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# Scale your marketing agency with remote talent

The only guide companies with distributed workforces need to succeed in 2023



 **ontop**

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## Are you ready to tap into the global talent pool and boost your company's growth? Look no further - This is your comprehensive guide to navigating the world of remote hiring.

Here, you'll discover the latest trends and insights on the future of remote work, uncover the top benefits of having a distributed workforce, and learn how to overcome the challenges that come with it. With key hiring tips from the pros and the HR strategies we're about to share, you'll be fully equipped to take your business to new heights.

**Let's get ready for take-off** 🚀

### Is there still a need for remote hiring?

Now  
**Short answer: Yes.**

The days of social distancing might be over but remote work is here to stay. There's no doubt the pandemic changed the way we work, live, and interact with one another forever.

#### But is remote work still a thing?

Here's the shocker: According to this report by Forbes, the need for remote work in North America after the pandemic has led to a 25% increase and **the number will continue to grow through 2023.**

<https://www.forbes.com/sites/bryanrobinson/2022/02/01/remote-work-is-here-to-stay-and-will-increase-into-2023-experts-say/?sh=579da4c720a6Z>



# 25%

The increase in the need for remote work in North America after the pandemic.

Remote hiring is no longer just a trend but rather **a necessity for businesses wanting to succeed in the modern workplace**. With remote working, employers can save costs, hire talent from all over the world, and increase employee satisfaction – We'll get into the benefits in a minute.



## Current and future trends

The winds of remote-work hiring have certainly been blowing. More and more employers are adopting remote hiring practices, recognizing the cost efficiency and overall productivity benefits of allowing remote teams to work across geographic areas.

With remote hiring becoming increasingly popular, some industry experts even predict that remote work could become the norm in a few years (if it hasn't already) – ditching traditional office spaces once and for all.



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## Remote hiring is here to stay!

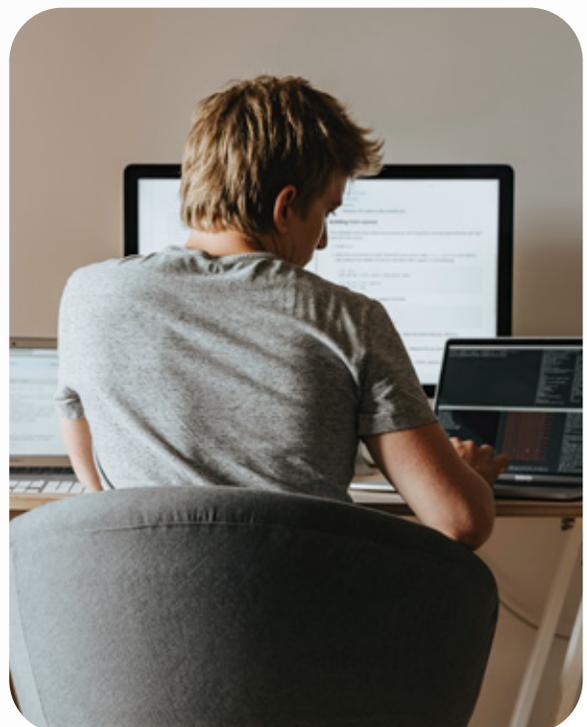
It's been an increasingly popular trend over the past few months, and it looks like remote hiring isn't going anywhere anytime soon.

Truth is, companies can no longer afford to ignore remote hiring due to the amazing time and money-saving opportunities remote work can provide.

Data has shown that **remote workers are not only more productive but happier, too** – making remote hiring more attractive than ever before.

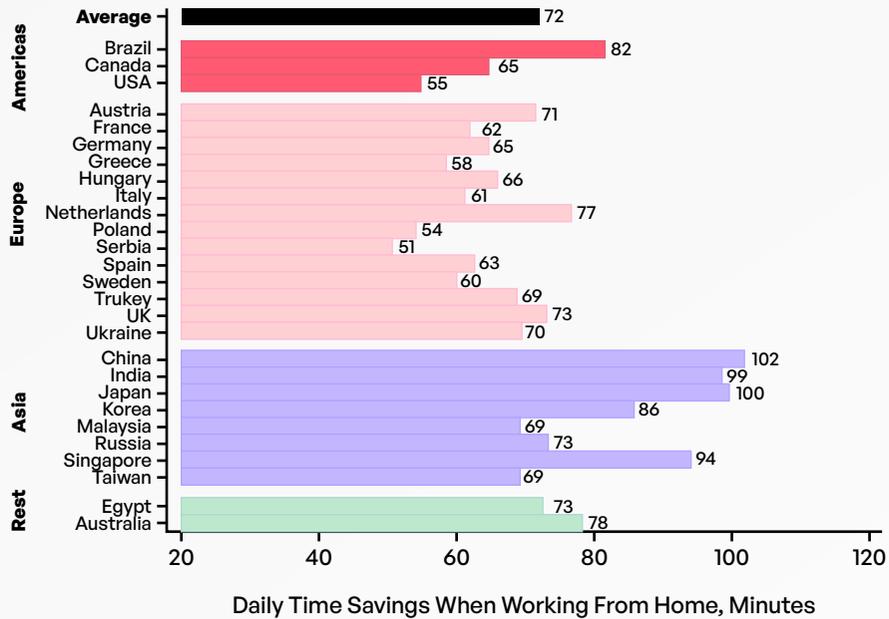
In fact, it is predicted that mobile work tools and virtual reality technology will be increasingly adopted by companies over the next few years, making remote work even more accessible and efficient than ever before.

As remote work continues to move from a convenient option to a permanent fixture, **it has finally become safe to say goodbye to those disappointing mornings** of groggily dragging yourself out of bed for an office commute.



## Country-level commute time savings, conditional means

<https://cepr.org/voxeu/columns/commute-time-savings-when-working-home>



With remote work now firmly rooted in corporate culture, more and more companies are recognizing the benefits remote teams can provide - even improved remote employee morale.

## Top benefits of remote hiring for your business

### So, what is in it for you?

Running a remote business has its perks: no office lease to worry about, it's easier to hire amazing talent from around the world, and flexibility to work when and where you choose!

In this modern world of smartphones, video conferencing technology and advanced cloud-based tools, it's simpler than ever before to stay connected with colleagues and customers.



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## Here are 5 unavoidable benefits of hiring top remote workers

### **Access to global talents**

Remote hiring allows you to tap into a wider talent pool from around the world, allowing you to hire the best people for your business needs - We'll discuss how to do that in a minute.

Imagine hiring a top-notch, talented software developer from Brazil, or a Sales Manager from South Africa - It's all possible now. Essentially, when you tap into the global talent pool, you automatically gain an upper hand over the competition.

### **Reduced costs**

Hiring remotely has a wealth of benefits - not least of which is its ability to dramatically reduce costs. By opening up your recruitment process to global talent, you'll not only access a wider range of skills, but you'll also benefit from reduced overhead costs associated with managing a distributed team.

A virtual workforce also allows for greater flexibility when it comes to scaling and optimizing operations, allowing companies to adjust resources as needed easily.

Ultimately, this could mean big savings for businesses that are looking to increase their efficiency and productivity through international hiring.

**Economic Cost Savings of Remote Work Since the Onset of the Pandemic**

<b>Cost Type</b>	<b>Per day (millions)</b>	<b>Total Cost (millions)</b>
Direct Costs	\$183 USD	\$21,960 USD
Externality Costs	\$164 USD	\$19,680 USD
Time Value	\$411 USD	\$49,320 USD
Total	\$758 USD	\$90,960 USD

<https://www.upwork.com/press/releases/where-remote-work-saves-commuters-most>

## Higher productivity

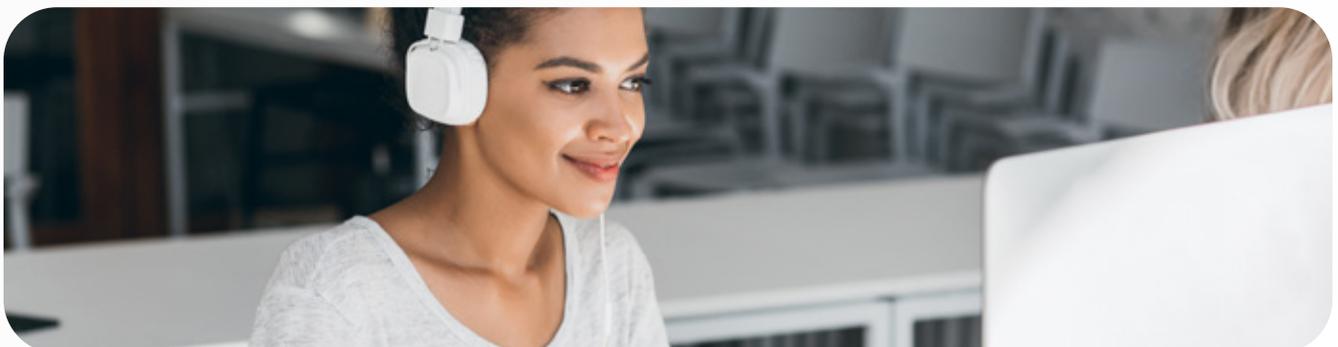
Yes, hiring remote workers can help increase productivity with the right strategies and processes.

Remote working offers several advantages, such as increased engagement and collaboration, better work-life balance for employees, increased focus, and improved communication.

All of these factors can lead to higher productivity for businesses.

According to various studies, **remote workers are, on average, more productive than their office-based counterparts**, with **45% of full-time employees in the U.S.** reporting that they work in a remote work model and in a more productive way. This can be attributed to the **flexibility and autonomy** that remote work offers, allowing employees to work in a way that suits their lifestyle and work preferences.

<https://www.forbes.com/sites/forbescommunicationscouncil/2023/03/14/the-rise-of-remote-work-and-how-to-handle-a-remote-first-team/?sh=47d7cd1b3cb7>





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### **Enhanced agility**

By leveraging the power of remote working, companies can gain a significant competitive advantage with enhanced agility and flexibility.

Remote teams enable businesses to quickly adapt to changing market conditions and customer demands, allowing them to stay in sync with the ever-evolving business landscape.

This not only helps them stay ahead of the curve, but it also rewards them with the ability to scale quickly when needed, giving them even greater control over their resources and operations.

### **Minimize your ecological footprint**

Remote working is not only beneficial for the company and its employees, but it also has a positive impact on the environment.

Yes, you heard that right. By allowing their staff to work remotely, businesses can reduce their carbon footprint by eliminating commuting and reducing office energy consumption. Not only will this help reduce air pollution, but it also helps businesses save money as they no longer have to fund expensive office operations such as lighting and heating.

On top of that, working remotely promotes sustainable business practices, thus giving companies an additional incentive to invest in remote teams.



## What about the challenges?

Not everything that glitters is gold. Remote working may offer a range of benefits for businesses, but it also comes with its own set of challenges that you need to be aware of before jumping on board.

**So let's dive right into some of them.**

### Finding and onboarding the right talent

When it comes to finding and onboarding the right talent, companies face unique challenges when they hire remotely.

Given the cultural, geographical, and language differences that come with hiring international workers, managers need to ensure their hiring process is compliant with international labor laws and regulations, as well as keep up with their ever-changing tax requirements.

Additionally, businesses must take pay equity into account to maintain fair working conditions for all employees regardless of location or home country. Last but not least, employers must also consider how to effectively onboard valuable remote team members while maintaining a cohesive team dynamic across borders.

### Communicating and managing a remote team

**Communicating is everything.** Especially when you go remote. And that can be a daunting task for companies.

With the rise of distributed working, some challenges may arise, such as:

- Difficulty in fostering a positive and inclusive work environment among remote team members, as remote team members may feel isolated and disconnected from the rest of the team.
- Companies may struggle **to ensure that their remote teams stay true to the company's objectives, values, and culture;** this could adversely affect both productivity levels and employee engagement.
- Time zone differences
- Yes, time zones can be crazy and take some time to get used to.

Managing time zone differences can be a **significant challenge for businesses wanting to hire remote talent** because it can create difficulties in coordinating and scheduling meetings, managing workflow and deadlines, and fostering effective communication and collaboration among team members.

**Here are some ideas on how to minimize the distance:**

- **Utilizing project management tools and software** that allow for real-time collaboration and communication across time zones.
- Using time **zone conversion tools** to help schedule meetings and calls that work for all team members.
- **Providing flexibility in working hours** for remote team members.
- Implementing **consistent communication protocols** and schedules to ensure that all team members are informed and able to communicate with one another.
- Providing training and resources to help **remote team members feel more connected to the organization** and its culture.

Difficulty in finding and onboarding the right talent with the right skill set and cultural fit and managing team dynamics remotely can be difficult, especially when it comes to managing performance and holding team members accountable without an in-person presence.

All of this can seem like daunting tasks and require a lot of work!

But fear not - Ontop offers an array of tools and resources to help you find the perfect fit for your team, no matter where they are located in the world.



## Hire remotely without the hassle

You're not alone. That's the good news.

Many companies struggle with understanding the applicable laws and regulations; they may also need to have an efficient payroll system in place that accommodates multiple currencies in order to properly pay their international employees.

This can be a time-consuming and expensive process that requires careful consideration.

With Ontop's hiring, onboarding and payroll solutions, businesses can recruit workers from around the globe without worrying about compliance issues or costly technical requirements.

Hire, onboard and pay your team anywhere in the world!

Ontop delivers fast, reliable and cost-effective solutions so you can focus on finding the perfect fit for your team rather than getting bogged down in bureaucracy or paperwork.

So are you ready?

**If you answered yes, part 2 is for you. Stay tuned.**