



C9 STAFF

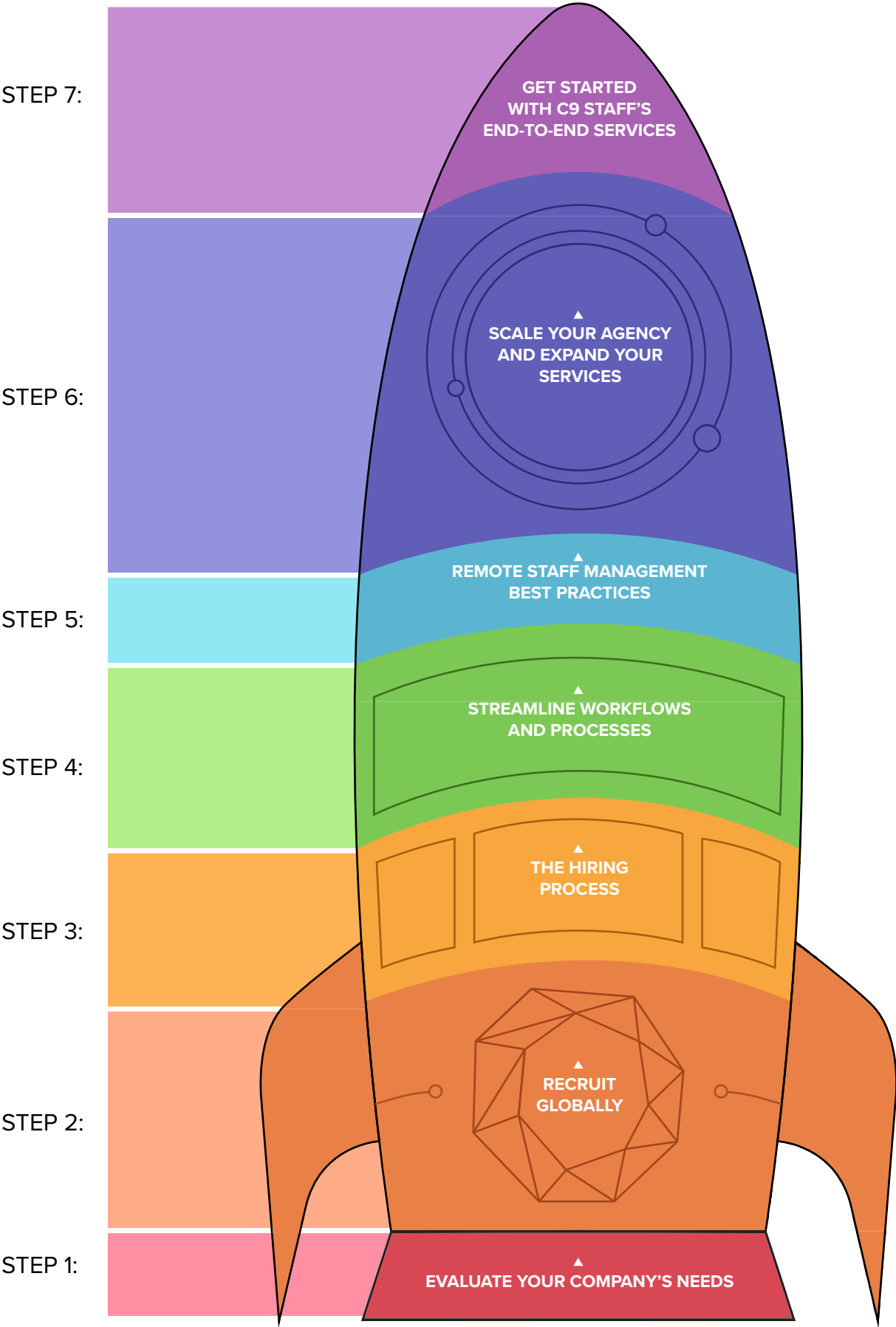
C9 STAFF METHODOLOGY FOR DIGITAL MARKETING AND SOFTWARE DEVELOPMENT AGENCIES



 **DESIGNRUSH**
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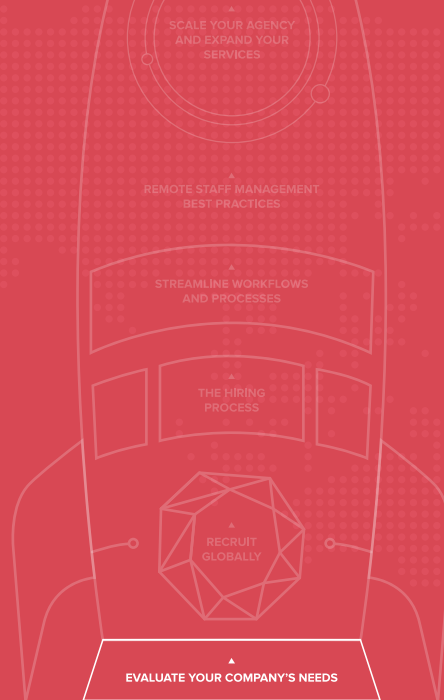
OUR 7 STEP SYSTEM FOR YOUR AGENCY'S SUCCESS



STEP 01

EVALUATE YOUR COMPANY'S NEEDS

STEP 6:
STEP 5:
STEP 4:
STEP 3:
STEP 2:
STEP 1:



In order to find out what your company needs, you must first know what you have and what you're capable of.

The best way to start to do this is by looking at your organizational chart.

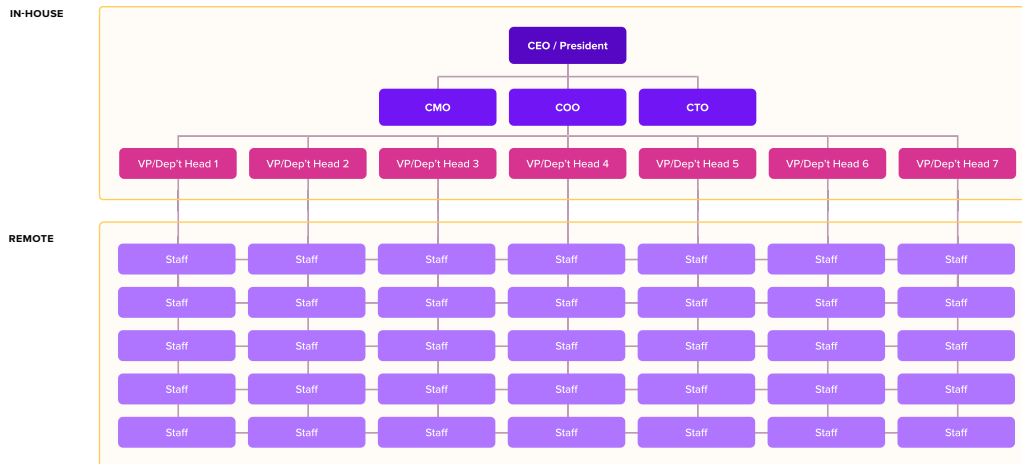


This chart may vary depending on your specific organizational practice. However, the main components are basically the same:

- ▶ Top-Level Management - consisting of the CEO and the C-Suite
- ▶ The various department heads or vice presidents
- ▶ The staff - consisting of creative, technical, administrative, back-office, sales, etc. staff from under each department

The C9 Staff approach to creating an expanded team is to determine which part of your company has to be retained in-house and which part can be composed of globally distributed remote staff.

Ideally and for obvious reasons, you'd want to keep your top management and various department heads in-house. Production staff can all be outsourced whether fully or in part.



Companies who are worried about client impressions, can opt to retain all client-facing staff in-house regardless of whether they're considered department head level or staff level.

However, in our experience, it is possible to find remote staff that can take on client-facing roles excellently.



STEPHANIE'S PRO TIP:

Not all remote staff are unable to perform client-facing jobs. If chosen properly and with the right screening and guidance, it's not that hard to find a remote worker who can wow your clients. You just have to make sure you choose the right person for the job.

I should know. 😊

One key to making this work is turning key members of your existing staff into team leaders or technical heads who will manage your globally distributed teams.



For example, if you are operating an IT firm, you can have your in-house web developer serve as the lead for a team of offshore web developers. You can have your in-house software designer lead a team of remote software designers.



C9 STAFF BIG BRAIN MOVE:

If you want to expand your operational capability by hiring a globally distributed creative team, but you also have an in-house team you want to retain, there's no problem with that.

You can have your in-house team work on your VIP clients and your remote staff work on your regular clients. Just make sure to assign an in-house lead to oversee all work output.

The biggest consideration you should look into when deciding whether or not to build your own globally-distributed creative team is savings in payroll costs.

Think about it: Say for example you're operating an SEO company that's looking to expand and management decided on a US\$20,000/month expansion budget.

You can either: A) hire local SEO specialists; or; B) hire remote SEO specialists.

Local talent can cost you about US\$5,000 per month as compared to US\$2,497 for a similarly capable SEO specialist from the Philippines.

That means for your expansion budget, you can either hire 4 local SEO specialists or hire 8 similarly capable remote SEO guys from the Philippines.

And it does not even end there.

Remember that when you hire locally, you won't just be spending on their salaries. You will have to provide fringe benefits, office space, equipment, and other incidental expenses. Chances are, your expansion budget won't even get you 4 specialists. After all expenses are considered, you'd most probably end up with just 3 or 2 specialists.

Whereas with remote talent, if recruited and hired the C9 Staff way, the US\$2,497 monthly cost for each specialist will already be all-inclusive. No extra expenses whatsoever.

Check out this table of the salary comparisons between locally-available talents and remote staff:

JOB TITLE	TRADITIONAL	PHILIPPINES	INDIA	EASTERN EUROPE	LATIN AMERICA	SOUTH AFRICA
Web Designer	\$4500 p/m	\$1997 p/m	\$1497 p/m	\$2497 p/m	\$2497 p/m	\$1497 p/m
Full Stack Website Developer	\$5000 p/m	\$2497 p/m	\$1997 p/m	\$2997 p/m	\$2997 p/m	\$1997 p/m
Copywriters	\$5000 p/m	\$2497 p/m	\$1997 p/m	\$2997 p/m	\$2997 p/m	\$1997 p/m
Content Writers	\$4500 p/m	\$1997 p/m	\$1497 p/m	\$2497 p/m	\$2497 p/m	\$1997 p/m
Graphic Designers	\$4500 p/m	\$1997 p/m	\$1497 p/m	\$2497 p/m	\$2497 p/m	\$1997 p/m
SEO Specialists	\$5000 p/m	\$2497 p/m	\$1997 p/m	\$2997 p/m	\$2997 p/m	\$1997 p/m
Pay-Per-Click (PPC) Specialists	\$5000 p/m	\$2497 p/m	\$1997 p/m	\$2997 p/m	\$2997 p/m	\$1997 p/m
Motion Graphics Editors	\$5000 p/m	\$2497 p/m	\$1997 p/m	\$2997 p/m	\$2997 p/m	\$1997 p/m
Video Editors	\$5000 p/m	\$2497 p/m	\$1997 p/m	\$2997 p/m	\$2997 p/m	\$1997 p/m
Art Directors	\$5000 p/m	\$2497 p/m	\$1997 p/m	\$2997 p/m	\$2997 p/m	\$1997 p/m
Email Marketing Specialists	\$5000 p/m	\$2497 p/m	\$1997 p/m	\$2997 p/m	\$2997 p/m	\$1997 p/m
UX Designers	\$5000 p/m	\$2497 p/m	\$1997 p/m	\$2997 p/m	\$2997 p/m	\$1997 p/m
Full Software Developers	\$6000 p/m	\$2997 p/m	\$2497 p/m	\$3497 p/m	\$3497 p/m	\$2497 p/m
Media Buyers	\$6000 p/m	\$2997 p/m	\$2497 p/m	\$3497 p/m	\$3497 p/m	\$2497 p/m
Project Managers	\$6000 p/m	\$2997 p/m	\$2497 p/m	\$3497 p/m	\$3497 p/m	\$2497 p/m
Sales Executives	\$6000 p/m	\$2997 p/m	\$2497 p/m	\$3497 p/m	\$3497 p/m	\$2497 p/m

Note: we need to add more positions to this chart such as customer service agents, technical support agents, data entry specialists, VA's, etc.

Again, note that the salaries indicated under the Traditional column (ie: local talents) do not include fringe benefits and taxes yet. Those numbers can be higher.

I don't think we even need to talk about the profitability and productivity comparison between 4 specialists compared to 8.

And this applies to any company looking to expand their operations and take advantage of the global talent market.

The argument that local talent is better than remote ones is no longer valid. In this day and age wherein high-speed internet is available in practically every corner of the globe, you'll be surprised at the level of skill and expertise remote workers can offer as compared to those you can find locally.



PHILLIP'S PRO TIP:

C9 Staff was founded on the premise that high-quality talent and top-notch skill should not necessarily be expensive. If you're limiting your options to workers and talents that are locally available to you, you'll definitely end up paying more and settling for whatever's available.

However, if you open your mind to the possibility of working with a globally-distributed team, you also open yourself to the possibility of hiring expert-level workers who just happen to live on the other side of the world from you, and who don't necessarily command high salaries.

You just need to have a system in place that will allow you to find them.

Once you've identified which members of your team you'd like to expand with remote talents, you need to figure out the caliber of workers you want to hire. You can evaluate based on the following considerations:

Language abilities

understand right off the bat that if you're going for remote talent, there's a big possibility that you'll be working with someone who may not have English as their first language. However in our experience, many of the more skilled remote workers looking to get hired have satisfactory to excellent English speaking skills so this shouldn't be that big of an issue.

Technical abilities

are you looking for a senior-level talent (ie: those with more than 5 years of experience in the field you're hiring for) or can you make do with a mid-level specialist? This is no different from hiring locally available talent.

Client-facing

do you intend to have the remote staff work directly with your client or do you intend to just have them do back-office work? While some companies may be hesitant to have a web developer from India explain the functionalities of a newly developed website to their clients, it is not unheard of (and definitely not at all difficult) to find a client-facing remote worker you can have full confidence in.

Time-zone

needless to say, remote workers will most likely be in a different time-zone as you are. You need to determine right away if you want your remote worker to work in your time-zone or do they have free reign to work in their local time. But know that most remote staff are willing to work in their client's local time.

STEP 01

SUMMARY:

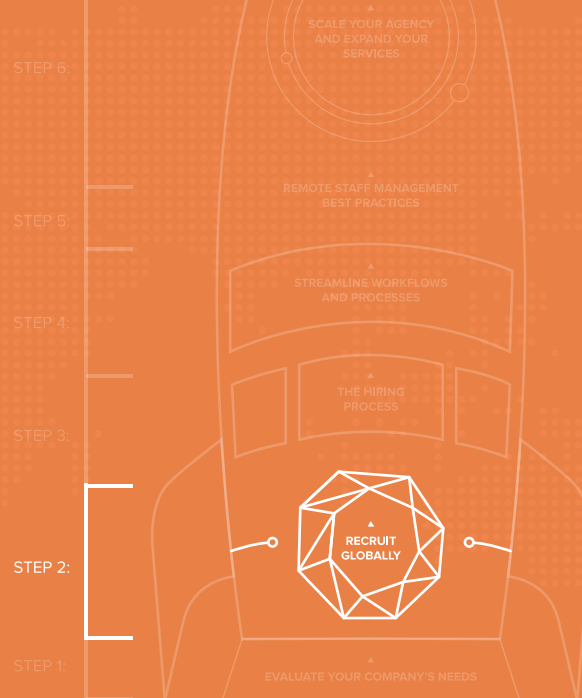
To recap, if you decide to expand your company's operational capability by hiring globally-distributed remote staff, you need to evaluate your agency in terms of:

- ▶ **Your organizational structure** - identify the team members you need to retain in-house and the ones you can fill and expand with remote staff.
- Your budget** - there's really no comparison between hiring locally and hiring remotely. If you want to expand your creative team but not spend a fortune, hiring remote staff is the way to go.
- ▶ **Your proficiency requirement** - set the right expectations as far as language, technical abilities, and work arrangements are concerned and you'll be on your way to building a highly-competitive and competent remote creative team.

Once you know what and who you're looking for, it's time to move to the next step which is to find qualified candidates.

STEP ▶ 02

STEP 02 RECRUIT GLOBALLY



It is predicted that in the next 5 years, between 25% to 30% of all US businesses, regardless of size, will be outsourcing all or part of their marketing to offshore agencies. And it will only increase moving forward.

While there's still plenty of negative notions about outsourcing and remote staffing prevailing among US companies, available data and statistics nowadays prove the contrary.

In fact, integrating remote staff to your existing creative team can be beneficial:

- ▶ it cuts costs (ie: payroll, overhead, etc)
- ▶ it improves efficiency and productivity
- ▶ it increases your company's operational capability
- ▶ it allows companies to access a wider and deeper pool of talents instead of being limited by what's locally available
- ▶ it allows you to focus on the part of your business you're actually good at

In fact, in recent years, the quality of service provided by remote staff has increased dramatically. It's not uncommon for American agencies to hire remote staff even for client-facing positions.

The Philippines has always been a favorite talent market for companies because most Filipino remote staff speak excellent English and have great work ethic.

When it comes to highly technical skills such as web development and design, as well as software development, India is a go-to market.

Eastern Europeans are known for excellent graphic design work as well as effective social media management.

The bottomline is that the argument that outsourcing and hiring remote staff is detrimental to business because of inferior performance just doesn't hold water anymore in the current state of the global talent market.

To the contrary, given the current global business climate, hiring remote staff to fill expansion positions for your company can be extremely beneficial.



C9 STAFF BIG BRAIN MOVE:

Many company executives 'feel' that hiring offshore staff 'devalues their company's services' in the eyes of their clients. That's just not true anymore.

For as long as you hold your remote staff to the same quality standards as your in-house team, there's no reason for the quality of your company's service to suffer.

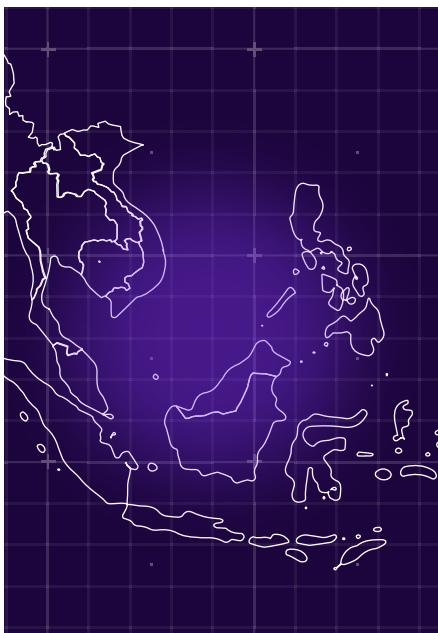
That being said, where are the best places to hire remote staff from?

As CEOs or decision makers, we understand that among your primary concerns are the expansion of your teams' capabilities, the diversification of your agency's service offerings, and the accomplishment of these at the lowest cost possible.

C9 Staff has invested in identifying and penetrating the top talent markets in the world with:

- ▶ the most versatile and high-quality talents and skills
- ▶ the most competitive salary rates

That being said, we have identified the following global talent markets to provide the best bang for your buck:



Southeast Asia

From the urban streets of Manila in the Philippines to the vibrant colors of Kuala Lumpur in Malaysia, and from the modern metropolis of Taipei in Taiwan to the hustle and bustle of downtown Ho Chi Minh in Vietnam, Southeast Asia is the ultimate tourist and business destination.

Here are the top Southeast Asian countries for hiring remote staff as well as the best positions for them to fill:

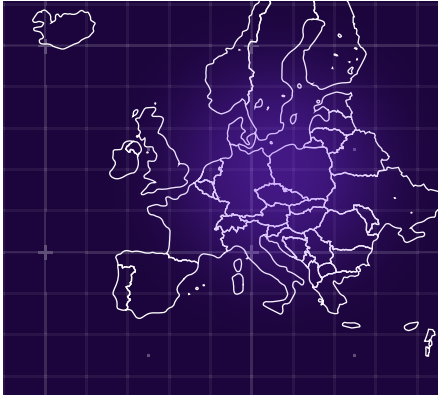
- ▶ **Philippines** - customer service, technical support, creative positions (ie: copywriting, creative writing, graphic design, art director, etc), sales (inbound and outbound), mid-level management positions
- ▶ **Malaysia** - customer service, virtual assistant positions, data management, email and chat support, recruitment
- ▶ **Vietnam** - customer service, virtual assistant positions, data management, email and chat support, web design

India

One of the most beautiful, historically rich, culturally diverse, and economically stable countries in the world, India is a country of many sights, plentiful flavors, and liberal opportunities.

But perhaps, the most important strength of India is their affinity with technology. India is one of the world's most prolific producers of the world's top web developers, software developers, programmers and tech professionals. No wonder, India is among the top remote work providers in the world when it comes to these highly-technical fields.





Eastern Europe

If you want picturesque scenery, hospitable people, rich culture, delicious food, and inexpensive cost of living, look no further than Eastern Europe, particularly the countries of Ukraine and Romania.

Both Ukraine and Romania are leading recruitment markets for world-class social media professionals, graphic artists and designers. The quality work of these Eastern European graphic designers coupled with their relatively low labor cost make them ideal remote workers for digital marketing agencies and even ecommerce businesses.

Central and South America

Rich in culture and known for their beautiful people and delicious food, the countries of Central and South America are notable business and pleasure destinations.:

- ▶ **Mexico** - sales, client-relations, recruitment, social media management, mid-level management positions
- ▶ **Argentina** - customer service, administrative roles, creative and technical writing,
- ▶ **Brazil** - sales, customer service, virtual assistant roles, mid-level management positions
- ▶ **Colombia** - virtual assistant roles, administrative roles, email and chat support



South Africa

While the country is primarily known for its wildlife and safari, there's more to South Africa than meets the eye. From jungles to savannahs, from rural villages to urban hotspots, and from the native traditions to the modern culture brought about by Westerners, South Africa is truly a place of diversity and stark contrasts.

With an adult literacy rate of 88.7%, the country is fast rising as a provider of remote work to international clients. Add to that their competitive labor rates and their rising number of competent professionals, and you have one of the most promising remote work recruitment centers in the world today. Virtual assistant roles, administrative positions, back office management roles, and customer service are among the fields South Africans are known for.

Developing a Global Recruitment Process

A key element in creating a globally-distributed team is developing a process that allows you to ensure that the remote staff you hire actually possess the skills you need. There's nothing worse than to hire a remote worker for a highly-technical position and find out later down the road that the person doesn't have the capability to perform the job.

To this end, the C9 Staff recruitment process will be of immense help. Thousands of hours worth of actual recruitment, screening, and hiring experience have gone into the creation and development of this process. It's as bulletproof as any working process can be.

The C9 Staff Recruitment Process

The key to C9 Staff's successful global recruitment is a solid process built on proven systems, time-tested strategies, and best practices.

Here is an outline of the recruitment steps that has yielded C9 Staff the outstanding results we have always been known for.

01

Recruitment Step 1: Create a Killer Job Description

The first step of our recruitment process is the creation of a killer job description.

Treat a job description as a piece of advertisement designed to attract the best people for the position. It should be compelling and exciting. It should speak to what high-caliber remote talent are looking for - a rewarding job opportunity in an environment that offers ample room for growth.

When enumerating the expected duties and responsibilities of a particular position, you have to be specific and clear. The last thing you want is for someone to misunderstand what they're supposed to do for your organization.

This also rings true when it comes to enumerating the skills, characteristics, and traits you're looking for in applicants and candidates. You have to be definite and there must be no question as to what you're looking for.

Here's an example of a killer job description:

Job Title: SEO Specialist

Salary: XXXX (*depending on experience*)

Job Category: (*mention whether it's full-time, part-time, work from home, etc*)

Work Schedule: XXXX (*put your local time zone*)

Job Overview:

We're looking for an elite SEO Specialist who's ready, willing, and able to work for one of the world's top staffing companies.

If you live and breathe marketing, keywords, search algorithms, backlinks, and everything SEO related, this may be the break you're waiting for.

A leading global staffing company is looking for a senior-level SEO Specialist for immediate deployment for their numerous marketing campaigns. You'll be dealing directly with the company CEO in hashing out

search engine optimization campaigns and projects that will further boost the company's reach and influence.

This is a high-value position with plenty of opportunity for growth within a fast-paced, competitive but fun, and supportive work environment.

Responsibilities and Duties:

- ▶ Performing top-level keyword research
- ▶ Performing technical audits and implementing changes to improve site health in line with technical and onsite SEO principles
- ▶ Developing backlinking strategies
- ▶ Conducting competitor analysis to identify gaps in content coverage and areas of opportunity
- ▶ Developing comprehensive SEO strategy decks to drive organic traffic and revenue
- ▶ Implementing on-page optimizations in line with SEO best practices and keyword strategy
- ▶ Keeping updated on both white hat and black hat SEO strategies to stay within search engine guidelines
- ▶ Compiling and presenting SEO guidelines to internal team
- ▶ Monitoring and reporting performance of site rankings, crawl statistics, and errors
- ▶ Regularly reviewing traffic and conversion data to gain insight into keyword and landing page performance
- ▶ Working on special SEO projects as assigned

Qualifications:

- ▶ Bachelor's degree in sales, advertising, communications, or related field.
- ▶ Prior experience in content marketing, technical SEO, and local SEO
- ▶ Proven track record of successful project management and multi-tasking skills.
- ▶ Knowledge and experience using analytic and SEO tools (SEMrush, Google Analytics, Google Search Console, Ahrefs, etc.)
- ▶ BrightEdge experience is a plus
- ▶ Understanding of online design constraints, including mobile space, web usability, SEO, browser behavior, front-end design limitations, cross-platform compatibility
- ▶ Outstanding ability to think creatively, strategically, and identify and resolve problems
- ▶ Excellent verbal and written communication skill
- ▶ Ability to work within a team and independently
- ▶ Strong organizational, time management, and analytical skills
- ▶ Comfortable using and learning new skills and technologies
- ▶ Experience with web administration is preferred but not necessary
- ▶ Ability to build rapport and collaborate with others within the company and externally.

**STEPHANIE'S PRO TIP:**

In our experience, the more time you spend crafting a killer job description, the less time you'll end up sorting through unqualified applicants and candidates.

Moreover, the more specific and clear the duties and responsibilities along with the qualifications are, the less likely you'll attract the wrong talents.

02

Recruitment Step 2: Generate Targeted Clicks

The next step is to get your job description in front of as many eyes as possible. This entails posting the job description to various recruitment portals.

The most common recruitment portals are as follows:



Upwork - this is one of the most popular remote talent recruitment portals in the world. It is the preferred job portal of freelance digital marketing professionals in the **Americas, India, and Eastern Europe**.

Upwork is more than just a platform where you can hire freelancers or remote workers for practically any position in your digital agency. It also has its own payment portal, worker feedback system so you can properly screen candidates based on their work history with other clients, and it also allows you to communicate and consult with other employers.

You can find out more about how Upwork works [here](#).



Freelancer.com - this job portal uses data science to match your job posting with qualified candidates. Within minutes of posting a job, you'll immediately get bids from freelancers who would like to work with you. Alternatively, you can also browse their database of professionals and talents and make job offers directly.

Freelancer.com is the preferred recruitment platform of digital marketing remote workers, freelancers and talents from **all over Asia, Australia, Europe and the Middle East**.

You can find out more about how Freelancer works [here](#).



Onlinejobs.ph - Filipinos are known for their superb work ethic, excellent English communications skills, and ability to adapt to any work environment and situation. That's why when the BPO industry exploded, most companies raced to open their own call centers in the Philippines. Dell, HP, Amazon, Microsoft, Sony, Verizon, Sprint with Nextel, JP Morgan Chase, American Express, Capital One, and even Google are just a few major companies who have found great success outsourcing to the Philippines.

So if you're looking to find Filipino remote workers and professionals for your digital agency, Onlinejobs.ph is your best bet.

And not just that, the site also caters to digital marketing freelancers from **Vietnam, Singapore, Malaysia, Taiwan and other parts of Southeast Asia, including India.**

To find out more about Onlinejobs.ph, go [here](#).

MONSTER

Monster - is one of the largest online recruitment portals in the world. It caters, not just to employers looking to build a remote workforce, but even those looking to hire for a physical office.

Monster caters to digital marketing freelancers and professionals **located in North, South and Central America, Europe, Middle East, Asia, and Australia.** Monster has one of the broadest and deepest talent pools in the world when it comes to digital marketing professionals. They also have one of the best screening processes to ensure that they serve you highly qualified candidates.

Because of Monster's huge database of professionals and equally impressive roster of clients looking to hire employees, access to the site is usually automatically determined by geographical area. So if you're a digital agency in New York, Monster automatically directs you to the US website. However, once you sign up for a premium account, you'll have access to recruitment centers and talent pools all over the planet.

To find out more about Monster, click [here](#).

peopleperhour

People Per Hour - this is the preferred online recruitment market of digital marketing professionals and freelancers in **Europe and the Middle East.**

People Per Hour has a unique screening process for freelancers and professionals. This allows them to field only highly qualified and trustworthy freelancers that have excellent job histories from within the platform. You can also directly search their database for digital agency professionals that suit your needs and budget.

Find out more about how People Per Hour works [here](#).

There are more recruitment portals you can checkout such as ZipRecruiter, JobsDB, Jobstreet, EuroJobs and others. The important thing is to be able to post your job description to as many job portals as possible so you have greater chances of attracting the best digital agency professionals.



C9 STAFF BIG BRAIN MOVE:

In order to get the most out of these recruitment portals, it is advisable to sign up for a premium account for each.

This will give you access to more custom searches, more search filters, talent pools from other geographical areas other than yours and so much more.

There are recruitment portals that only give you access to their talent database on the basis of your geographical location, and in order to access more locations, you will have to sign up for separate accounts for each.

Moreover, there are recruitment portals that require you to have an established business presence in the locality they're

catering to before they can allow you to access their database. It is important to be on the lookout for these recruitment portals in order for you to avoid unnecessary hassle and expenses.



PHILLIP'S PRO TIP:

With the sheer number of recruitment portals and sites catering to each of the top global talent markets, combined with steep requirements from some of the more popular sites, getting access to these can quickly become an expensive nightmare.

It's more advisable to just partner with an established staffing solutions company that already has deep penetration of these global talent markets instead of navigating these treacherous waters yourself.

03

Recruitment Step 3: Evaluate Talent

Once you start getting notifications for interested freelancers and remote talents, it's time to screen and evaluate your candidates.

This is another aspect of the recruitment process where the job description you wrote and posted in all those recruitment portals plays an important role.

The job description will serve as your measuring stick to screen who among your candidates and prospects deserve to move forward. This is the reason why you need your job description to be extremely specific and ultra clear.

The good news is that if your candidates were selected by your chosen recruitment portal, you can be sure that they've already gone through some sort of vetting and screening process. Otherwise, if your candidates are from your direct "recruitment efforts" from when you went through talent pools yourself, you may need to initially screen your prospects.

In any case, here are some of the things you need to do in this stage:

- ▶ **Look at the cover letter** - it is not uncommon for applicants to just send out their CV's or resumes wholesale hoping to catch the attention of employers. However, someone who takes his time to look into your company and writes a thoughtful yet professional cover letter targeted to you is definitely worth looking into.
- ▶ **Look at their CV** cross reference the candidate's CV with your job description and take note of how closely they match up. The more points in your job description that the candidate covers in their CV, the more likely you have a winner at hand.
- ▶ **Look at their experiences** - have they worked at a digital agency in the past? At what capacity? For how long? Does it appear like the candidate stays with a company long or does he last only a few months? How long are the periods between the candidate's employment from one company to another?

These details will tell you if the candidate has the potential to stay and work with you long-term or if the candidate is only interested in short term freelance gigs. If the candidate has multiple work experiences with several companies with hardly any lull in between, this may mean the candidate is a prolific freelancer and has no shortage of clients. This can mean he's good at what he does.

- ▶ **Look at their portfolio** - make sure to take some time to browse through the candidate's portfolio of previous work output, especially for positions such as copywriter, creative writer, web designer, graphic designer, video editor, software engineer, etc. Looking at candidates' previous work will immediately give you an idea on whether their work output matches your agency's taste, standards, and culture.

- **Look at their past employment** - as much as possible, make it a part of your evaluation process to ask for the contact information of the candidate's previous employer or previous superior. You can get in touch with them and inquire about the candidate's work ethics and background.

04

Recruitment Step 4: Administer a Test Task

Make sure to test for skills and competencies that are actually applied and used in the position you're hiring for. If you're looking for a copywriter, ask the candidate to write the most common piece of copywriting your agency usually produces (ie: email sequence, advertorial, landing page, direct response letter, etc). If you're looking for a graphic designer, ask the candidate to create a design for a current client of yours. If you're looking for a Shopify developer, have the candidate create a simple but functioning Shopify store.

The idea behind the test task is to make sure the candidate actually has the chops they need to become a member of your team.

When developing test tasks, here are a few considerations:

The test task should be specific

it should clearly demonstrate the candidate's skills and capabilities. If you're hiring a graphic artist, test for that.

The test task should be realistic

it should mimic your company's actual output and should target the candidate's ability to rise up to your operational standards. Don't ask the candidate to troubleshoot a piece of 300-line code if your agency doesn't cater to those kinds of projects.

The test task should be unpredictable

candidates for a copywriting position already know they will be asked to write copies just as candidates for an SEO specialist position will be asked to do keyword research. Throw your candidates curveballs by asking them to do something that's within the job description but may not be found in their portfolio of previous work.

The test task should be time-based

in the new normal, businesses and industries are moving at a fast pace in order to make up for whatever losses were brought about by the pandemic. If your candidate cannot complete a test task on time, chances are, he'll miss deadlines once he's onboard.

05

Recruitment Step 5: Interview Top Candidates

All candidates who satisfactorily complete the test tasks shall move forward to the interview rounds.

The first round of interview should be done by a member of the management team but not the CEO, business owner or

anyone considered top-level management.

If you're interviewing for a remote software developer position, let your in-house software developer conduct the initial interview. After all, it is advisable to have your in-house people lead and manage your remote workers so they might as well have a hand at picking members of their teams..

Preferably, the person who checked the candidates' test tasks should be the one to conduct the first round interview.

Here are a few things you need to remember when setting up the initial interview:

Schedule the interview in your local time zone

you need to make sure the remote worker you're hiring is willing and able to work in your time zone. After all, once hired, you'll most likely require him or her to work in your time zone. So the earlier you drive that point home, the better.

Interview with video

this will allow you to read the candidate's body language, mannerisms, facial expressions, and general conduct. Is he nervous? Is he fidgety? Is he confident? Does he seem comfortable speaking with a manager? Does he seem "genuine"? Does he seem "sincere"?

The test task should be unpredictable

another advantage of requiring a video interview is that you'll be able to immediately assess the candidate's internet speed. Needless to say, a fast and reliable internet connection is essential to a remote working arrangement. If during the interview, the candidate already talks about not having enough bandwidth to do a video interview or if the candidate's video is choppy and pixelated, that's already a red flag.

Also, most video conferencing applications (ie: Zoom, Skype, etc) allow for screen sharing. Instead of asking the candidate to send you a screenshot of their internet speed through services such as speedtest.net, have them share their screen and do the speed test live. This way, you can be sure their speed test is what they say it is.

Assess for technical skills

during the interview, pay attention to whether the candidate is comfortable when asked to do a screenshare, or any other technical activity. You can also ask the candidate to show you their computer's hardware specifications via screen share. This can give you an initial idea on the level of technical knowledge the candidate has.

Assess for culture fit

when recruiting remote workers, chances are you won't share the same first language. Make sure to observe whether the candidate is comfortable speaking in English. Throw a few idioms during the conversation (ie: Can you give me an example of how you think outside the box? Do you think this idea will fly? What do you suggest we do so we hit the ground running?) and see if the candidate is able to catch them. Listen if the candidate is able to use conversational English or does he seem at a loss for words.



STEPHANIE'S PRO TIP:

It is important that the initial interview be conducted by someone who has an actual, personal, and intimate knowledge of the position being interviewed for. This makes finding the right person for the job that much easier.

After the first round interview, those who pass will undergo a second round interview with senior management such as the business owner or CEO.

Just like the first round interview, this should be done in your time zone and with video.

This time, the concentration and focus of the interview should be on the candidate's attitude, critical thinking, and adaptability. This is the reason why this interview is done by senior management. It is because senior managers tend to have more experience in reading people and assessing their long-term value.



PHILLIP'S PRO TIP:

When doing an interview, I always think in these terms:

- ❓ *Is this candidate worth investing time and money in?*
- ❓ *Does the candidate demonstrate an ability to think on his toes?*
- ❓ *Does the candidate display critical thinking and logical thought processes?*
- ❓ *How comfortable does the candidate appear during the interview?*
- ❓ *How clearly does the candidate express his thoughts?*
- ❓ *Do you see the candidate growing into your company's culture?*

This is why it is important to conduct interviews with video. Not only does it allow you to see the candidate, it will also allow you a measure of technical assessment (ie: internet speed, computer specs, etc).

STEP 02

SUMMARY:

When you open your company up to the possibility of hiring remote talent, you might as well go all in and consider hiring globally. This way, you don't limit yourself to only a small pool of available talents - you get access to a global pool of talented and highly-skilled professionals.

The key to a successful global recruitment is having a solid process that's built on proven systems, time-tested strategies, and best practices. The C9 Staff recruitment process includes:



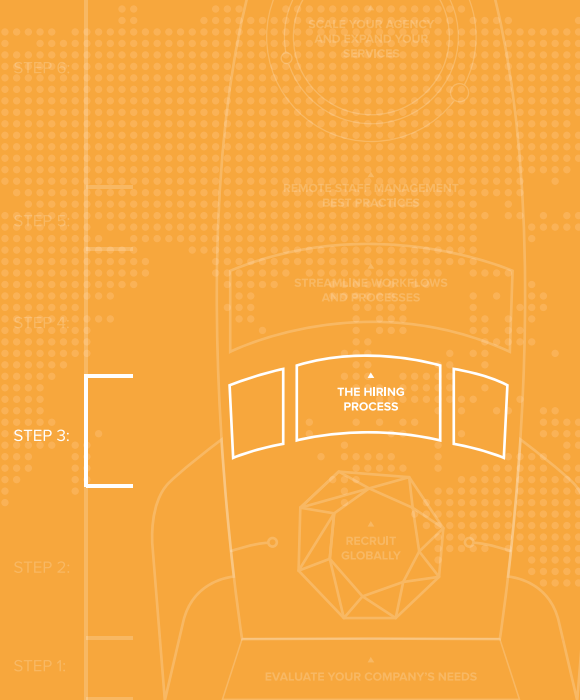
These steps are the result of continuous active practice and development. It has yielded us the outstanding results C9 Staff has always been known for.

Following this recruitment process, you can make sure that only the best remote talents can join your digital agency.

STEP 03

STEP 03

THE HIRING PROCESS



The goal of this stage of the process is to take the rockstars you recruited, negotiate lean salaries, create clear expectations, structure employment agreements that minimize secondary expenses such as fringe benefits, taxes and others, and offer flexible commitment arrangements.



Hiring Step 1: Negotiate with the Candidate

During the negotiation process, never ask the candidate what their rates are. Experienced freelancers will know how much you can end up paying for a local talent with the same capability as theirs. They may not quote you the same salary, but they'll keep it close enough you won't end up with as much savings as you'd initially expect.

Instead, research how much a worker with their level of proficiency, experience, and specialization will make if they get hired domestically. That should be your base number.

Also, if possible, look at how much the candidate made with their previous employer. That should also give you a viable base number.



STEPHANIE'S PRO TIP:

During the first round interview, while asking related questions about the candidate's previous work experiences, previous projects, and previous employment, casually ask, "So how much did you get paid in your previous job?" Do it in such a way as to catch the candidate off guard.

More experienced interviewers can even add exact figures that are slightly lower than your expected response in order to elicit a sudden defensive but honest response.

This takes practice and needless to say, you'd need to prep your interviewer to properly execute this but it's a useful interview trick.

Draft an offer that's anywhere between 10% to 20% higher than your base number. Most candidates will already consider this an attractive offer. And if they don't, you still have some wiggle room to renegotiate. But make sure to keep your ceiling at 25%.

NOTE: Do not disclose your offered rate during the negotiation. Wait until you're ready to send a job offer before doing so.

Other details such as work schedule, the soonest time the candidate can begin work in case hired (ie: if the candidate is currently employed, there may be a need to render 30 days notice), general responsibilities, immediate superior, and others can also be discussed during the negotiation process.



PHILLIP'S PRO TIP:

When negotiating, never be the decision maker, even if you are.

Always end the negotiation saying, "We'll take all the information we have about your application into consideration and we'll send you an offer letter with our offered rate should we be interested to move forward."

Hiring Step 2:

Send The Job Offer

The job offer should include the following details:



Position



*Employment capacity



Start date of employment



Work schedule



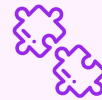
Immediate superior



Salary and benefits



Reiteration of specific duties and responsibilities

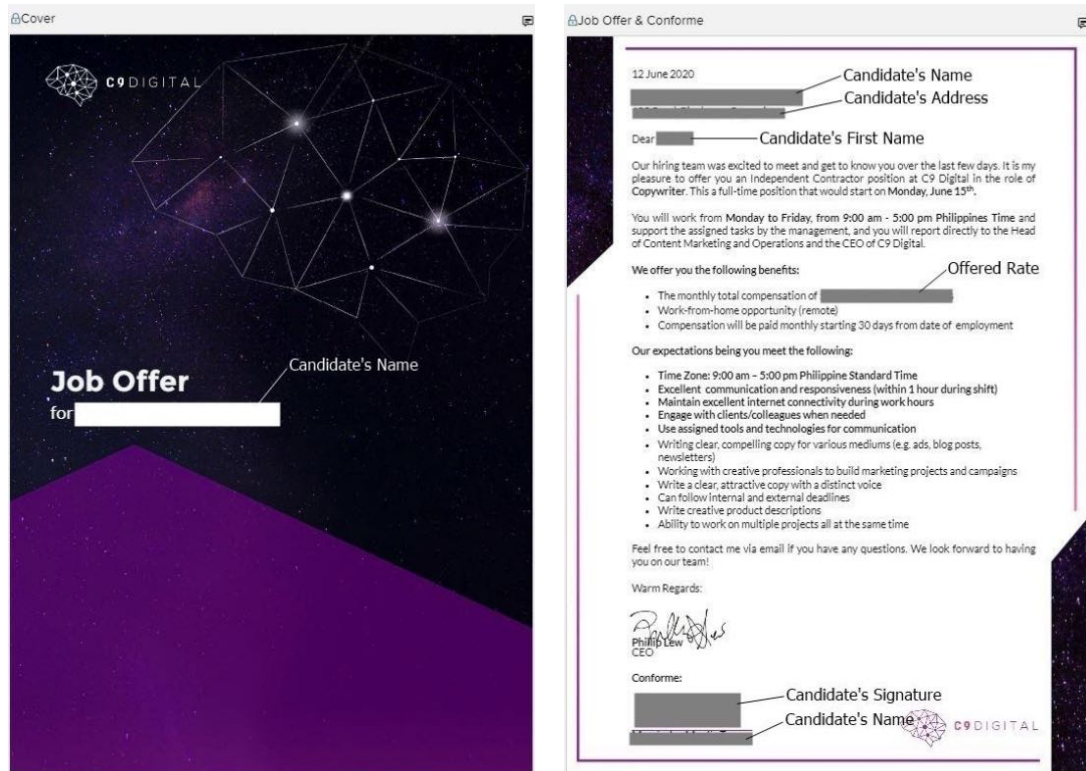


Conformance

* ie: contractor, consultant, full-time employee, etc

The job offer in itself should be a striking representation of your company. While it's common practice to simply send a formal document that enumerates the details of the offer, we have found that adding extra touches such as a cover page makes for a more premium feel and increases the chances of our initial offer being accepted.

Here's an example of a job offer we send to a candidate we want to hire:



Since this is a remote work arrangement, here are some services you can use to send the job offer and get it signed by new employee:



C9 STAFF BIG BRAIN MOVE:

Even if you're really interested in hiring the person, make sure to wait 24-48 hours before sending the job offer.

This will make you appear indifferent and will make you come off from a position of strength.

There will be instances that the candidate will renegotiate a higher rate. You will have to exercise your discretion as to whether to refuse the renegotiation altogether and stand firm on your offer, submit a counter-proposal, or agree to the counter-offer.

It will all depend on how you read the candidate and how well you've evaluated him or her.



PHILLIP'S PRO TIP:

There's nothing wrong with being compassionate.

If the candidate attempts to renegotiate, always be willing to agree to a higher rate if you think he's really qualified for the position and if you believe the candidate can be an asset to your organization.

Hiring Step 3: Draft The Contract

Since this is a remote work arrangement, here are some services you can use to send the job offer and get it signed by new employee:

Contractor

a contractor is someone you hire only for a particular project or only for a pre-specified period of time. A contractor can either be a freelancer you only hire once or even someone you regularly hire on a per-project basis.

A contractor's contract has a definite termination period, which is either a specific date or the completion of a project for which the contractor was hired for.

The advantage of this kind of contract lies in specificity. The salary is specific. The start period is specific. The termination period is specific. Everything is clearcut.

However, the downside of this kind of contract is that if you're interested in hiring the contractor on a more permanent basis, you may find that some of your leverage for offering a lean salary is gone because the worker is already aware of your operational and management capabilities.

Full-time employee

this is someone you hire on a more permanent basis. A full-time employee typically works for you exclusively for anywhere between 35-40 hours per week or even more.

A full-time employee contract sets forth the employee's salary and benefits. Sometimes, even a provision for salary increase dependent on specific requirements are also present. Moreover, it also contains their duties and responsibilities, as well as the company's general expectations.

A full-time contract can be terminated either by the employee's voluntary resignation from the company or it may be initiated by the company upon violation of some of its internal rules and regulations.

Consultant

a consultant is someone that is hired to provide professional or expert advice on certain aspects of operation. A consultant's contract can either be on a consultation basis or through a retainer.

Just like that of a contractor, a consultant's contract is commonly non-exclusive. This means the consultant is free to take on other clients, provided their interests don't intersect.

B2B agreement

some companies require the services of other companies. This is what is meant by a B2B agreement. For example, a white collar agency accepts a social media marketing campaign from a client. Instead of developing and launching the campaign themselves, they can hire another company to create and launch the campaign for them.

**STEPHANIE'S PRO TIP:**

You can combine different elements of different contracts into one employee contract.

For example, here at C9 Staff, we sometimes hire contractors on a full-time basis. This allows us to secure a predetermined time block of an employee and pay him a fixed rate without having to worry about fringe benefits.

**C9 STAFF BIG BRAIN MOVE:**

Regardless of the kind of contract you decide to execute between you and your employee, always include a non-compete clause. This is especially important for contractors, consultants and B2B agreements.

This will ensure that internal processes, information, quality standards, and other sensitive data of your company are protected.

Similar to the job offer, include a cover page for your employment contract. Also, send it to the candidate using the same method used to send the job offer so that it can be signed quickly and filed.

Hiring Step 4:**Avoid Employment Traps****WARNING**

Since this is a remote work arrangement, here are some services you can use to send the job offer and get it signed by new employee:

- **Hiring someone full-time who actually wants to work as a freelancer** - it's not uncommon for some experienced remote workers to agree to a full-time contract and then continue to work freelance gigs on the side. As long as these extra roles do not affect their performance of their duties and responsibilities within your organization, this should not be a problem.

However, this will become problematic when they begin to do freelance work during their work schedule with you.

In order to prevent this from happening, make sure to require all your remote staff to use time tracking software that does the following on minimum:

- ▶ Tracks log-in and log-out times
- ▶ Takes automatic random screenshots of the worker's desktop
- ▶ Keeps track of the applications and websites being visited in-shift
- ▶ Measures productivity and efficiency
- ▶ Has a native payment feature

A more detailed discussion of our recommended time tracking software can be found in the next chapter.

- ▶ **Hiring someone without an in-depth audit of their previous employment** - one of the worst things that can happen when you hire a remote worker is to end up with someone who does not know how to work with a team and/or someone who has a problem with authority.

To avoid this, always ask the candidate to provide some contact information for people or companies they previously worked for. Once they do, reach out to these people and ask them about the work ethics of your candidate. Based on this conversation, you can get an idea whether the candidate resigned or was terminated, as well as whether the parting was amicable or not.

- ▶ **Hiring someone without agreeing to clear KPI's as well as efficiency and productivity expectations** - one key factor in making sure your relationship with each of your remote workers remains strong and positive is having clear expectations.

Right from the onset, you have to be clear with the key performance indicators (KPI's) that your remote worker has to be measured against, as well as specific target output.

For example, if you're hiring a copywriter, set clear goals such as 2 1000-word articles per month, 2 podcast episode scripts per month, 1 nurturing email per week, 1 promo email per week, 1 full-length newsletter per month, and an assortment of minor copies such as ads, social media posts, and others.

You can also take advantage of the efficiency and productivity tracking features of whatever time tracking software you choose. Just make sure that the measurements correspond to your organization's workflow.



PHILLIP'S PRO TIP:

One big reason why there's still many companies who look at outsourcing and hiring remote staff negatively is because they fall into employment traps like the ones mentioned here.

It is important to have a system in place that detects these employment traps from a mile away so you can avoid them. If you do that, you'll have a more meaningful and productive experience with remote staff.



Hiring Step 5: Choose a Payment Option

There are numerous international payment applications to choose from. However, we recommend you choose one that:

- ▶ is easy to setup from both your end and the remote worker's
- ▶ integrates smoothly with your existing accounting processes
- ▶ has minimal currency conversion fees and expenses
- ▶ is speedy and reliable



STEPHANIE'S PRO TIP:

This last item is extremely important in that this is the quickest way for you to inspire loyalty in your remote staff.

In our experience, when remote staff get paid on time, they feel taken cared of and it normally translates to productivity, efficiency, and loyalty.

Here are our recommended payment applications:



Veem offers accounting tools designed to encourage the adoption of this service as a central part of a company's infrastructure. The lack of a fee on transfers (when the receiver gets their home currency) and lower exchange rate spreads makes Veem a better option than the banks. This is the preferred payment application of C9 Staff.



Online payment gateway that allows users to process eCommerce transactions and even client payments on mobile platforms and desktop. It has a native invoicing



Cross-border payment processing solution that enables businesses to manage global payments securely.



Xoom delivers transfers to destinations, often within minutes, funded by bank account, debit or credit card. Exchange rates have markups and there are often fees, but transfers are usually fast (from minutes to a few days). Money can be delivered electronically or as a cash payout.

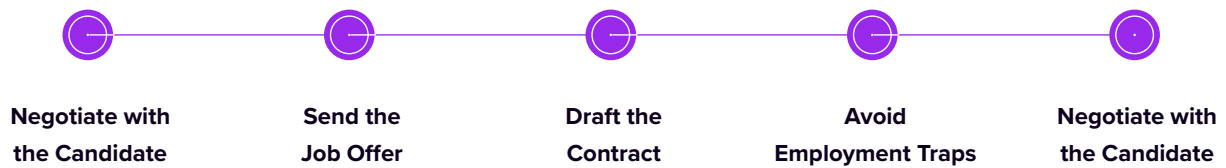


the most well known money transfer company, which has made a successful transition to the digital economy, with a strong digital offering.

STEP 03

SUMMARY:

Just like the recruitment process outlined in the previous chapter, a solid hiring process is also instrumental to creating an effective remote team.



Following this proven and tested hiring process, you'll be on your way to assembling a remote team built to give your company the exponential growth you are looking for.

STEP 04

STEP 04

STREAMLINE WORKFLOWS AND PROCESSES

STEP 6:

SCALE YOUR AGENCY AND EXPAND YOUR SERVICES

STEP 5:

REMOTE STAFF MANAGEMENT BEST PRACTICES

STEP 4:

STREAMLINE WORKFLOWS AND PROCESSES

STEP 3:

THE HIRING PROCESS

STEP 2:

RECRUIT GLOBALLY

At this point, if you followed the C9 Staff process, you should already have a clear idea about:

- ▶ what kind of talent your agency has
- ▶ what kind of talent your agency needs
- ▶ which positions you need to retain onsite
- ▶ which positions you can fill with remote staff
- ▶ how to recruit and hire the positions you need

You should also already have a solid idea about the advantages and benefits of hiring agency talent from a global talent pool. Plus, you should now have a process for recruiting the best remote talent for your agency.

Finally, the C9 Staff process should now have given you a streamlined roadmap about how to hire the best international staff and get them signed to your team.

Now, it's time to find out how to integrate your new rockstar remote staff into your existing infrastructure as seamlessly and as smoothly as possible.

And this is where most companies who try to integrate remote staff into their workforce drop the ball.

Traditional Workflow vs. Remote Staff Workflow

Obviously, you can't knock on the door of a remote staff to check up on things, stand behind them while they work, or supervise their projects personally, in the same way that you can with your onsite staff.

But more than looking at remote staff from a managerial standpoint, you should also consider how much of an impact your remote staff will make to your existing workforce. This is especially true if you're hiring a remote talent as a part of a bigger team.

There should be a clear workflow especially if the remote staff occupies a role that's right in the middle of an established process.

For example, you're working on a new website funnel and you hire a remote content writer and the rest of your web development team are onsite. The workflow will normally look like this:

- ▶ the entire team discusses and comes up with a project outline
- ▶ the development team creates the wireframe and the shells
- ▶ the copywriter will write the needed content based on the shells created
- ▶ the copywriter submits the completed content to the development team
- ▶ the development team implements the content as designed and intended
- ▶ the copywriter proofreads the final implemented content
- ▶ the web development team finalizes the project with UI/UX elements

Notice that the copywriter's work is right in the middle of the workflow.

In a traditional creative team, it would be easy enough for team members to simply walk up to each other and check on project completion. But that's not the case if one of the team members - the copywriter - works remotely.

Without a clear workflow that allows the smooth back and forth interaction between the onsite development team and the remote copywriter, this project can easily turn into a nightmare.

We've seen countless companies try to "wing it" and as a result, projects and clients suffer.

To avoid this complication, many companies who opt to hire entire remote teams to augment their onsite workforce. This way, they can have their in-house people work on separate projects from their remote staff, thus minimizing the need for integrative processes.

However, for companies who cannot or choose not to hire entire remote teams, integrating remote staff to their existing workforce can oftentimes cause unexpected headaches.

Fortunately, since remote teams are quite common nowadays, the complicated integration process between remote staff and in-house talents are becoming more common and accepted. But that doesn't lessen their innate complexity.

This is the main reason why a lot of companies who want to take advantage of all the cost benefits of "outsourcing" while enjoying the assured quality of "in-housing" decide it's better to just have experts, such as C9 Staff, handle their remote staffing solutions.



PHILLIP'S PRO TIP:

As a business-owner, you should be aware of the core competencies of your company - that means knowing what you and your team are good at - and maximizing that.

Therefore, if you delegate a part of your operation such as remote staff recruitment and management to another company who has that as their core competency, you and your team can concentrate on your core competencies and really drive growth.

That being said, what does it take to manage remote staff and seamlessly blend them into a company's existing in-house workforce?

Essential Tools for Remote Staff Management and Integration

Luckily, there is now an abundance of web-based tools that can be used to manage both onsite and remote teams, allowing them to seamlessly integrate with one another. Using and mastering these tools can take a bit of getting used to, but once you do, things can be a whole lot smoother.

There are 3 important tools you need:

Project Management Software

This is a program where team members can collaborate, communicate, assign tasks, check tasks, track progress, request revisions, and more. Practically every single aspect and element of a project can be done within a single platform. It's like a virtual headquarters for a project.

When picking a project management software, choose one that has as many features as possible that corresponds to the different elements of your project. Here are a few project management software we recommend:



this software was built with collaboration in mind. It is designed for both large and small teams that need a straightforward way to keep track of all the moving parts of a project. It is easy to use and flexible enough to cater to the needs of multinational companies, individual freelancers and everybody else in between. Plus, it's also very inexpensive and extremely cost-effective, making it one of the most popular project management software tools in the world today.



despite being a relatively newer application compared to Basecamp, Asana has given the older program a run for its money. It is chock full of useful and insightful features such as workload monitoring, reporting, and budgeting. And it also has impressive security features for discerning clients. The biggest caveat with Asana is that some important features can only be accessed with a premium account.



this program has been described as "Your entire project, in a single glance". It organizes your projects into boards that tell you what's being worked on, who's working on what, and where something is in a process. It is a simple tool that aims to get users to spend more time getting things done than learning the interface.



this is another popular integrative project management software that includes functionalities useful for all aspects of any ongoing project. It can accommodate real-time collaborative work, communication, file sharing, progress tracking, and more. It also takes advantage of the entire Zoho suite for a unified inter-departmental work platform.

Cloud-Based Storage

hybrid teams composed of onsite and remote staff need a way to seamlessly share project files and documents. However, increased digitization also brings with it increased vulnerability to cybersecurity threats. And when we're talking about files that contain proprietary information, sensitive internal company data and the like, security is of paramount importance. That being said, here are some cloud-based storage applications we can suggest. We strongly recommend though that these services be used strictly for work-related file and document sharing purposes. All sensitive company documents should be stored elsewhere:



this is a flexible service that's able to handle sharing of large files and with strong emphasis on security despite its capacity to enable file sharing even to users outside the defined organization. However, its weakness lies in the management of multimedia files as it does not have native support for viewing.



this is an easy to use cloud-storage program with strong focus on ease of usage and access. However, it falls short as far as real-time collaboration and even file updating is concerned.



one of the most popular cloud-based storage services that takes advantage of Google's extensive web platform. It is easy to use and can be integrated with almost any project management program. It also features real-time collaboration and even in-program communication between collaborators.



is a complete suite of business web tools that encompass capabilities such as storage, hosting, analytics, networking, development, and more. It is highly customizable and was built with full-stack development in mind.

Time-Tracking Software

using time-tracking software goes further than just for payroll purposes. When you choose the right time-tracking software, you'll also gain the ability to track your remote staff's productivity and efficiency. Below are some time tracking software that we can recommend:



Hubstaff has trusted time tracking and employee monitoring for remote and field teams. Scheduling, invoicing, reporting, payroll, and more. It also has a productivity and efficiency measurement tool that's truly spot on. This is C9 Staff's preferred time tracking software.



A fully automatic time tracking software that has proven to boost employee productivity by 30% within the first weeks of using it. See how you and your employees spend their time online and offline, track time by projects and automatically calculate their costs based on workers' hourly rates.



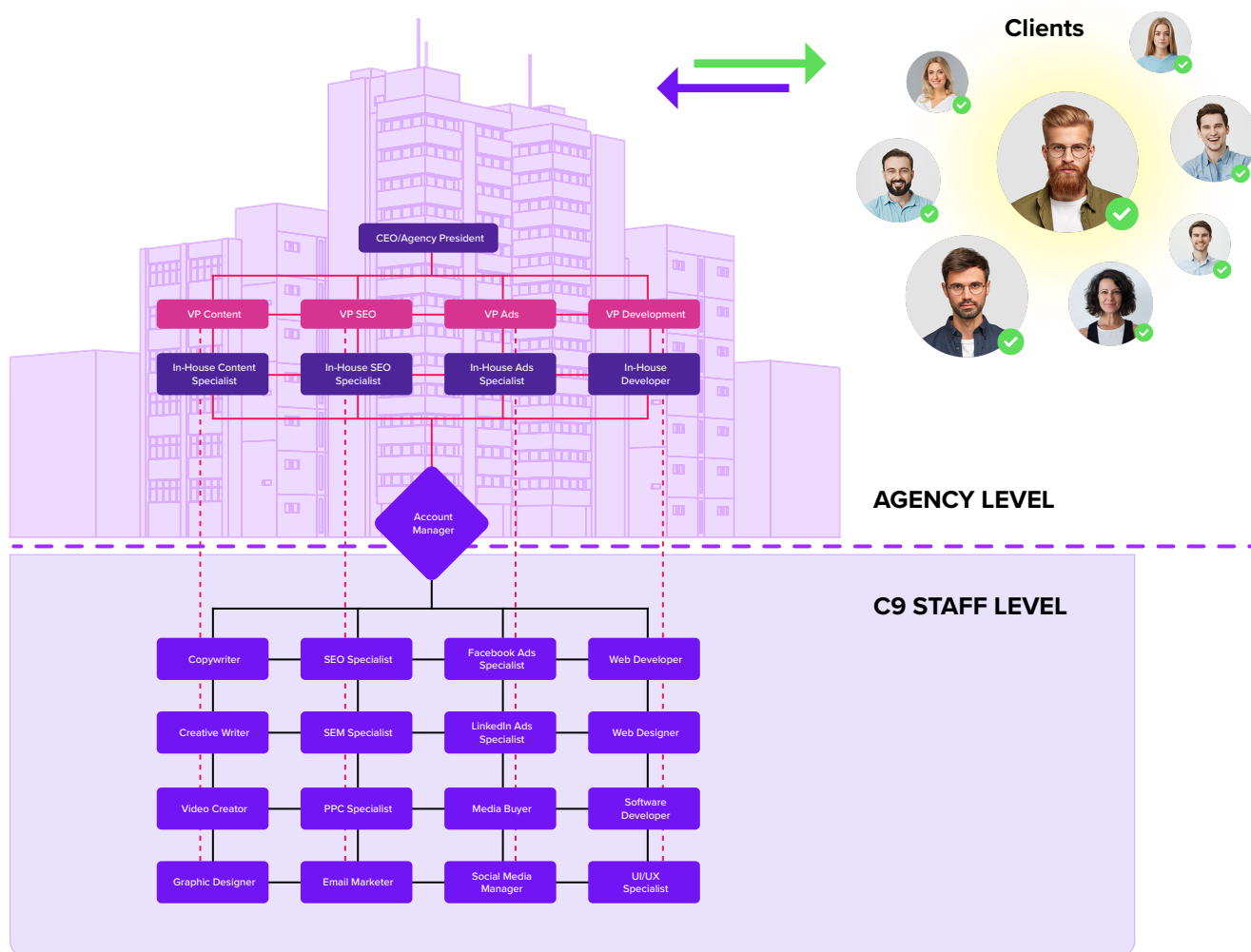
Time Doctor is especially suited to teams from 20 to 500 employees. It is a web-based solution that provides time tracking, computer work session monitoring, reminders, screenshot recording, invoicing, reporting tools, integrations and so much more.



TimeCamp is one of the most advanced time tracking software on the market for small, and big teams. Accurate timesheets and detailed reports allow you to improve the profitability of your projects, track your employees performance, and collaboration in your team and with your clients.



Hours has one of the nicest interfaces. You can start and stop timers as needed using that gorgeous interface. And it also has this really helpful Timeline feature that lets you quickly fill in gaps in your time tracking to fully account for your day.



Following the recommended organizational chart in Step 1 where agency staff is divided between top-level to mid-level management being retained in-house along with various technical leads, and the brunt of the technical work being outsourced, the diagram above shows how the modified workflow looks like.

All client-facing activities are done at the agency level. These activities include agency-level marketing, client acquisition, client management, campaign strategy, campaign implementation, campaign evaluation, and top-level campaign adjustments among others.

On the other hand, all technical aspects of the campaigns such as website development and design, copywriting and content creation, social media management, advertisement and marketing assets development, and more are done at the outsourced workforce level (in this case, the C9 Staff level).

In order to lessen the impact that the outsourced staff may make to the existing organization, all communications and liaisons are done through a dedicated account manager whose primary purpose is to understand the agency's needs as far as campaign output is concerned and direct the remote specialists to meet these needs.

There may be instances that the in-house technical leads may need to work directly with the remote specialists. However, with an effective account manager, this becomes more of a secondary option than a main course of action.

This effectively makes the remote/outsourced staff the technical foundation by which the client-facing persona of the agency is built on.



Case Study: How C9 Staff does it

Here at C9 Staff, we pride ourselves with being able to integrate a remote team into any existing workforce with as little disruption as possible.

If we put together a remote creative team composed of a copywriter, a graphic designer, a web designer for a client, we don't just deploy them and have them report to the departments concerned.

Regardless of the number of staff we deploy for a client, they get a dedicated account manager who does all the liaison work with whoever the client designates as their point of contact. This way, communication between the remote team and the client is unified, streamlined, and non-disruptive.

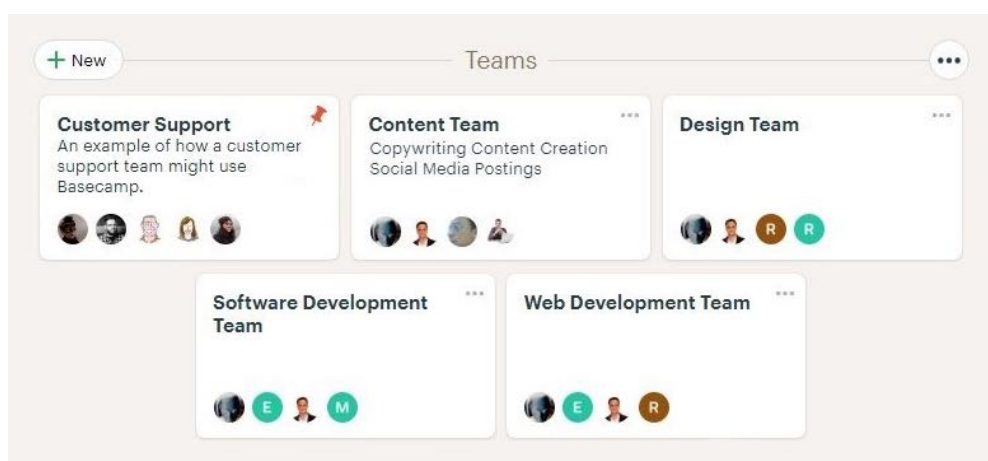
Here's how it works:

As soon as a remote team is ready to be deployed for a client, the dedicated account manager creates a Basecamp account for the client. The following will have access to this Basecamp account:

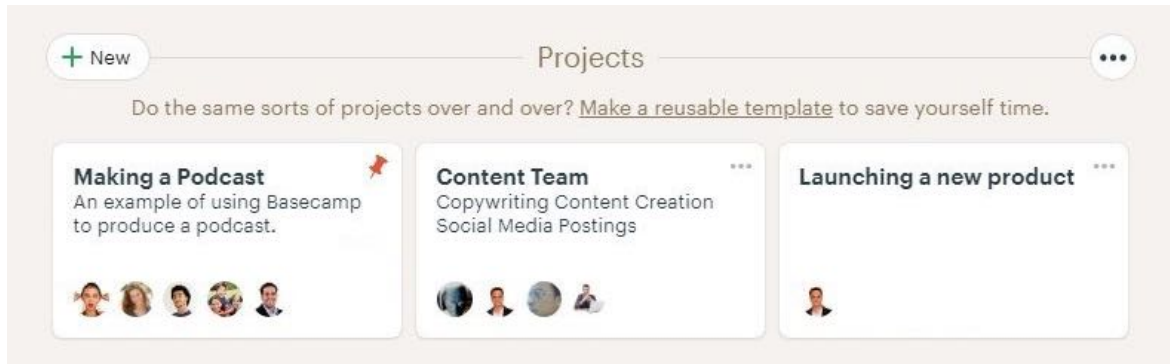
- ▶ The point person from the client's side
- ▶ The dedicated account manager from C9 Staff's side
- ▶ All members of the remote team

Basecamp's main dashboard will look like this:

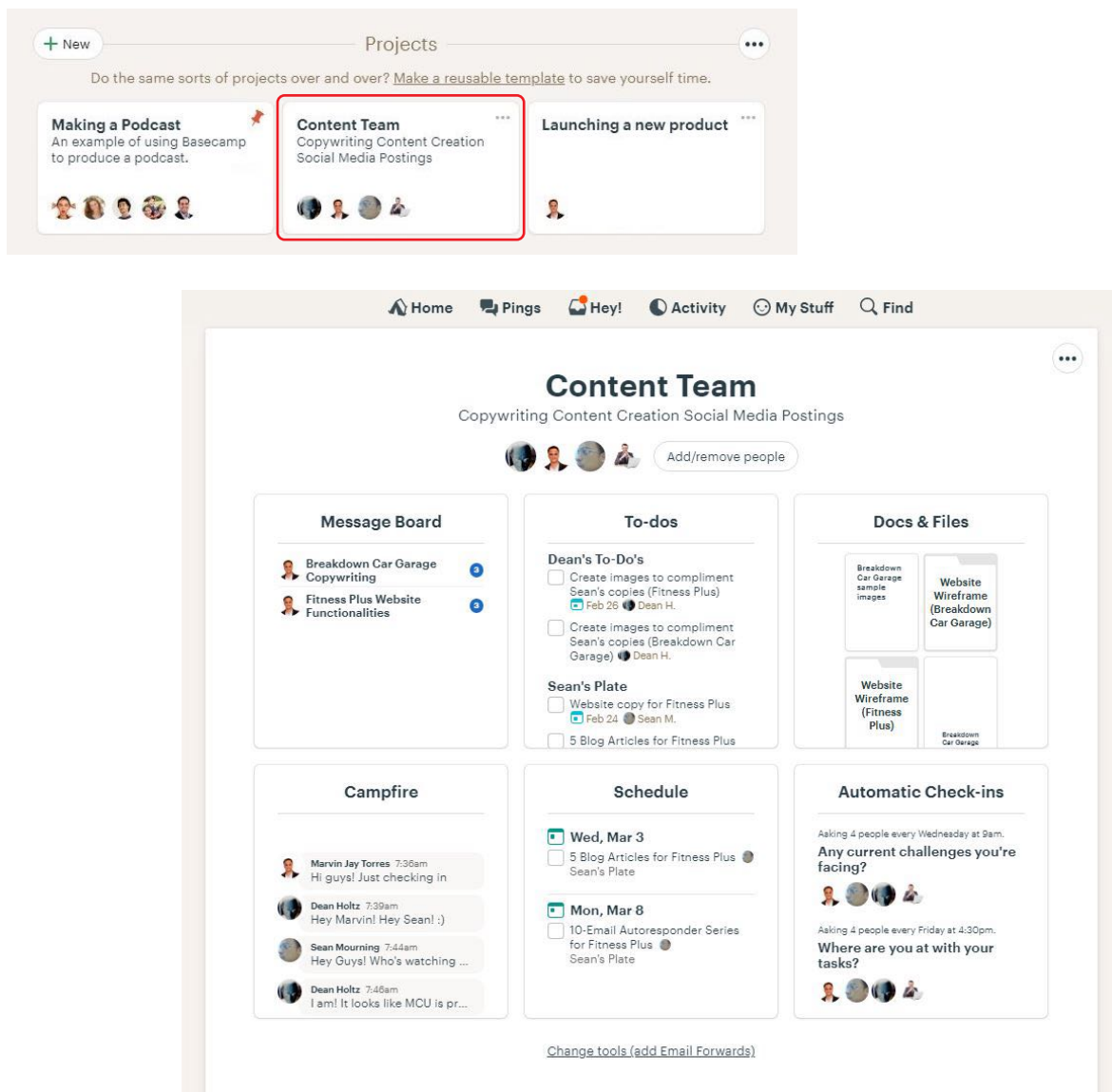
This part of the main dashboard shows the different teams consisting of all the remote staff deployed for the client:



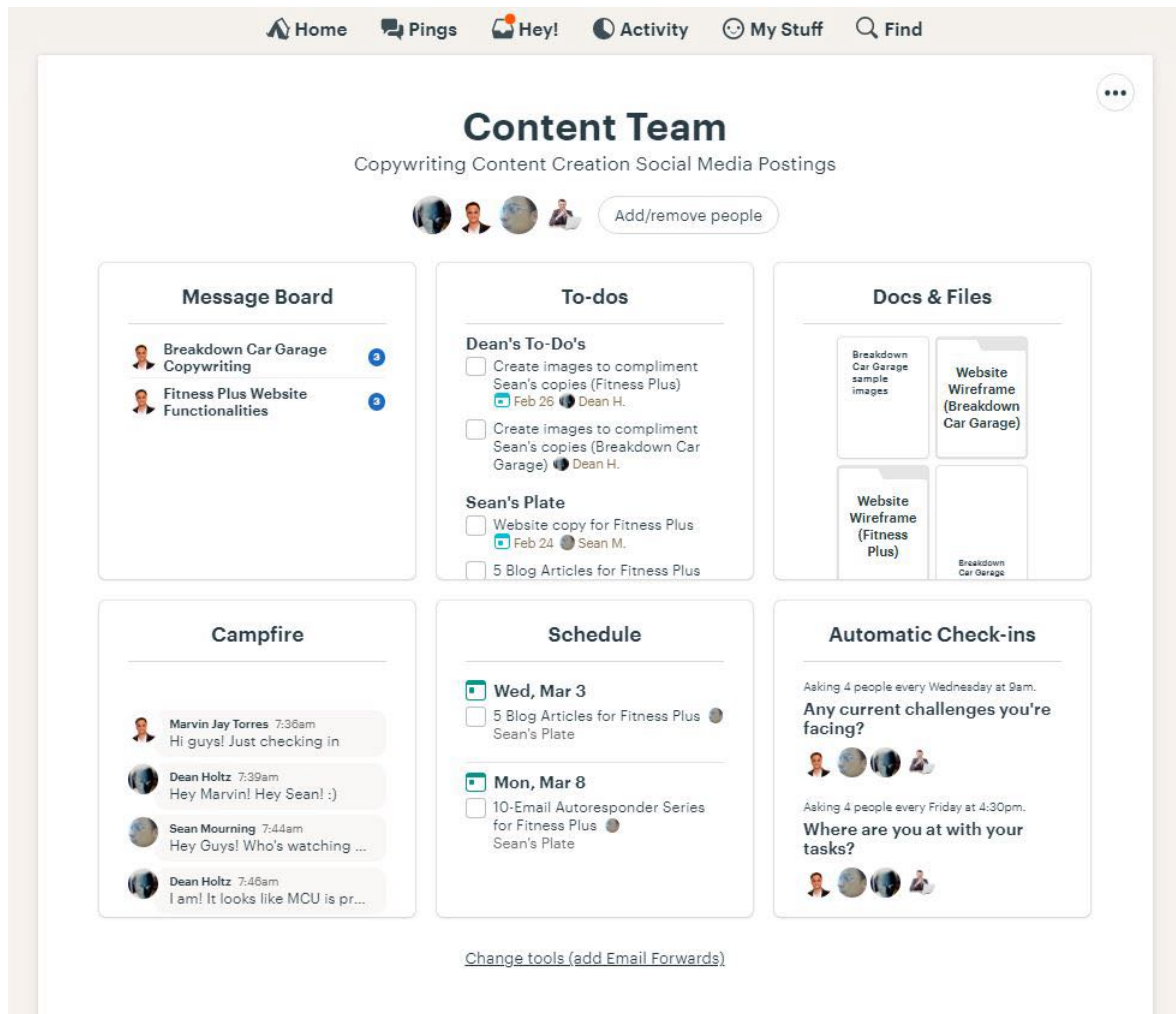
This part of the main dashboard shows all the projects currently being worked on and by which team or teams:



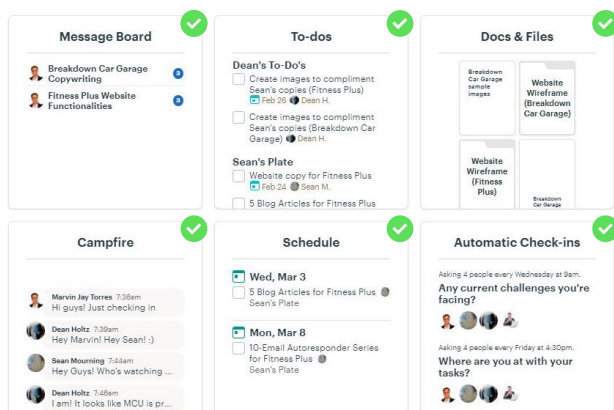
Going back to the teams, each of the cards when clicked will take you to the team's dashboard. So if you click on the card for "Content Team", you'll be taken to their team dashboard that looks like this:



Going back to the teams, each of the cards when clicked will take you to the team's dashboard. So if you click on the card for "Content Team", you'll be taken to their team dashboard that looks like this:



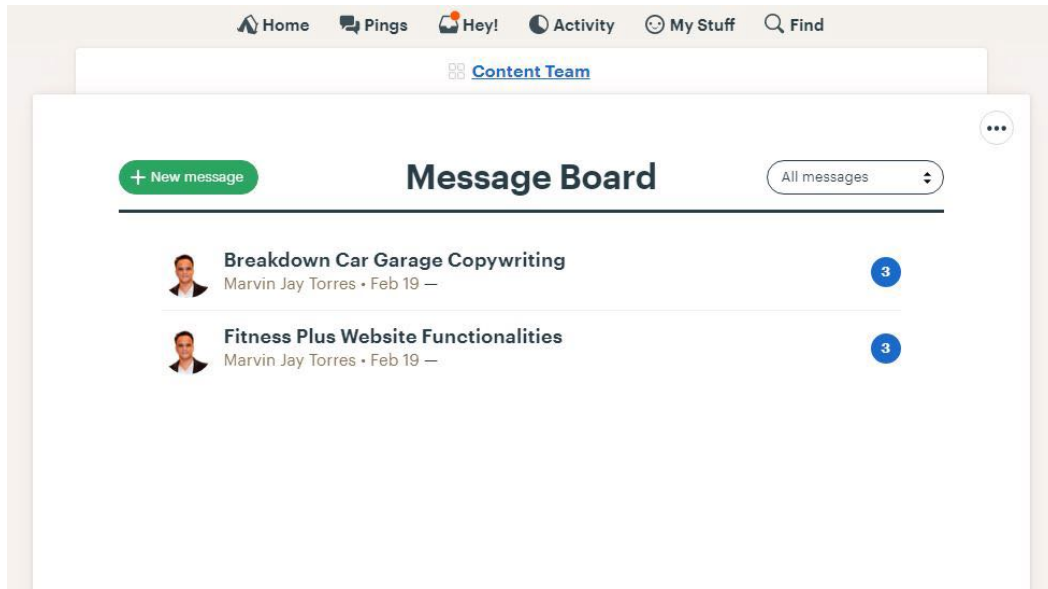
Each team dashboard has 6 sections:



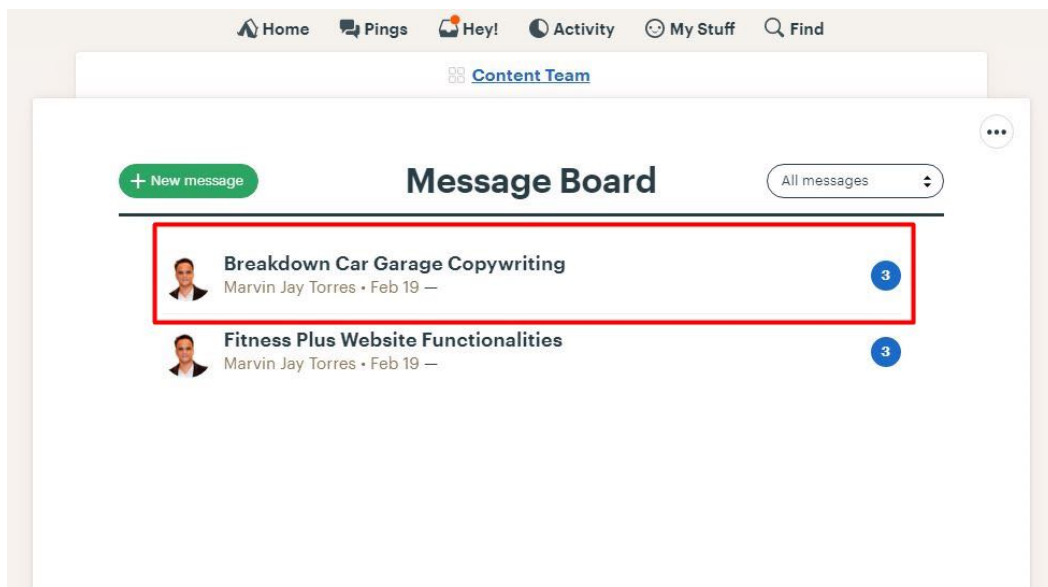
- ▶ The **Message Board**, which is like the main “bulletin board”...
- ▶ The **To-Dos**, where individual tasks are posted...
- ▶ **Docs & Files**, which is Basecamp’s onboard file storage and sharing application...
- ▶ **Campfire**, which is Basecamp’s onboard messaging and group chat application...
- ▶ **Schedule**, which shows the timeline and timeframe of each project...
- ▶ **Automatic Check-ins**, where each staff member can report the progress of their respective tasks, as well as the progress of the projects as a whole...

The custom workflow goes like this:

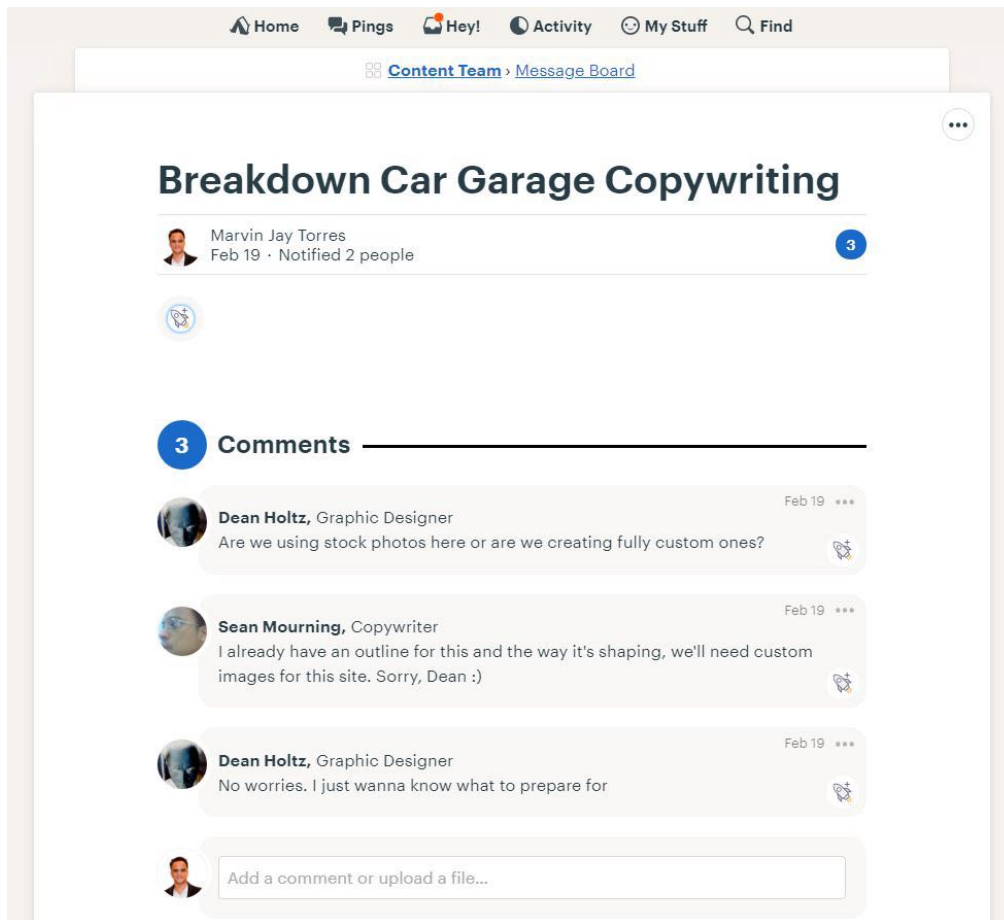
1. The client's point person posts a project and its details (ie: specifics, expectations, requirements, timeframe, etc) on the Message Board.



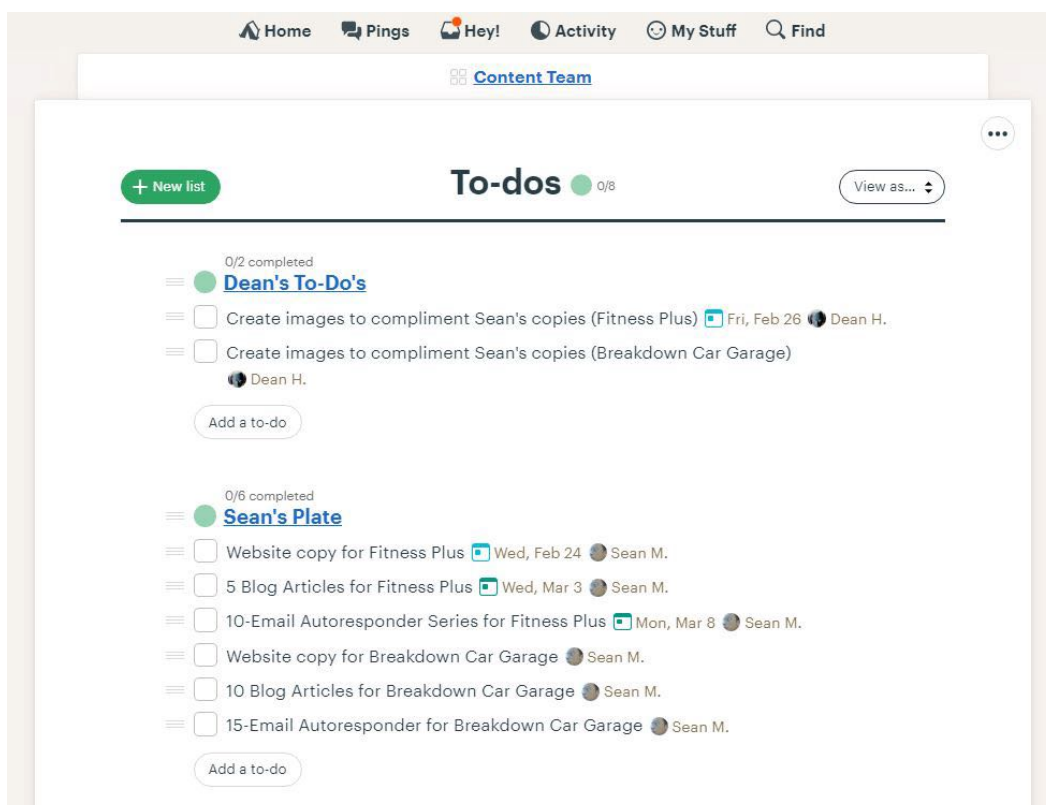
2. As soon as the dedicated account manager sees these newly posted projects, she opens each to find out all the details of each project.



3. Using what she learned from the client (ie: their quality standards, their standard work output, etc. which she finds out during her consultation sessions with them), she takes note of all the needed tasks and deliverables, as well as the specific persons to be assigned these tasks and deliverables, the project's overall timeline and time frame, and all other aspects and elements of the project.



4. Based on all the information gleaned from #3, the dedicated account manager assigns the tasks and responsibilities of each of the team members concerned in the To-Dos section.



5. Each team member's to-do list opens up to a more detailed page that includes a section where he can interact with the dedicated account manager for task-specific discussions, clarifications, questions, and general communication. As soon as each task is completed, the box before it can be ticked/checked. This automatically notifies the account manager that a specific task is completed.

tick/check this box once this task is complete


0/6 completed

Sean's Plate

- ☐ Website copy for Fitness Plus Wed, Feb 24 Sean M.
- ☐ 5 Blog Articles for Fitness Plus Wed, Mar 3 Sean M.
- ☐ 10-Email Autoresponder Series for Fitness Plus Mon, Mar 8 Sean M.
- ☐ Website copy for Breakdown Car Garage Sean M.
- ☐ 10 Blog Articles for Breakdown Car Garage Sean M.
- ☐ 15-Email Autoresponder for Breakdown Car Garage Sean M.

Add a to-do

Discussion



use this section to post a message or ask a question to the account manager, or to upload files

Subscribers

1 person will be notified when someone comments on this to-do list.

6. Once tasks that include deliverables such as graphics, images, copies, pieces of content, and other files are completed, these deliverables can be uploaded to Docs & Files where everyone can have access to them. Teams and team members who collaborate on projects can use this section to share files. Managers can use this section to check on the team members' work output and recommend revisions or changes as needed.

Home Pings Hey! Activity My Stuff Find

Content Team

Docs & Files

+ New... Unsorted

Breakdown Car Garage sample images

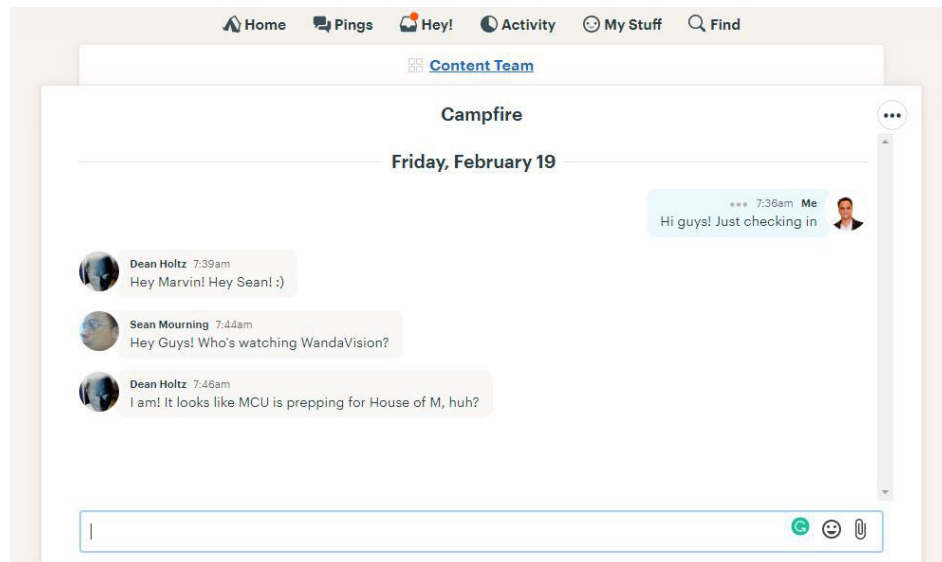
Website Wireframe (Breakdown Car Garage)

Website Wireframe (Fitness Plus)

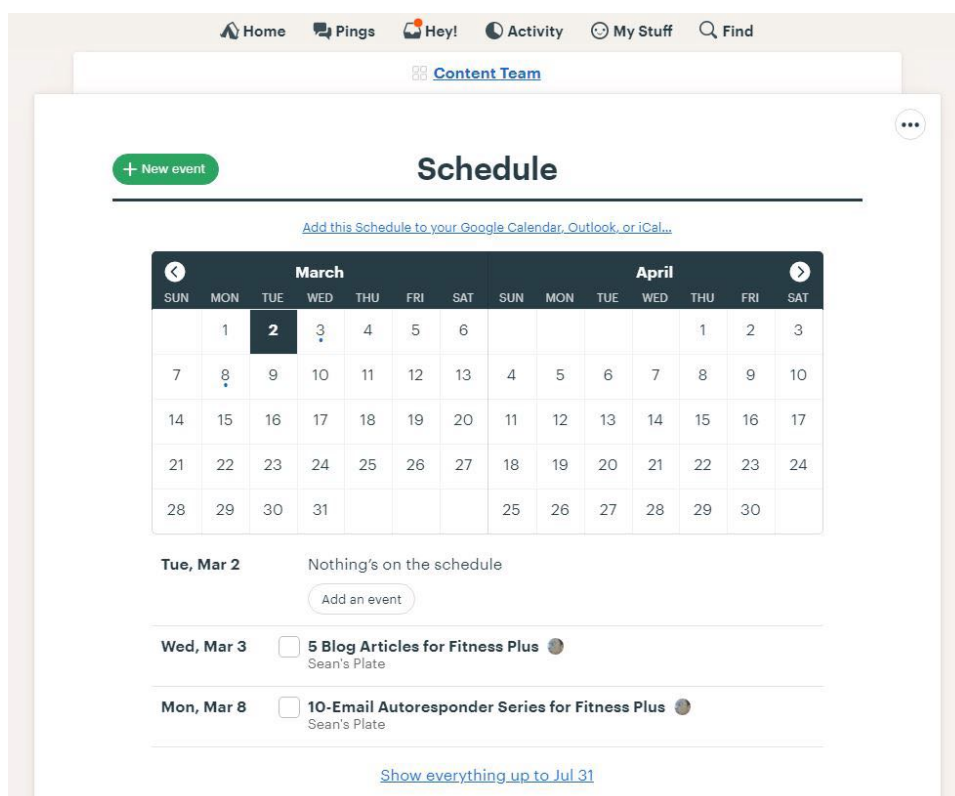
Breakdown Car Garage service brochure.pdf

DOCX Fitness Plus copywriting outline.docx

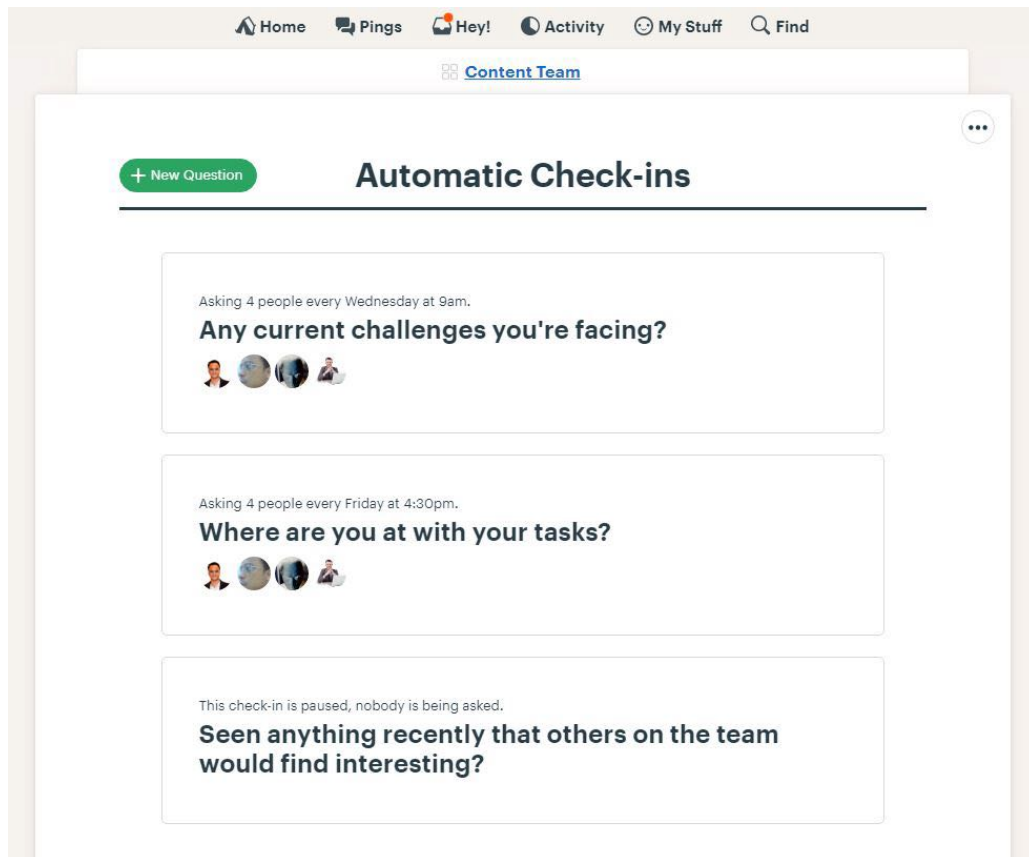
7. Communications, work-related or otherwise, can be performed in the Campfire section. Here, team members can ask other members task-related questions. They can also post updates and announcements for everyone. This can be treated as the team's “virtual cafeteria”.



8. The dedicated account manager posts in the Schedule section the timeline and time frame of the project. All members can refer to this section to see when tasks and deliverables are due. This is extremely important for tasks that require the completion of other tasks to be completed. Through this section, all members of the team can understand their individual deadlines in relation to the entire project's timeline and time frame.



9. Finally, the dedicated account manager can set Automatic Check-ins wherein each team member will be required to provide progress reports at predetermined intervals (ie: weekly, bi-weekly, every Monday, every Friday, etc)



The designated point person from the client's side has full access to the Basecamp account and can monitor all aspects and elements of each project.

However, in our experience the point person is happy to simply access the Message Board to post project details and wait for the dedicated account manager to inform him/her that the project is complete and all deliverables are already available.



PHILLIP'S PRO TIP:

The secret to C9 Staff's efficient and non-disruptive workflow is the dedicated account manager.

We put a lot of work and effort into hiring account managers who really have an eye for top-level project management and who are really adept at deciphering the client's internal quality standards and communicating it to the entire remote team.

The following is a list of positions that C9 Staff can source, recruit, hire and deploy for clients:



DESIGN & DIGITAL MARKETING

- Web Design
- Mobile Design
- Logo Design
- Brand Style Guides
- Custom Illustration
- Book Design
- Social Media Banners
- Photo Manipulation
- 2D Design
- Vector Art Design & Tracing



PROGRAMMING & TECHNOLOGY

- User Testing
- File Conversion
- IT Support
- Chatbot Creation & Integration
- VB.net Programming
- Web Application
- Mobile Application
- WordPress Development
- Web Builders & CMS
- E-Commerce Development



AUDIO & MUSIC

- Sound Design
- Sound Engineering
- Audio Ads Production
- Podcast Editing



BUSINESS & ENTREPRENEURSHIP

- E-Commerce Management
- Virtual Assistant
- Data Entry
- Market Research



WRITING & TRANSLATION

- Article Writing
- Proofreading & Editing
- Brand Voice & Tone
- White Papers
- Technical Writing
- Social Media Profiles
- Copywriting
- Case Studies
- Press Releases
- Website Content
- Creative Writing



ANIMATION & VIDEO

- Animated & Whiteboard Explainers
- Article to Video
- Product Trailers
- Screencasting Videos
- Visual Effects
- Captioning & Subtitles
- 2D Character Animation
- Video Editing & Manipulation
- Live-Action Editing
- Video Ads
- Logo Animation

Regardless of the number of staff deployed, each client gets a dedicated account manager to make sure that the remote staff are performing according to expectations and projects are completed on time.

STEP 04

SUMMARY:

Deciding to augment your existing workforce with remote staff is an extraordinary decision. As such, it also warrants an extraordinary adjustment. However, understand that, just like in any aspect of your business, the best kind of adjustment is one that you only need to do once and then it takes care of itself (with maybe just a little tweak or two here and there every once in a while).

That being said, the keys to making a hybrid workforce work are:

- ▶ Create custom workflows and processes and apply them early on. This will ensure that as the relationship between your in-house workforce and your remote staff matures, so do the workflows and processes that make integration and synergy possible.
- ▶ Use all available online tools (there are plenty) when creating custom workflows and processes.
- ▶ Whenever possible, minimize the point of contact between your in-house staff and your remote staff. This will streamline communications.
- ▶ Choose your point persons from both sides well. They should have a unique and broad view and understanding of your projects and operations.

STEP 05

STEP 05

REMOTE STAFF MANAGEMENT BEST PRACTICES

STEP 7

GET STARTED WITH C9 STAFF'S END-TO-END SERVICES

STEP 6

SCALE YOUR AGENCY AND EXPAND YOUR SERVICES

STEP 5:

REMOTE STAFF MANAGEMENT BEST PRACTICES

STEP 4:

STREAMLINE WORKFLOWS AND PROCESSES

STEP 3:

THE HIRING PROCESS

STEP 2:

RECRUIT GLOBALLY

One of the best business advice anyone can ever give is, “Don’t reinvent the wheel.” If you’re trying to duplicate a successful result, go back to the process and practices that brought that result into being.

The following are remote staff management best practices you can take as reference points:

Best Practice 1: Processes and Workflows

Manage your remote team using the processes and workflows you developed in Step 4. You have our full permission to use our own workflow and process and adapt it according to your needs.

It is best to use applications that will make interaction between your in-house and remote staff as seamless and as smooth as possible. It may be challenging at first to create a workflow between your in-house and remote staff that allows for real-time collaboration, but it is not impossible.

Fortunately, there are plenty of apps available that make this a whole lot easier. Here are a few:



Basecamp - is a web-based project management and collaboration tool that incorporates all the important elements of your project interaction such as to-dos, files, messages, schedules, milestones and more.



Google Drive - this is perhaps the most well-known file sharing and file storage app that can be used by collaborators no matter where they are in the world.



Trello - this is a collaboration tool that organizes your projects into cards and boards. In one glance, Trello tells you what's being worked on, who's working on it, and where something is in the process.



Asana - this acts like a virtual bulletin board that helps teams manage and coordinate their work by making plans, processes, and responsibilities clear.



Slack - this is like a virtual headquarters that brings all your communication together in one place. It has real-time messaging, archiving and search features for modern teams.



Sococo - this is like your virtual office - literally. The interface includes a virtual office where you can occupy a cubicle, visit a co-worker's office or cubicle, meet in a conference room, and do practically everything you normally do in a real office - but right on your desktop.



C9 STAFF BIG BRAIN MOVE:

Make sure that your remote staff clearly knows whom to report to as far as task completion is concerned, as well as whom to consult in case of roadblocks and obstacles.

The easiest way to do this is to treat them like they're physically present with you. Make sure your team leads/technical heads understand this too.

Best Practice 2: Leadership vs. Management

So much can be said about the style of leadership or management that works when dealing with remote workers. The truth is, there's no perfect leadership or management formula for it. It all falls into choosing a style that works for you and refining that.

Just like dealing with in-house employees, there's always the possibility of ending up with a few bad eggs here and there. The best that you can do is create a system that screens employees before being hired and avoiding certain pitfalls when the team, both in-house and remote, are already in place.

With that being said, here are a few important matters you need to be aware of when dealing with remote staff:

Micromanagement

provided you follow the recruitment and hiring processes detailed in this guide, there should be more than a good chance you'll end up with good remote workers on your team. Once you do, trust them to do their jobs.

Clearly discuss your expectations, their targets, and the KPI's they'll be measured against. Have them use a time tracking software that takes random screenshots throughout the agreed shift. Require them to submit end of day reports. As long as you've crossed these t's and dotted the i's, let them work. There's no point in trying to follow your remote staff's every action.

If you don't breathe down your in-house people's necks, there's no reason for you to do the same with your remote staff.

Inferiority bias

a common mistake that employers make when dealing with remote staff is holding their in-house team to a separate and different standard of work compared to their remote staff. This is a sure way to sabotage your own team.

Again, provided you follow the recruitment and hiring processes detailed in this guide, there should be no reason for you to hold your remote staff to a lower quality standard than your in-house team.

Make your remote staff understand that your company has a certain level of quality work that it is known for and it's the responsibility of your employees, remote or otherwise, to meet those standards in order to uphold your company's reputation. The sooner they understand this, the sooner they'll embrace it, and the sooner you can get the most out of your remote staff.

Unnecessary leeway

this goes hand in hand with the previous item. Giving your remote staff unnecessary leeway when it comes to performance is a double-edged sword - and it cuts you both ways.

First, it teaches the remote staff that it's okay to underperform because he's accorded unnecessary leeway. Second, it can breed contempt for management on the part of your in-house team. Granted, you need to give your remote staff (or any newly hired personnel for that matter) a learning curve and some initial leeway. But you should also make it clear that after a predetermined nesting period, everyone should be performing at their best and meeting the company's quality standards of work output.

Communication

never underestimate the power of, "How are you doing?" or "How's it going?" This is especially important during the early stages of your remote staff being integrated into your team. You need to make your remote staff feel like a part of the team even by just occasionally popping into their Skype to ask how they're coming along.

Don't fall into the trap of limiting your conversation with your remote staff to official and professional matters. You sometimes linger at the company cafeteria to chat and joke around with your in-house employees. Why should your remote staff be any different?

Best Practice 3: Transparency

Transparency starts with the job description, trickles down to the job offer, and solidifies with the contract. As long as the remote worker understands clearly what his specific duties and responsibilities are corresponding to the salary or compensation he has agreed upon, there will be no question as to where each party stands.

Always use KPIs to measure your remote staff's performance. Periodically, you can also sit down with your remote staff to talk about these KPIs. Find out if they're comfortable with it, if they believe adjustments should be made, or if items need to be added or removed from their targets. This is an excellent way to make sure your remote staff are performing at their peak.

Best Practice 4: Compensation and Salary

When dealing with remote workers and professionals, especially those that are located overseas, it's already established that they're more than willing to receive less than what digital agencies would normally pay similarly skilled professionals in-house. And most of the time, they accept this because they receive significantly higher compensation than what they can earn in their home country.

That being said, giving remote workers a little extra here and there, especially once they've worked for the company for a certain length of time already, goes a long way inasmuch as inspiring loyalty and productivity.

Moreover, small "add ons" to what they normally receive such as an extra \$50/month connectivity allowance to help cover for their internet costs, allowing them several days annually as paid leave credits, or any other small perk that can be given can help boost morale and general productivity.

**PHILLIP'S PRO TIP:**

I'm big on communication. During meetings with my remote staff and one of them has really bad audio and it's apparent that the staff is using an ordinary phone headset, I just go ahead and tell them, "Go online, find a professional headset, buy it and I'll reimburse you."

Small gestures like that never go unnoticed with your remote staff and it definitely inspires them.

Best Practice 5: Security

Most freelance remote workers (even those employed under the arrangement being described in this guide) always have a lingering fear that their employment can be terminated at any time. Any kind of official assurance coming from senior management to allay these fears is an important key to making sure working relationships with remote teams remain at optimum desired conditions.

In line with this, it is advisable to conduct team building activities that include not only in-house staff, but also remote workers and remote teams, albeit, virtually.

Virtual pizza or ice cream parties quarterly in order to celebrate company milestones no matter how big or small go a long way in creating a sense of belongingness and team spirit.

STEP 05

SUMMARY:

When adapting a new practice for your operations (such as augmenting your workforce with remote staff), "don't reinvent the wheel" and adapt their best practices. You can build upon these established practices later.

Know when to wear your leadership hat and when to put on your management hat when dealing with hybrid workforces. If you follow the recruitment and hiring processes detailed in this methodology, this shouldn't be a problem at all.

Be open with your remote staff. Let them understand what is expected of them and allow them the freedom to express their thoughts and ideas freely. After all, there's no sense in hiring the "best talents in the world" if you're just going to treat them as robots.

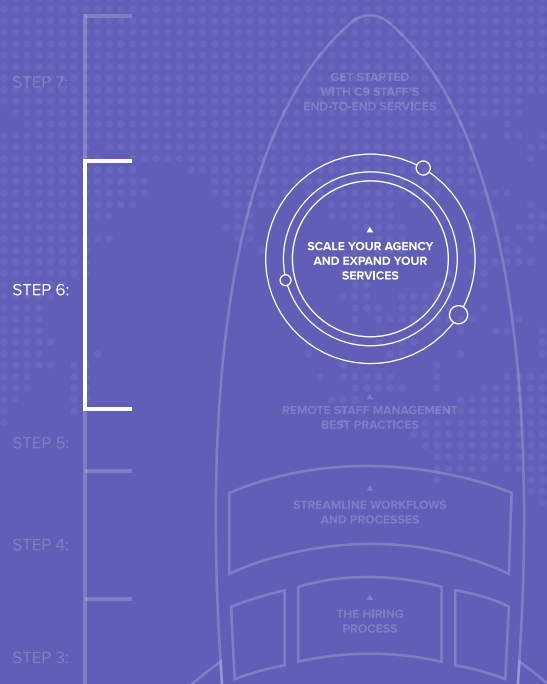
Your generosity goes a long way when it comes to remote staff. You're already making huge savings in payroll and operations costs having them onboard. There's nothing wrong in giving them a little extra here and there just to boost morale and keep them motivated.

Assure your remote staff that as long as they provide value and quality service, they will continue to be employed.

STEP 06

STEP 06

SCALE YOUR AGENCY AND EXPAND YOUR SERVICES



At this point, you have practically been inducted into the full methodology behind C9 Staff's end-to-end remote staffing solutions.

To recap, the C9 Staff Methodology begins with:

Step 1 which is to evaluate your company needs. This is where you decide, based on the general direction you want to take your company growth to, which positions you can retain in-house, and which positions you can outsource.

After this comes **Step 2** which outlines our global hiring methodology. Since you're hiring remote talent anyway, why limit yourself to who's available domestically? Once you open your company operations to remote staffing possibilities, you also open yourself to a virtually unlimited global talent pool. Make sure to take full advantage of it.

Next comes **Step 3** which is our hiring process. While Step 2 allows you to pick your choice from a global pool of talents, Step 3 is where you reel in your choice and make them members of your team.

Up next is **Step 4** which is creating custom workflows and processes that will allow your remote teams to be integrated into your existing workforce. This is one of the most important phases of the entire methodology. Most companies who have bad experiences with remote staff and remote teams owe their distaste to this part of the process. This is why the next step is extremely important.

Step 5 outlines best practices you can take from companies who have successfully integrated remote staff and remote teams into their operations and have reaped great benefits from it. Just keep these best practices in mind, follow them, and create your own custom procedures based on them and you'll undoubtedly experience the same positive results.



PHILLIP'S PRO TIP:

Don't reinvent the wheel.

There are countless companies that have been benefitting immensely from remote staffing. Just follow the footsteps of those successful companies that came before you - no need to "create your own" - and you'll be fine.

Achieve Exponential Agency Growth

Applying the C9 Staff Methodology will definitely result in a significant reduction of your payroll and operational costs without any adverse impact onto your operational capabilities.

But that's not where the true power of this methodology lies.

Think about it:

Say you're a digital marketing agency that specializes in SEO, SEM, PPC, content marketing, and social media marketing. Your team consists of 20 people and you're able to handle the business of 5-7 companies at any given time.

Elementary Level application of the C9 Staff Methodology calls for replacing your in-house technical staff with remote staff in order to get the same results at a lower payroll cost.

So instead of having 20 in-house team members, you retain your core team of 5-8 in-house members and replace the rest of your team with remote talent. This means you'll be spending less in payroll and operations but you'll still be able to handle the same amount of business.

Not bad, right?

Intermediate Level application of the C9 Staff Methodology entails keeping your entire team of 20 in-house team members and hiring a second team of 20 similarly capable remote talents.

That's right. This is about scaling up.

This means you can now double the amount of business you can handle without necessarily doubling your payroll and operational costs.

Now, that's more like it!

And once your in-house/remote team hybrid operation becomes smooth and hitch-free, you can take it further to Intermediate Level 2.0 by putting together a second remote team.

Now you can handle three times the business and your payroll and operations cost barely doubled.

You can go ahead and push it to Level 3.0 for four times the business, Level 4.0 for five times the business, and so on. It's all up to you.

Or, you can go the next level up.

Advanced Level application of the C9 Staff Methodology goes beyond scaling your business to expanding it.

Once you've reached the optimum scale up level of your existing operation, you can use this methodology to start expanding your operational capability.

Instead of just specializing in SEO, SEM, PPC, content marketing, and social media marketing, you can start offering web design and development, UX/UI design, graphic design, video content creation, app development, and other allied services.

You can fill in the positions with remote staff and remote teams.

Now imagine this:

You started with a digital marketing agency consisting of 20 people. Your services include SEO, SEM, PPC, content marketing, and social media marketing. And you serve 5-7 clients at any given time.

At Advanced Level application of the C9 Staff Methodology, this is how your operation could have evolved:

Your core operation now consists of 20 in-house team members (these can be your original 20).

They, in turn, help you manage a team of 50-80 remote professionals (and counting).

Aside from your original services which are SEO, SEM, PPC, content marketing, and social media marketing, you're now offering web design and development, UX/UI design, graphic design, video content creation, app development, and other allied services.

You've doubled the number of services you offer your clients.

You're now serving anywhere between 15-20 clients at any given time across several service platforms.

This spells the difference between a 6-figure agency and an 8 or 9-figure one.



STEPHANIE'S PRO TIP:

This is not theoretical.

One of our long-time clients has consistently seen up to 300% year-over-year growth and saved over \$700,000 monthly in payroll and operational costs.

This can be your reality too.

Unlimited Application

The C9 Staff Methodology does not only apply to digital marketing agencies. Here is a short list of industries that can benefit from this:



Design & Digital Marketing



Contact Center



Information Technology



Admin & Back Office



Financial Services



Professional Services



Engineering



Education



Healthcare

Whenever operations can be augmented or expanded with remote workers, the C9 Staff Methodology will work.

STEP 06

SUMMARY:

The purpose of this methodology is simple:

Make the case for the benefits of augmenting your workforce with remote staff.

Create efficient synergy between your in-house staff and remote staff by using custom workflows and processes.

Scale your operations by taking advantage of remote staffing.

Expand your operations by using remote staff.

Ultimately, your goal should be to grow your business both vertically and horizontally while keeping your payroll and operational expenses at the minimum. This is, after all, the main idea behind the C9 Staff Methodology.

STEP 07

STEP 07

GET STARTED WITH C9 STAFF'S END-TO-END SERVICES

STEP 7:

GET STARTED WITH C9 STAFF'S END-TO-END SERVICES

STEP 6:

SCALE YOUR AGENCY AND EXPAND YOUR SERVICES

STEP 5:

REMOTE STAFF MANAGEMENT BEST PRACTICES

STEP 4:

STREAMLINE WORKFLOWS AND PROCESSES

THE HIRING

We're at the home stretch and if you've made it this far, we here at C9 Staff would like to think we've made our case for remote staffing solutions and its astronomical benefits for your business.

The way we look at it, you have 2 choices:

01

1. You can take the C9 Staff Methodology and apply it yourself.

In fact, that's the entire idea behind this guide.

We have done our best to be as detailed as possible in describing each and every aspect, phase, stage, and step of our methodology.

We want you to be able to treat this as an operational manual in case you want to augment or expand your existing workforce with remote staff and do everything yourself.

From evaluating your existing organization to deciding which positions to keep in-house and which to outsource; from the entire recruitment procedure to the whole hiring process; from workflows and custom processes to best practices; we did our best to cover everything.

We'll even go as far as saying, if you follow this entire methodology to the letter, you can duplicate our entire business yourself.

How's that for transparency?

Or...

02

2. You can take advantage of C9 Staff's end-to-end remote staffing solutions.

Let's face it.

We did put as much detail as we can in this report and we're serious when we say just follow this entire methodology and you'll be able to duplicate our business.

But despite that, we'll still be better at implementation than you can ever be because this is our business.

It's the same as saying we can never be as good as you when it comes to your business.

That being said, instead of putting together a remote team yourself, why not just concentrate on your business and leave the remote staffing solution to us. After all:

- ▶ **We have perfected the "in-house/remote team hybrid" organization.** Our extensive experience of putting together remote teams and integrating them into existing workforces give us an edge as far as evaluating your current organization is concerned and developing a new one that is more responsive to the kind of growth you are after.
- ▶ **We have access to over 35 top international talent and labor markets.** If you were to source your own remote talents yourself, you'll have to sign up for multiple talent recruitment portals in order to get access to the top talents in various industries. This can easily become expensive and counter-productive. On the other hand, C9 Staff already has deep talent penetration in over 35 top international talent markets. We know where the top candidates are and, more importantly, we know how to get a hold of them.

Here's a list of countries C9 Staff can source talents from:

📍 Philippines	📍 Chile	📍 Turkey
📍 Malaysia	📍 Argentina	📍 Egypt
📍 Vietnam	📍 Uruguay	📍 UAE
📍 Thailand	📍 Bolivia	📍 Algeria
📍 Indonesia	📍 Poland	📍 Tunisia
📍 India	📍 Belarus	📍 Morocco
📍 Mexico	📍 Ukraine	📍 Nigeria
📍 Venezuela	📍 Russia	📍 Cameroon
📍 Colombia	📍 Romania	📍 Uganda
📍 Ecuador	📍 Moldova	📍 Madagascar
📍 Brazil	📍 Hungary	📍 Mauritius
📍 Peru	📍 Bulgaria	📍 South Africa

- ▶ **Hiring top talent is intrinsic to our business model.** We don't have to resort to trial-and-error when it comes to sourcing and recruiting the right professionals for the right positions. We already have the process down to a science.
- ▶ **Our custom workflows and processes minimize the impact of remote teams to existing in-house workforces.** The last thing any organization wants is for its workforce and production to be disrupted by the introduction of a remote team. After all, the purpose of the remote team is to augment and not to disrupt. We are able to neutralize this possibility by adopting custom workflows and processes tailor-made to your existing infrastructure.
- ▶ **We employ a dedicated account manager to manage your remote staff or remote team for you.** You don't have to worry about choosing someone from your end to handle your remote team. Our dedicated account managers will do that for you, among other things. The dedicated account manager is also in charge of finding out your internal quality standards and making sure your remote staff or remote team are able to meet these standards.
- ▶ **We have unparalleled transparency.** At any given time, you can request progress reports for ongoing campaigns and projects, performance tracking for each member of your remote team, project files and documents, campaign strategies, professional background checks, and all other pertinent information about your remote staff.

- **We offer a one-of-a-kind end-to-end remote staffing solution.** For a fixed monthly fee (depending on the number of remote staff and their specializations), we'll take care of sourcing, recruiting, hiring, onboarding, and managing your remote staff or remote team for you. We'll take care of their performance tracking, attendance, payroll, benefits, and other HR-related stuff. But your staff will be working directly for you and under your company's internal quality standards. You're practically getting all the performance and quality benefits of in-housing while enjoying the cost savings of outsourcing.

C9 STAFF CASE STUDIES

AMAX RESULTS

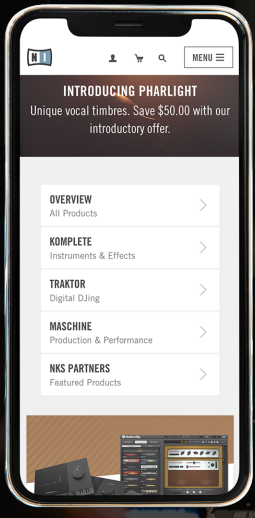


- ✓ C9 Staff deployed the best customer service team for AMAX Group, spending no more than \$13,000 per month for the entire team. Compared to similar teams based in North America which could cost more than \$28,000 for locally-hired agents, C9 Staff guaranteed savings of no less than 60% in payroll costs for AMAX Group.
- ✓ C9 Staff also helped reduce costs that could potentially impact revenues during the off-season in the toy retail industry.
- ✓ C9 Staff was able to boost customer satisfaction, thereby ensuring retention as a result of its customer care process. It rapidly responded to after-sales customer complaints, improved brand reputation, produced higher repeat business rates, and generated positive online reviews from satisfied customers more than ever.
- ✓ C9 Staff was able to establish an expansive footprint in the toy manufacturing industry, as well as further strengthening the AMAX Group brand in the digital and online environment.

SoluM ESL RESULTS

- ✓ C9 Staff deployed middle to senior-level digital marketing specialists with exceptional communication and technical skills at reduced costs that saved SoluM more than 60% compared to local talents.
- ✓ The content writer, trained in Australia, exceeded expectations by reducing the amount of time in producing quality content materials faster than SoluM's in-house digital marketing team.
- ✓ SoluM ESL has signified its plans to partner with C9 Staff for upcoming expansion plans based on the excellent performance of C9 Staff's team.






Native Instruments RESULTS


- ✓ While SEO is a long-term program to realize the results, Native Instruments was impressed with the direction provided by C9 Staff and gave their 100% confidence in letting our SEO consultant implement the campaign.
- ✓ Native Instruments agreed to take on the services of C9 Staff's SEO consultant throughout the campaign's duration and until such time the company starts ranking on the search engine results pages (SERP).
- ✓ Native Instruments was able to benefit from a more affordable pay package that allowed them to save no less than 70%.
- ✓ Native Instruments has also expressed its keen interest in turning to C9 Staff for any SEO-related concerns and other digital marketing campaigns.

OUR CLIENTS SPEAK

We've worked with C9 Staff for years and they have done an outstanding job of helping our brand build our customer service department. They are experts in developing, training and deploying Philippines-based staff for businesses of all industries and sizes. As a result of C9 Staff, we have seen an improvement in our first call resolution, overall customer service satisfaction, online reviews, brand reputation, and growth. We look forward to continuing to grow with C9 Staff and the entire team they've deployed for Amax Group.

”





ADAM MCENANEY, Accountant Executive
AMAX GROUP USA

C9 Staff helped us hire a Digital Ads Specialist that introduced us to a game-changing technology that we didn't know existed. We launched several digital campaigns that got us ranked #1 on Google and has played a strong role in our current growth.

”







LEO, Owner
LEON AUTHENTIC MEXICAN GRILL

C9 Staff provided us a Facebook Ads Specialist who helped us get our resorts fully booked!

”





MONICA, Marketing Assistant
PALAYA NATURAL FARM



Happiness is not in the mere possession
of money; it lies in the joy of achievement,
in the thrill of creative effort.




STEPHANIE TANHUECO
Chief Operating Officer

Want to Know More?


If you want to explore how we can help your organization evolve into the next level of productivity, you can schedule a free consultation with one of our account managers here.





Stephanie Tanhueco

C9 Staff Introduction Call

 1 hr


C9 Staff is based in Seattle, Washington and we offer curated digital marketing and contact center talent from around the planet. So if you're looking to save up to 70% on payroll costs and a dedicated

[SHOW MORE](#)

Select a Day

July 2021

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

 China, Singapore, Perth (6:11am) ▼

[Schedule a Free Consultation](#)



C9 STAFF

Connect with Us!



“ The way to get started is to quit talking and begin doing.

One of the most important reasons why I started C9 Staff is because I strongly believe in being passionate about everything that you do. This is why companies around the world seek us out for outsourcing because they can feel and see our passion and enthusiasm for what we do. I am originally from Los Angeles, CA, and lived in the Philippines between 2015 and 2019. C9 stands for Cloud 9, and for me it represents the possibilities anyone can achieve when they experience an elevated and emotionally empowered state of mind.

We strive to push the boundaries with our clients and help them realize potentials that perhaps they have never considered or seen before. This approach gives our team a deeper purpose and meaning, and often results in more impressive outcomes and points of differentiation for our clients. In addition to running C9 Staff, I also host a popular podcast series entitled Innovators, which I am deeply passionate about, as well. Our mission there is to help empower our listeners by clarifying confusing and sticky areas of business that often hold people back from achieving their highest aims and desires. The experience is immersive with segments designed for quick bursts of motivation, to highly-detailed educational and energizing segments on your favorite and varied topics about business and life.

I graduated from Boston University's undergraduate School of Management with a BSBA in 2009. From there, I decided to travel the world as an author, motivational speaker, and remote workforce entrepreneur. This choice in lifestyle has allowed me to see the world while passionately building a company that I am truly proud of.

I also had the unique privilege to be the Global Head of Corporate Expansion at Propel RC- a multinational drone and robotics technology corporation where I was responsible for setting up the customer care departments, warehouse and supply chain systems, and distribution contracts across Europe, Asia Pacific, & South-East Asia.

I strongly believe in what sets us apart at C9 Staff is our competency and creativity. We aim to execute with excellence and passion, while looking forward to fun and engaging opportunities with our clients and partners around the world.



PHILLIP LEW
Founder and CEO of C9 Staff

