually, improve execution and client satisfaction, simplify resource planning, increase billable utilization, and grow margins. Learn how to become more agile and scalable today. To learn more connect with a Mavenlink expert 24/7 on www.mavenlink.com.



