The Freelancer Uprising Beneficial for MJ Experia Marketing

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Birmingham-based direct marketing firm, MJ Experia Marketing, has found the rise of freelancers in the UK beneficial for their business.

Freelancers are currently the fastest growing sector of the economy with many people who once relied on a steady income and 9-5 routine, joining the hyper-competitive freelance market. It is a market that is expanding quickly and vastly. There are nearly three million freelancers registered on Elance, the largest online platform for freelance jobs, and more than 60% of small to mid-size businesses expect to hire a large number of freelancers this year. The top four countries in the world for hiring freelance workers are: the US, Australia, the UK and Canada, in that order.

Freelancing opportunities are on the rise due to the independence and financial benefits that it offers individuals whilst also boosting local economies. After years of employment insecurity in the UK many people have drifted towards freelance work not only for greater income but to fulfill their entrepreneurial dreams.

It is reported that freelancers contributed £95billion to the UK economy last year and many freelance workers expect business to continue to boom throughout 2014. It is through this recognition that many businesses are becoming more in favour of freelancers. They are a cost effective solution, promoting industry expertise, increased efficiency and providing a stronger economic climate.

Freelance workers have had a strong impact on small and start-up businesses, such as MJ Marketing Experia, as well as contributing to the British economy. Freelancing is no longer seen as a shadow workforce, they are a new category of worker adding entrepreneurship value to businesses and are quickly becoming a crucial component to driving the UK's economic performance.

Earlier this year MJ Experia Marketing voiced their support for this freelance revolution, "Freelancers have ambition above and beyond the average worker, I think they are paramount for the economy's recovery and also for small business growth. There are so many benefits to both the freelancer and the business trading with them – it's a win-win," said Matt Wassall, Managing Director of the firm.

MJ Experia Marketing offer freelancer and contract opportunities within the event sales and marketing industry in an effort to further support the exploding freelance economy and believe that freelance workers provide many benefits for their business.

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