



The Ultimate Outsourcing & EOR Guide for SMEs

The Surefire Way to Hire the Right Way
Remotely in the Philippines

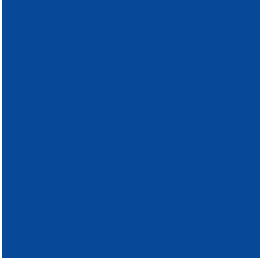


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Introduction

Happy employees, better results.

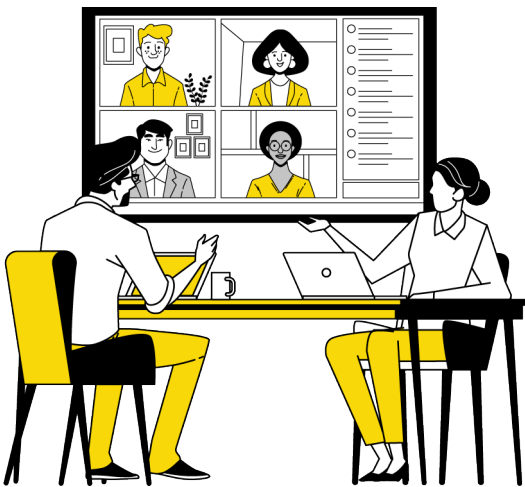
Sounds too simple an equation but true in any country.

Employees

are the core of any business

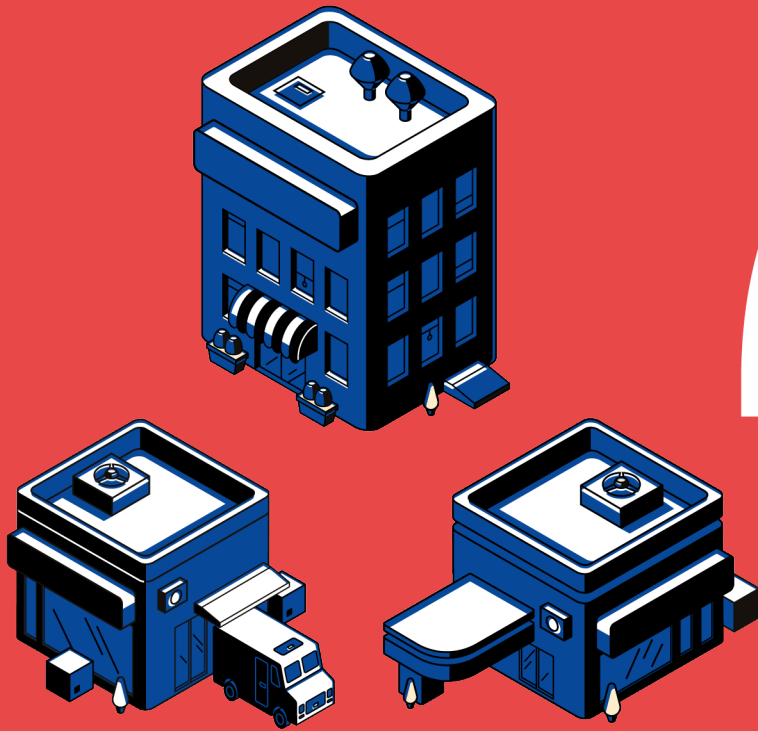


It is the lifeblood that makes or breaks the success of any organization, so it's extremely important to attract, hire and keep the right people to ensure that your business is headed in the right direction.



In this digital era, companies are no longer limited to choosing highly skilled and reliable employees residing in the same area, state, or country they live in. Remote work and outsourcing have ultimately set a standard for having a high-performing team all over the world without worrying about distance and cultural barriers.

If you are heading a startup or a small to mid-sized company, this guide will walk you through the steps to not only attract and hire the best remote employees in the Philippines but to keep and manage them in the most convenient way.

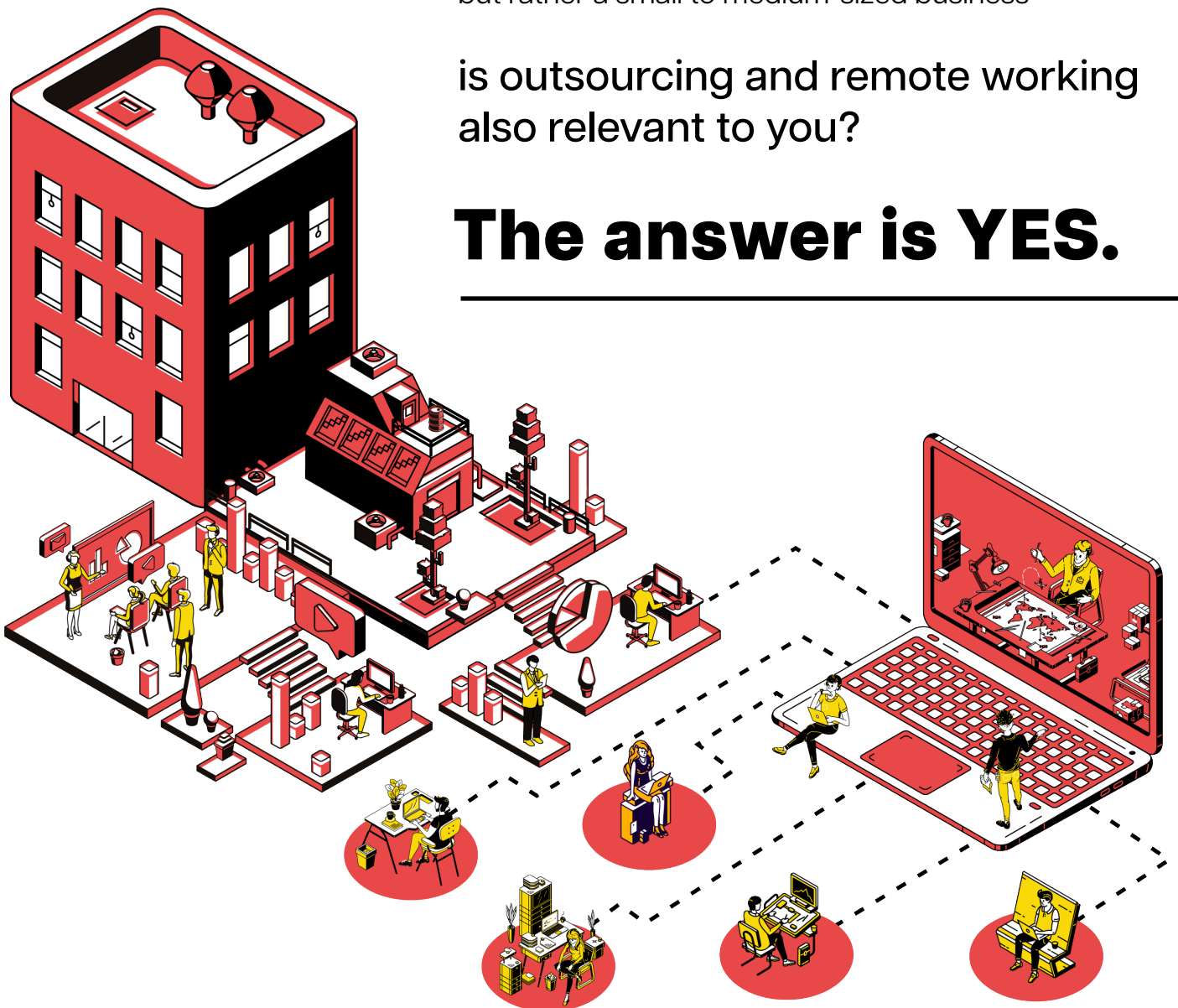


**Is outsourcing
relevant to
an SME?**

There is no doubt that remote work transcends borders and industries, and has become effective and scalable as we see tech companies like Google, Amazon, Alibaba , Dropbox, and Airbnb at the forefront of adapting to this change. But, if you are not a major tech company, but rather a small to medium-sized business -

is outsourcing and remote working also relevant to you?

The answer is YES.



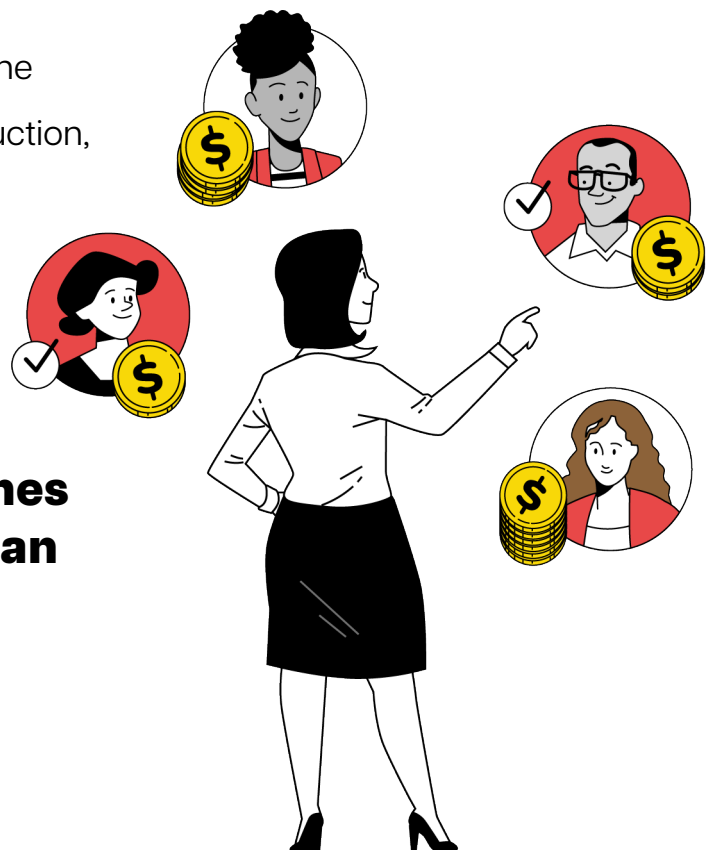
Small to medium-sized companies with a much leaner team are actually able to benefit largely from outsourcing their work. This is because time and focus are of the essence for growing businesses. And the more things you can offload from your plate, the more time you will have for focusing on concepts, strategies, and the bigger picture.

Driving growth instead of being consumed by the small things that don't need in-person presence. Nonetheless, it doesn't mean that outsourcing is suitable for each and every type of business. There are of course quite a handful of jobs where physical presence is a must - but, all businesses of all sizes have some sort of back end, front end, or both functions - whether administrative, logistical, marketing or IT work, that doesn't necessarily require face to face interactions, this is where you can maximize hiring someone remotely.

Outsourcing converts fixed costs to variable costs and provides startups with a way to invest in capital-intensive operations.

Investors view outsourcing favorably as the process frees up funds for revenue production, which sets companies apart from their competitors and improves profitability.

From a cost perspective, outsourcing in the Philippines saves significantly more than hiring someone locally.





**How effective is
Remote Working
and Outsourcing?**



According to Statista, the global outsourcing market has already been one of the fastest emerging industries in the world, and for a good reason. The way companies globally are shifting and infusing remote work in their operations, it is projected that the outsourcing industry will only be growing, evolving and getting better from here on out.

In a recent survey by Deloitte, they found that 70% of companies prefer remote working and outsourcing as a form of cost-cutting.

This helps them save office rental and maintenance costs, commuting expenses, and other costs associated with the traditional setup.

Meanwhile, 40% of the companies said that outsourcing has provided them flexibility and diversity within the organization as well as helped in promoting healthier mental health and work-life balance.



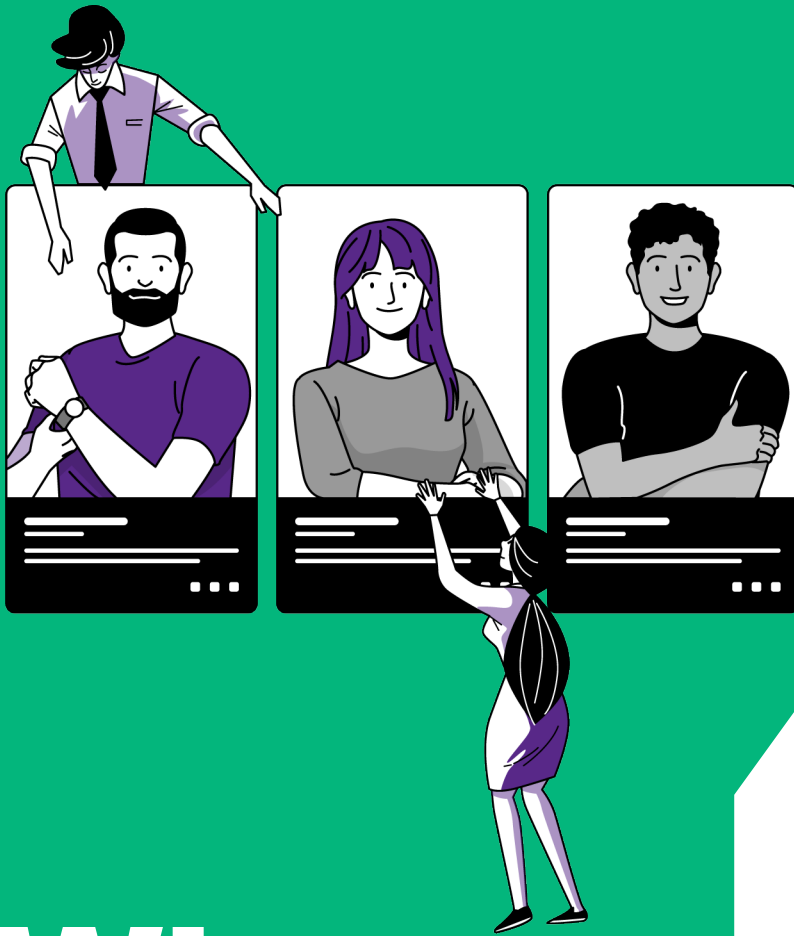
While some companies have benefited massively from outsourcing--being able to scale their teams around the world, others still struggle to find a solution that works for them. The idea of offshore hiring may pose as a daunting process to some, especially when thinking about local labor compliance, the time and effort required to hire effectively and properly. But it does not have to be a daunting task at all.

Legally scaling teams offshore in a matter of weeks has been made easier for many SMEs, companies, and start-ups by engaging with outsourcing providers who specialize in assisting with legal complexities and recruitment.



These providers are called EORs or Employer of Record. Companies of this nature remove much of the legal complexity of hiring someone based in a different country.

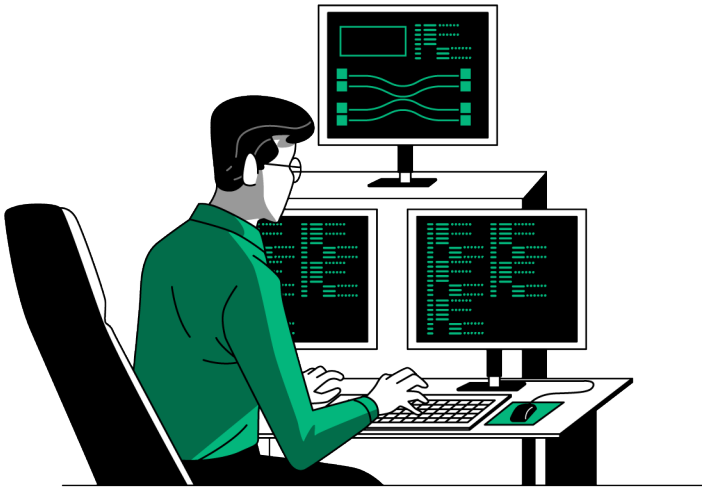
Essentially, EORs bridge the gap by standing as the Employer on Record for your current and future employees in the Philippines. But before we dive into how an EOR can help solve your outsourcing problems, let's have a look at the people you can potentially bring in your team.



Who can I Outsource?

Which key business functions are best to outsource from the Philippines?

Here's all the guide you will ever need! We will cover the most common and well known remote jobs from the Philippines and provide you with a salary guide from beginner to experienced workers.



Information Technology

IT has been seen as one of the industries most affected by outsourcing. According to Statista, within the 66% penetration rate of outsourcing in the U.S, about 92% of companies surveyed are hiring in the IT department.

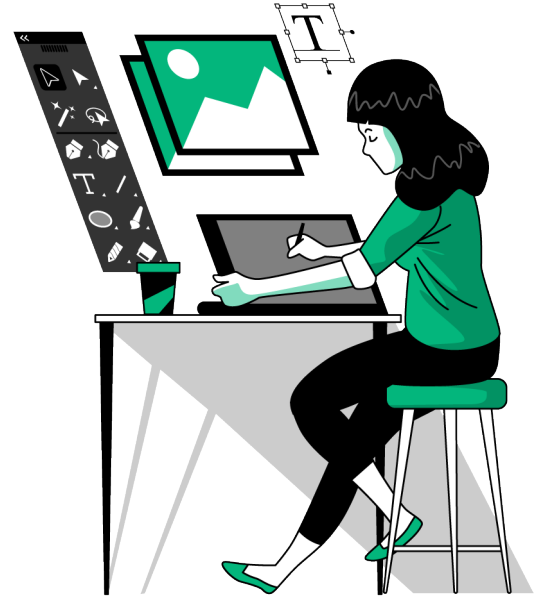
Outsourced software development is an effective way to get work done without having the requisite in-house resources. As technology progresses and customers demand more, outsourcing in the IT industry becomes more attractive for global corporations and small to medium-sized businesses. Startups who are bootstrapping and allocating costs for business setup and technology can definitely take advantage of the cost-effectiveness of outsourcing remotely.

Moreover, many established IT companies choose to outsource to other countries where there is a greater pool of talent. This gives organizations the ability to access a new network of workers entirely with fresh ideas, giving them that edge they require compared to their competition.

This shift in the industry has been seen as a positive change overall, with a few concerns raised around issues of accountability, communication, and delivery. The best way to avoid these issues is to make sure your team or employee is capable, with a proven track record of work delivered in the past. Setting clear goals and expectations at the beginning of any project, communication and engagement are extremely important. This is why employee background checks, vetting, and partnering with an EOR capable of doing this for you is crucial to give you protection and assurance as you outsource employees remotely.

Digital Marketing & Creatives

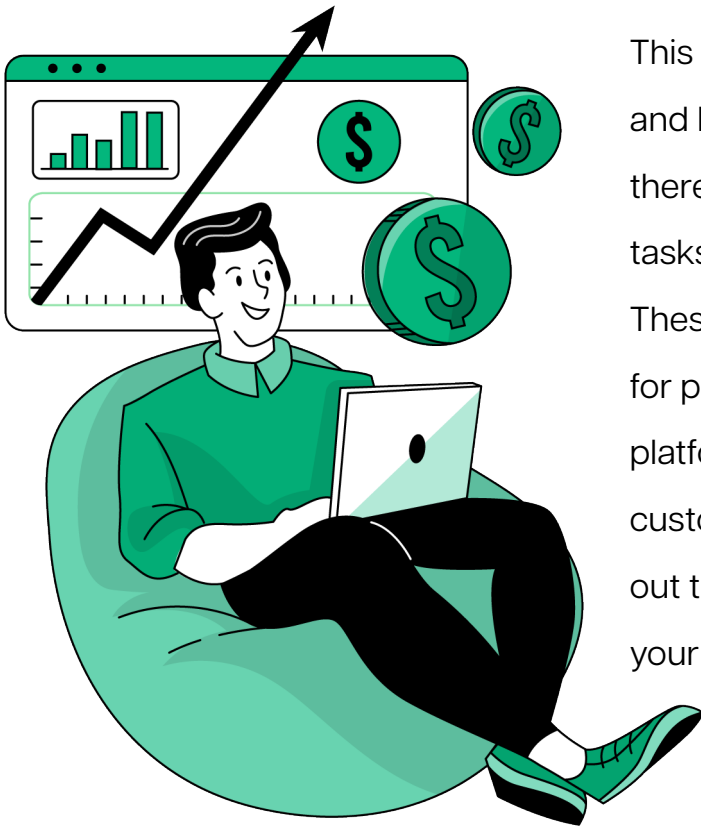
As digital marketing companies are saving 70% on their workforce costs, more and more SMEs are turning to outsource as a viable business option. The intangible benefits associated with this move include an increase in business opportunities - with the capability to increase the number of staff for the same budget, companies can take in more work for clients, attracting more business.



When you work with outsourced digital marketing professionals, you benefit from their experience and expertise at a fraction of the cost. The national average salary for a marketing manager is \$78,141, but it would be much more expensive to hire one in-house or build a team of specialists yourself. With outsourcing, the total yearly expense of building your team would only amount to \$24,000-\$96,000 depending on the country you will be outsourcing to.

The benefits of outsourcing and the current digital marketing industry scenario can be used to build a case on how hiring one or two specialists is more profitable than hiring an entire team. However, this doesn't mean that you have to eliminate your local workforce completely; it just means that with outsourcing you will be able to add more skilled workers to your roster, allowing you to serve more clients, for less.

Ecommerce



This type of business is born, raised, maintained, and lives online. With an eCommerce business, there are a lot of time-consuming and repetitive tasks that can be outsourced and done remotely. These can include things like writing descriptions for products, managing shopping or booking platforms, handling help tickets for technical support, customer relations, telemarketing, and contracting out the full responsibility of running and maintaining your eCommerce store.

The most popular e-commerce platforms in the market are Shopify, Amazon, Magento, BigCommerce, and Kartel, and most businesses outsource their business processes to third-party service providers. This saves them up to 80% of their overall operational costs.

Many e-commerce businesses outsource elements of their work to save on current expenses or invest in other resources by hiring remote employees full-time. While some choose to hire locals, a lot of companies prefer working with international workers to cut costs and add more creativity to their team.

Virtual Assistance



Virtual assistance can be a pretty broad area and you can hire VA's for administrative tasks, social media management, and creatives. According to a survey conducted by Outsource Workers, companies can save up to 78% of their total costs by outsourcing virtual assistance tasks.

Usually, companies are hiring virtual assistants for administrative tasks and project management. These include helping you schedule appointments, managing your call lists, editing documents (excel sheets), and tracking expenses. They can also take care of booking flights and hotels or even planning events.

Aside from that, virtual assistants can also work on creatives such as content writing, graphics, and social media management. This wide array of services that they could offer makes them the ideal hire for SMEs worldwide.

Human Resource



There are many reasons for outsourcing HR professionals including cost savings and freeing up your human resource managers to focus on strategic efforts. As such, more and more HR managers are being asked to identify possible outsourcing solutions to support scaling and growing businesses in a fast, cost-effective and safe manner.

Especially when dealing with a remote team, having an EOR is synonymous with having a reliable HR team of the same nationality. This relieves companies of the administration of local payroll, benefits administration, regulatory compliance, recruitment, and background checks that require local knowledge on behalf of an organization. Handling all the complexities of managing employment documents, taxes, and team engagement within a remote team to promote a healthier work environment for all.

Salary Guide for the most common remote jobs

When we say that you can save up to 70% of your usual local staff costs, we mean it. Hiring from a country with a lower cost of living will definitely provide you with some bandwidth for scaling your team, increasing productivity and the number of people who can propel your business to success. Take a look at this 2021 salary guide from Onlinejobs.ph for the most common remote jobs you can hire for your team.

Jobs	Beginner	Intermediate	Expert
Virtual Assistant	\$350 - \$600	\$597 - \$976	\$976 - \$1200
Amazon Expert	\$350 - \$557	\$557 - \$850	\$850 - \$1220
Facebook Marketing	\$350 - \$460	\$420 - \$1480	\$1460 - \$1760
Copywriter	\$400 - \$600	\$600 - \$1800	\$1700 - \$2210
WordPress Developer	\$389 - \$600	\$600 - \$1300	\$1320 - \$1670
Sales Representative	\$350 - \$500	\$480 - \$1200	\$1000 - \$1350
Lead Generation	\$350 - \$550	\$712 - \$1100	\$950 - \$1266
Webmaster	\$350 - \$720	\$730 - \$1300	\$1300 - \$1550
SEO Expert	\$391 - \$522	\$500 - \$1300	\$1390 - \$1790
Marketing Specialist	\$400 - \$550	\$480 - \$1250	\$1100 - \$1420
Infusionsoft Specialist	\$350 - \$580	\$560 - \$1350	\$1300 - \$1750
PPC Expert	\$496 - \$700	\$700 - \$1300	\$1250 - \$1850
Graphic Design	\$466 - \$750	\$700 - \$1300	\$1250 - \$1700
Shopify Developer	\$550 - \$650	\$600 - \$1150	\$958 - \$1500
Ebay Listing	\$350 - \$490	\$400 - \$750	\$800 - \$950
Ecommerce Expert	\$350 - \$710	\$700 - \$1300	\$1200 - \$1500

Jobs	Beginner	Intermediate	Expert
Social Media Marketing	\$350 - \$488	\$450 - \$1300	\$1270 - \$1570
Video Editor	\$350 - \$670	\$650 - \$1300	\$1400 - \$1700
Customer Service	\$358 - \$600	\$540 - \$1100	\$1000 - \$1320
Researcher	\$350 - \$400	\$380 - \$1000	\$1000 - \$1230
PHP Developer	\$534 - \$730	\$700 - \$1650	\$1800 - \$2200
Data Entry Specialist	\$350 - \$400	\$380 - \$850	\$800 - \$1030
Google Adwords	\$476 - \$740	\$740 - \$1870	\$1900 - \$2500
Accountant	\$380 - \$450	\$400 - \$1340	\$1100 - \$1800
Real Estate Virtual Assistant	\$350 - \$480	\$450 - \$1750	\$1700 - \$2200
Web Developer	\$370 - \$600	\$600 - \$1320	\$1300 - \$1720
Magento Developer	\$400 - \$764	\$700 - \$1800	\$1750 - \$2020
IOS Developer	\$537 - \$900	\$800 - \$1560	\$1750 - \$2060
Content Writer	\$435 - \$590	\$500 - \$1350	\$1230 - \$1680
Project Manager	\$397 - \$580	\$580 - \$1250	\$1500 - \$2000
Web Designer	\$350 - \$600	\$550 - \$1200	\$908 - \$1700
Photoshop Expert	\$350 - \$570	\$600 - \$850	\$700 - \$950

*The salaries indicated are for full-time (40 hours/week) workers for an entire month.

These rates are based on the salaries set by job seekers and employers on the [onlinejobs.ph](https://www.onlinejobs.ph) database.

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**Why the
Philippines?**

So, Why choose to outsource in the Philippines?

The Philippines is one of the most popular outsourcing destinations. The country, though considered a late bloomer, has held the title 'The Outsourcing Capital of the World' since 2010. Being a former colony of Spain and the US gained them the advantage of cultural compatibility with the West. The country also specializes in various fields such as digital marketing, IT services, creatives, customer support, technical support, and more.

There are a lot of reasons as to why the Philippines is a popular choice of foreign companies. To name a few:



Quality of Work

Though the Philippines is often associated with low-wage, back-office services, a lot of foreign companies consider having Filipinos in their team for their high quality of work. Those who turn to the Philippines for software development or systems integration say it's possible to get developers who can match or even surpass American and European job performance on many projects.

English is widely spoken

English proficiency among Filipinos is generally higher than in other countries where outsourcing is popular. As a result, communication is seldom an issue when hiring for positions that need a high level of English understanding and application.





The Literacy rate is high

The Philippines has the third-highest literacy rate in Asia, after Singapore and Japan. According to the Philippine Statistics Authority, 73.0 million out of 79.7 million Filipinos in the same age group are considered literate on a functional level. As a result, more and more foreign companies are taking interest in outsourcing Filipinos for their business functions.

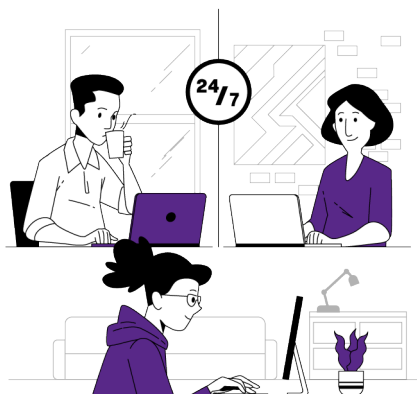
Workplace attitude

Filipino workers generally have a positive and pleasant attitude that helps them go through the long work hours with happy, smiling faces. This good attitude is sometimes one of the major factors why foreign firms decide to outsource their operations to the Philippines.



General Availability & 24/7 Culture

Filipinos are available for hire at any time of the year and are flexible to any work shifts. This is a major advantage for businesses that need employees who can work night shifts or operate on the other side of the world.



Low cost of living

Going to the Philippines for business outsourcing costs much less than contracting workers located in other developed nations such as the United States, Australia, Canada and the UK. This means that companies who outsource to the Philippines can save a lot on salary. Not to mention savings from not having to maintain large office space and the expenses that come with it.

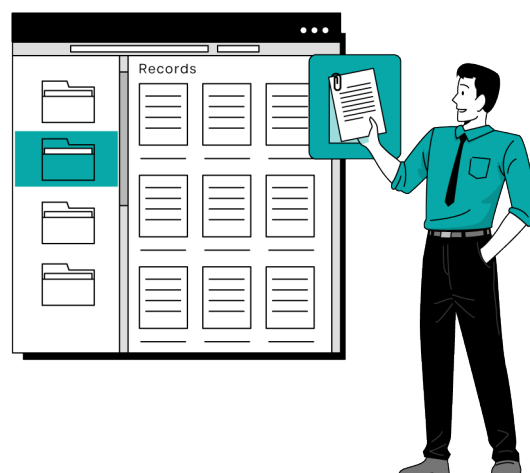




**What is an EOR
and how can it
help my business?**

Employer of Record(EOR)

is a company that operates behind the scenes as an intermediary in an employment relationship. It carries out regulatory and legal requirements such as payment, payroll, and maintaining employee information and serves as the company where employees are registered locally.



EOR Services

An Employer of Record provides a broad range of services in order to support a business' needs. The service primarily handles personnel functions, but it also ensures that the businesses have full control and responsibility for business operations. An EOR will act as the legal entity tasked to carry out the complex employment duties.

The employer of record will be responsible for the following duties:



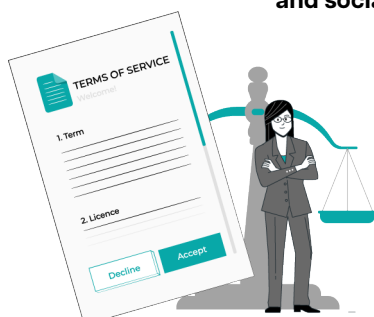
Handling payroll and administrator responsibilities.



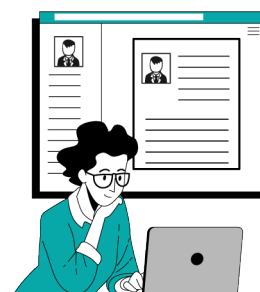
Submitting tax returns, government records, and social security payments.



Maintain all employment information



Study and apply the labor laws of the host country to ensure protection on both parties



Manage the onboarding process of the workers.

An Employer of Record takes responsibility for employer regulations and obligations while you keep complete control over all personnel matters. It provides you with far more cost-effective solutions because it helps you save money through tax benefits and reduced employer costs.



Difference of EOR from other outsourcing solutions

The key difference between EORs and other outsourcing solutions like BPOs (Business Process Outsourcing) is that EORs do not have a management or supervisory role over the day-to-day management of your employees. This means that employers have 100% control over decision making, employee management, business processes, project planning and execution, staff positions, duties, salary, and termination.

As opposed to BPOs where you will only know how much the entire service is but not necessarily how much each of your staff is paid, how projects are executed, who among your team works above and beyond expectations, who gets terminated, etc. This is why EORs are more suitable for small and medium-sized businesses, and companies who want to engage their remote team offshore.

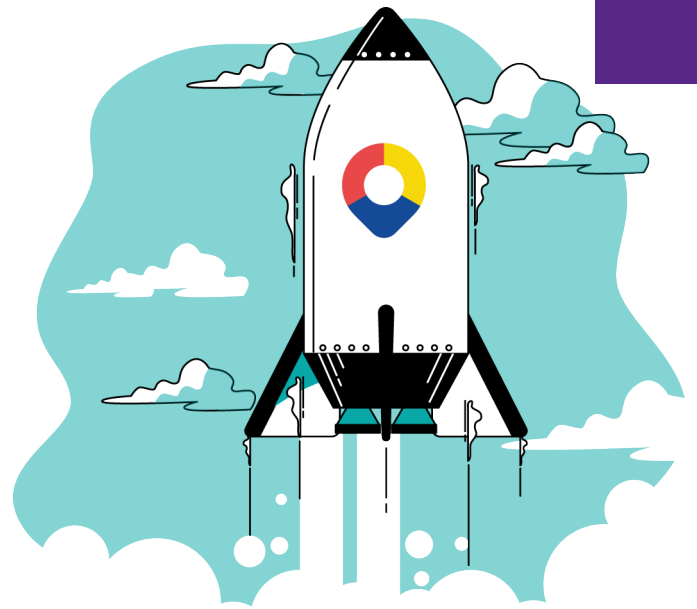
An EOR provides employers with the opportunity to reduce costs without compromising the quality of work. Improving the flexibility in hiring, firing, and benefit administration at lower rates, with better employer-employee engagement as compared to business process outsourcing models or offshore recruitment agencies.

Moreover, EORs offers clients a flexible option to create a workforce that can be scaled up or down at any time, which is particularly useful for seasonal businesses. It also provides specialized employee benefits services in order to cut administrative costs and employer taxes.

Want to simplify?

Remotify

Remotify is your next-generation solution to growing your team remotely and cost-effectively in the Philippines.



If you want to focus on growing your company instead of getting all tangled up with the legal complexities of hiring offshore, let our Employer of Record service take care of everything. We'll do all the heavy lifting from start to finish so you can devote your time to what's most important - expanding and improving your business.



With Remotify, you can quickly and securely hire top talents in the Philippines in a matter of weeks and keep them engaged through our services.

What sets us apart is how we don't stop with just taking care of legal complexities. We care enough to help you keep your employees happy, engaged, satisfied, and doing their best. We understand that employees are the lifeblood of any business. We do the needful and more for you, all while not having to worry about the high cost of establishing your own entity in the Philippines.

We know that complex local tax and labor laws to in-country capital requirements on HR management, payroll, and benefits disbursement, outsourcing in another country can be time-consuming. But with the right partner, it doesn't have to be. Remotify is here to keep things simple for you.

Conclusion

Expanding your workforce globally by starting a new entity is typically an expensive, time-consuming, and risky process. Many businesses choose to start small before expanding, but doing so means giving your competitors a jumping-off point in the global market. This is why outsourcing is one of the best strategies you can take to scale your business, amp up your productivity and be on your way to success in no time. The Philippines being the top destination for outsourcing for many reasons.

But just like hiring locally, outsourcing properly has a process around it, it also has legal compliance, and more importantly, labor compliance you need to follow. To help you with all the legal complexities related to outsourcing and offshore staffing, the most convenient way to make sure your business remains legally compliant is through partnering with Remotify-an Employer of Record (EOR) who will not only take care of all the needful HR administrative work for you and your employees in the Philippines but will also help you improve your team engagement, employee retention and maintain your employee's satisfaction.

An EOR can be a cost-effective and risk-free way to start operations in new markets quickly. Allowing you to focus on building your business rather than losing your precious time over legal compliance for outsourcing in the Philippines.

**Book a call with us
through our website**

www.remotify.ph

**or contact us
directly at**

hello@remotify.ph





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