

# Tech Recipes.

## On Demand Talent: Increased Demand Leaves Marketers Hungry for Top Talent

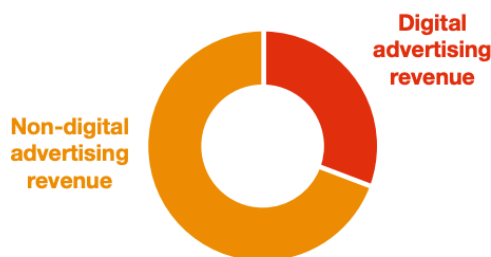
Today's column is written by Brian Chap, founder of [Tech Recipes](#).



Change is here and it's not just for the digital innovators! The furniture industry has seen monthly sales up 181% since start of pandemic (April 2020 - March 2021). Shortage in workers have caused delays in getting furniture to customers. Sound familiar? With growth in ad spending and droughts in talent why don't more marketers take a cue from the [furniture companies](#) who are prioritizing in-house resources, training academies and a better work/life balance!

There are now more butts in seats than ever before! What are those butts doing? They're spending more time behind screens. How marketers convert those butts into sales depends greatly on the strategies, tactics, and resources available to meet their ad spend objectives.

**U.S. Advertising Revenue 2015<sup>1</sup>**



**U.S. Advertising Revenue Projected 2024<sup>1</sup>**



Buyers, and those who employ them, are excited about the potential revenue impact. But, with up to 60% of those companies not equipped to fill the digital demand, and even less able to retain talent once secured (Source: Tech Recipes), companies are looking to reinvent acquisition models.

The Interactive Ad Bureau (IAB) and Price Waterhouse Coopers (PWC) conducted a series of candid interviews with 20+ industry leaders across the buy-and-sell side of the ecosystem. The result was a [2021 Digital Ad Ecosystem study](#) reinforcing that the ad industry is currently at an inflection point requiring reinvention to meet the changing needs of the ecosystem: *“new technology and operating models require a reset in measurement and attribution. Moreover, changing go-to-market strategies and innovation in the experiences we offer consumers is mandatory for survival.”*

Furthermore, a 2020 [Harvard Business Review](#) article suggests digital transformation is less about technology and more about people. *“You can pretty much buy any technology, but your ability to adapt depends on developing the next generation of skills, closing the gap between talent supply and demand, and future-proofing your own and others’ potential.”*

Internet advertising is projected to reach \$150bn+ in 2041 in the United States (source: eMarketer). Buyers have already begun to feel the pain as there is not enough qualified candidates to hire when compared to increased demand. Traditional agencies are now looking for agile independents to help fill demand as they partner to evolve their operating model.

Challenge creates opportunity and Covid has created that in spades...at least for those who are bold enough to take it! The spike in demand has given the talent pool more confidence to go out on their own as they live the “Digital Nomad” dream. Advertising is no longer bound by the four walls that previously confined their cubicles. Innovative companies are tapping into a virtual and global community of experts to fill demand. Coined as “On Demand Talent”, these resources can be secured for little to no overhead and can meet your deliverables in up to half the time and cost.

To realize this dream, you first must know where to look! Independent companies are emerging fast, you must look for those who can source the talent and manage them effectively until you are interested in transitioning them in-house. In our humble opinion, the rewards far exceed the risk...

1. More expertise and less overhead
2. Greater agility across channels, data, and attribution models
3. True cross athletes, capable of managing all requirements

Innovation does not replace the importance of digital ad essentials. An accountable, standardized operating model is fundamental to your success. When looking for On-Demand Talent you must prioritize sound operating models capable of working in concert with your own, otherwise pitfalls will arise.

1. **Challenge One:** Global talent has the potential to create logistical issues if they aren’t managed correctly
2. **Challenge Two:** Virtual accountability standards must be set to ensure the highest level of communication and proper time management
3. **Challenge Three:** A brand or campaign may require greater management that only a full-time employees can deliver

Those interested in reinventing their model should consider hiring consultancies that specialize in digital transformation and On-Demand Talent. Prior to consideration, here are [five reasons why](#) any agency or marketer should consider a hybrid talent force.

Cultural considerations: Traditional models transition to hybrid workforces

1. **Hybrid Models:** Full-time employees are imperative for some roles; On-Demand Talent can be sprinkled into your retention recipe prior to scaling

2. **Greater Access:** A hybrid model gives you an immediate ability to source from a larger pool of more diverse candidates with specialized skills and knowledge
3. **Less Overhead:** Enjoy in company savings by reducing operating expenses ([SG&A](#))
4. **Greater Agility:** Faster turnaround times allow more time to be spend on higher value deliverables
5. **More Accountability:** Responsibility, responsiveness and proactivity are requirements of the financial compensation for a given project