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to cost-effectively
grow and improve
their business.



Ten2Two Case Study: Flexible Relationship Bears Fruit for eWavelength

When you're a young business there are a number of hurdles that must be cleared before you can start the next stage of growth. One of the biggest is when you reach the limit of your start-up resources or more simply, when you get to that point where you have too much to do yourself. As a new business it's a great problem to have but the increased costs and commitments involved in employing your first permanent staff can be off-putting if you can't guarantee the income to sustain their salaries.

However, there are creative and cost-effective alternatives that help avoid the commitment and administration of employing staff. We talked to Rosie Seldon, founder of eWavelength, a new Kent-based digital marketing consultancy that has embraced a new way of working – one that many young companies have started to adopt.

eWavelength helps companies boost their e-sales through digital marketing campaigns and improving the customers experience online. Since launching her business in July last year Rosie's been very busy with her first clients but she found she needed more resources and more skills that she was able to deliver herself. So she decided to build a network of freelancers that she could call in when the need arises.

Rosie's Story

'I need experienced people with diverse skills but I don't need them every day and at this stage of eWavelength's development I can't be sure exactly when I'll need them. Permanent staffing wasn't going to work for me but I've found using freelancers and contractors is a great flexible solution. So far I've called on social media experts, researchers, designers and marketers to contribute to projects, all of whom have had great experience and complementary skills'. Rosie has found that she can directly link her resource costs to the project income from clients, making her efficient and reducing her risks.

In her first six months, Rosie has built up a group of experienced people she can call on whenever the need arises. She's also started working with Andrea and Kirsteen at Ten2Two in Sevenoaks to help her build and manage the network, calling on the local community of professionals seeking flexible work.

'At some point I may need some permanent people to give the company more stability but for now this works – but I can envisage always having the need to call on my new network, especially in delivering some of the complex projects we've done for clients such as HSBC Expat.



Background

If you're using Freelance specialists, remember:

- Ensure you have at least two people covering each specialism - if you need a specialism regularly a single freelancer may not be available every time you need them
- Give them time - they can need more organisation than employees as they're unused to your process
- Budget carefully – though they can be cheaper than employees, keep a tab on hours
- Maintain communications – like employees, freelancers need to understand your aims