



Focus on what matters

The marketing leader's guide to
on-demand staffing

weploy™

What is on-demand staffing?

On demand staffing gives organisations and business leaders the ability to hire quality contract workers for as little as four hours only when the need arises.

For marketing teams, this flexibility allows you to respond to sudden increases in workload as projects and campaigns ramp up and down.



In the new world, it is not the big fish which eats the small fish, it's the fast fish which eats the slow fish.

Klaus Schwab

Executive Chairman, World Economic Forum



9 in 10 marketers log into email outside of business hours to catch up on work



Increasing productivity with micro-projects

Even with access to automation, **marketing teams spend at least a third of their time on repetitive tasks** - admin continues to take focus from more strategic work.

There is a unique opportunity for marketing leaders to reduce the burden on their teams by outsourcing micro-projects. This not only increases team productivity but also employee engagement.

Stay focused on what matters...

The three top challenges for high performing marketing teams



Keeping pace with customers



Producing quality content



Talent acquisition

How Weploy helps Marketing teams

Weploy is the only on-demand staffing platform that **guarantees the quality of temporary staff** so you can focus on the tasks that matter most to the business.

All Weployees undergo an extensive six stage business support talent Australia has to offer.

Weploy Vetting Process



Phone Screen



Skills Test



Cognitive Test



Psychometric Test



Face to Face Interview



Police and work right checks



How Weployees give marketing teams more time...



Data Entry

- Input contacts in the CRM
- Update contact & account records
- Build lead lists

Account Based Marketing

- Find executive contacts for key accounts
- Enrich company data in the CRM
- Data cleansing projects

Direct Mail

- Packing executive gifts
- Thank you and birthday cards
- Postal franking

Image Management

- Ensure consistent naming conventions
- File management
- Building image library

Market Research

- Map event landscape and key dates
- Find statistics and quotes
- Curating content from relevant sources

Event Support

- Bump in and bump out
- Registration desk
- Event runners





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