



Key findings:

STATE OF THE FREELANCE NATION

2018
SURVEY

\$100
PER MONTH



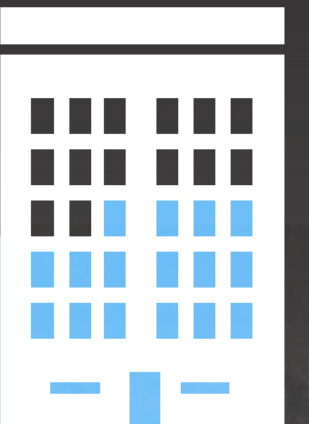
72% SPEND LESS THAN \$100 A MONTH
MARKETING THEMSELVES



83% INVEST

83% FINANCIALLY INVEST IN
ONLINE MARKETING ACTIVITIES

54%



54% HAVE NO INTEREST IN RETURNING
TO FULL-TIME EMPLOYMENT



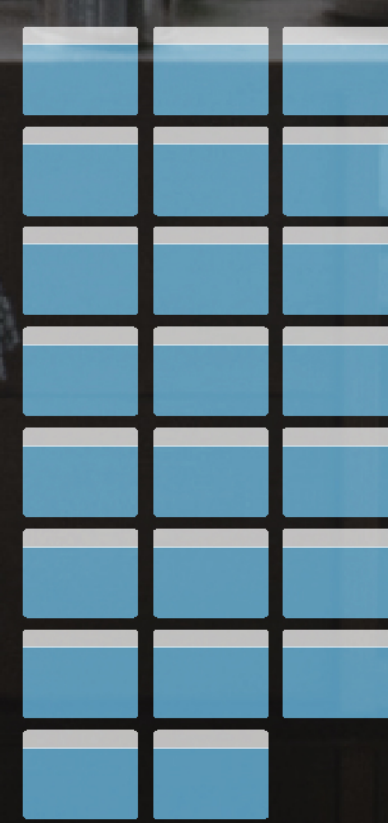
DIY



7 OUT OF 8 MANAGE THEIR ONLINE
MARKETING ACTIVITIES ON THEIR OWN



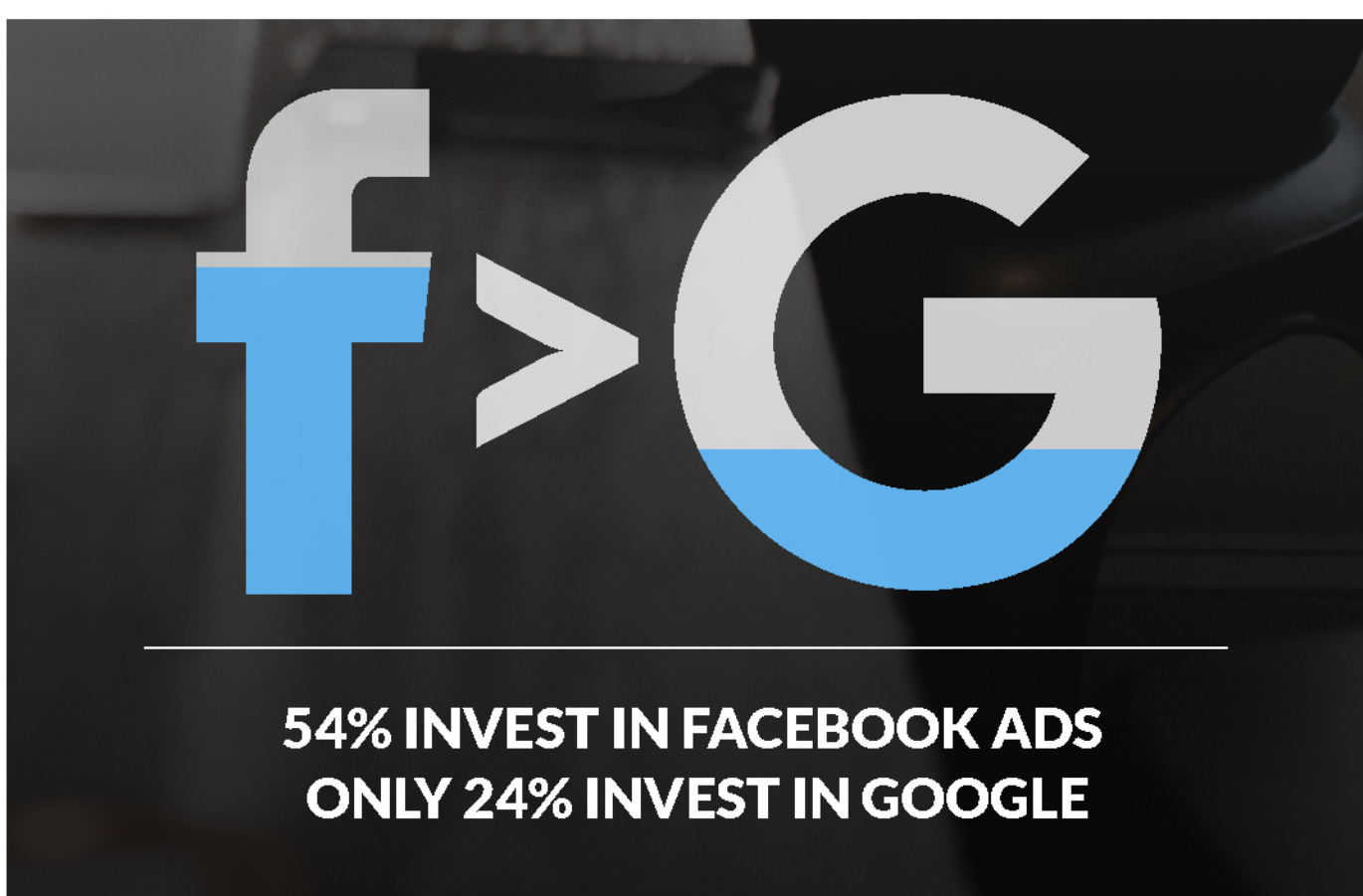
23
MONTHS



THE AVERAGE FREELANCER REACHES THEIR
INCOME GOAL WITHIN TWO YEARS

3 HOURS
A WEEK

55% SPEND 3 HOURS A WEEK MARKETING
THEMSELVES ONLINE



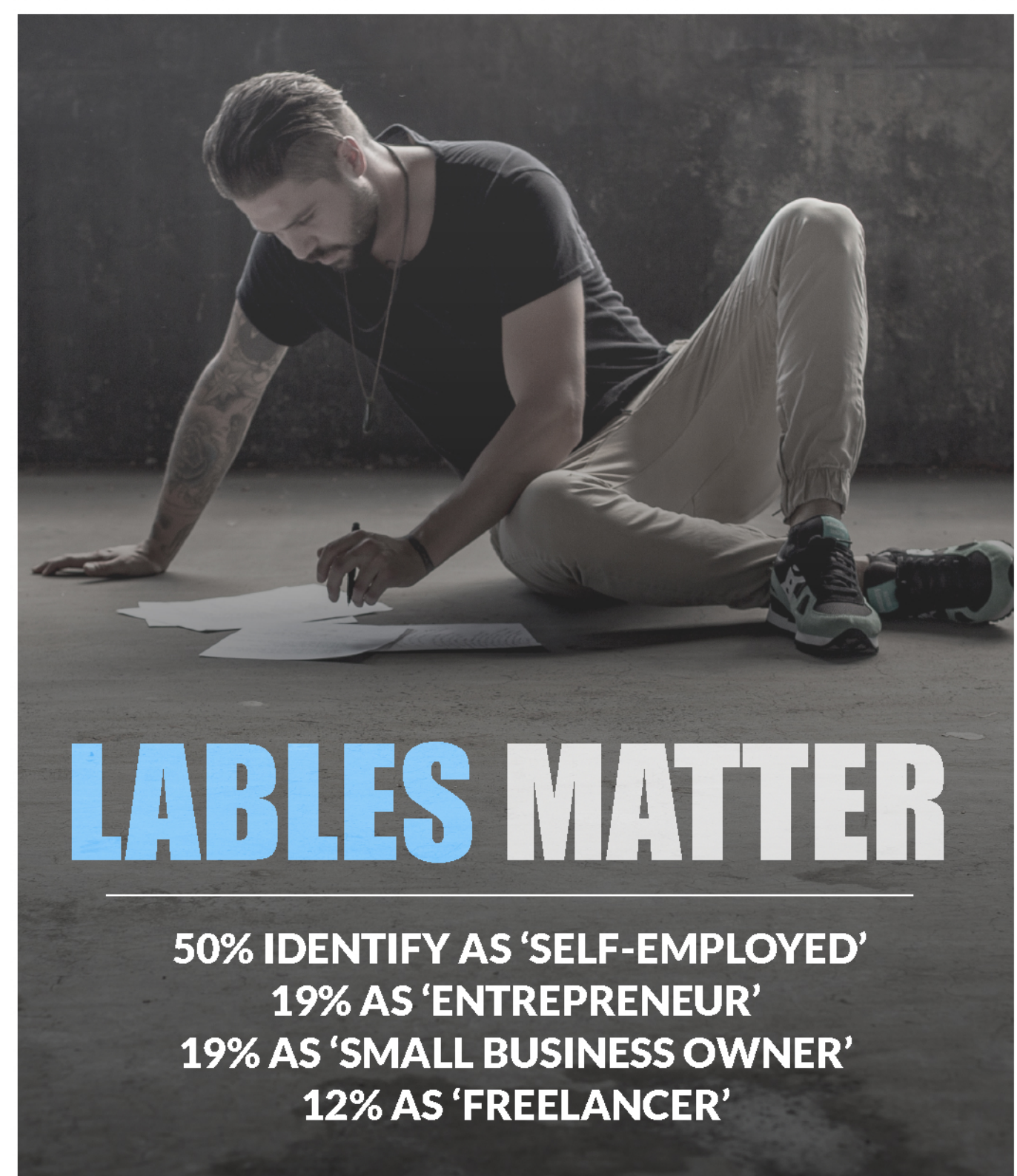
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54% INVEST IN FACEBOOK ADS
ONLY 24% INVEST IN GOOGLE



**BIGGEST
CHALLENGE**

51% SAID ONLINE MARKETING
IS TOO TIME CONSUMING,
WHILE 41% SAID IT'S TOO COSTLY



LABLES MATTER

50% IDENTIFY AS 'SELF-EMPLOYED'
19% AS 'ENTREPRENEUR'
19% AS 'SMALL BUSINESS OWNER'
12% AS 'FREELANCER'