

Press release

'AI Can't Replace Creativity' finds Freelancer.com's latest job trends report

Data from 280,000 freelance job postings during Q2 2023 ranks Creative Writing as the fastest growing skill, while business owners focus on marketing

SAN FRANCISCO, California - 19 JULY 2023 – [Freelancer.com](https://www.freelancer.com) (ASX: FLN) (OTCQX: FLNCF), the world's largest freelancing marketplace by number of users and jobs posted, today released new figures revealing a surge in freelance creative writing jobs, growth in business marketing activities, and an increase in on-site photography and videography gigs.

The Fast 50 Q2 2023 report, a quarterly dataset ranking the fastest growing and falling jobs on the platform, analyzed over 280,000 jobs posted to Freelancer.com between April and June 2023. According to the data, the fastest growing freelance jobs by percentage growth in Q2 2023 were:

1. **Creative Writing** - up 58% (from 1,868 to 2,961 jobs)
2. **User Interface Design** - up 52% (from 2,017 to 3,075 jobs)
3. **Twitter Marketing** - up 41% from (1,650 to 2,334 jobs)
4. **Photography** - up 40% from (2,101 to 2,945 jobs)
5. **Writing (Microsoft Word)** - up 38% (from 3,175 to 4,401 jobs)

While the world debates whether AI will take human jobs or not, and therefore dramatically hit the labor indexes, the latest figures reviewed by Freelancer.com's data science team revealed interest for freelance writing jobs are increasing on the platform over the last quarter. Other writing related skills also saw growth across the quarter, including Copy Typing (up 31.2%, 4,867 to 6,389 jobs) and Ghostwriting (up 22.8%, 5,212 to 6,404 jobs).

Other jobs which have been deemed as 'at risk' of being automated by AI, such as data entry, have also seen an increase over the quarter. Projects for Data Processing were up 21% (from 9,076 to 11,024 jobs) and projects requiring Excel as a skill also saw a 15% increase (from 13,246 to 15,301 total job postings).

"AI can't replace creativity yet. While workers and businesses are benefiting from productivity gains offered by generative AI, the data suggests that the technology in its current form isn't able to replace creative work. We saw a similar trend occur in the first quarter of the year, as creative design jobs were flourishing despite interest for generative AI tripling," said **Matt Barrie, Chief Executive at [Freelancer.com](https://www.freelancer.com)**.

The Fast 50 Q2 2023 report also reveals an increase in businesses investing heavily in freelance marketing support. This trend comes off the back of an unprecedented rise in jobs usually associated with the creation of new businesses and new ventures as found in the [Fast 50 Q1 2023 report](#).

In addition to Twitter Marketing ranking as the third fastest growing job, growth also surged for the following marketing skills:

- **Search Engine Marketing (SEO)** - up 26% (from 1,840 to 2,328 jobs)
- **Sales** - up 23% (from 2,614 to 3,233 jobs)
- **Marketing** - up 19% (from 8,269 to 9,867 jobs)
- **Social Media Marketing** - up 16% (from 6,524 to 7,574 jobs)
- **Facebook Marketing** - up 14% (from 5,602 to 6,410 jobs)

Marketing jobs are some of the highest earning on the platform per project. Projects seeking SEO experts typically pay US\$2,231 per project. General marketing jobs on average pay US\$1,422 per project, while Social Media Marketing pays \$584 per project.

Local jobs, which is where employers hiring freelancers in their local area to do service or physical-based jobs, are growing across the platform by 37%, from 2,122 to 2,905 total projects. The two key drivers for growth for these types of jobs relate to Photography and Videography which are up by 40% (from 2,101 to 2,945) and 32% (from 3,095 to 4,097), respectively. On average, projects for Videography attract US\$70 per hour.

Fastest Falling Jobs of Q2 2023

The most significant declining trend observed in the Q2 2023 report shows that employers are easing their interest for tech and IT related skills. The [Fast 50 report for Q3 2022](#) highlighted significant growth in a number of highly specialized and niche tech skills, such as software development, android app development, programming, and others. The catalyst for demand being global mass layoffs and hiring freezes across the tech sector towards the end of 2022.

The latest Fast 50 Q2 2023 data shows interest for niche tech skills is beginning to slow down, with software development (down 28%, from 1,308 to 942), API (down 26%, from 1,516 to 1,109), iOS Development (down 26%, from 1,220 to 894) and Microsoft SQL Server (down 25%, from 1,309 to 975) all decreasing over the last quarter.

Easing of these types of skills also aligns with [Layoff.fyi](#)'s tech layoff tracker also showing a reduction in the number of layoffs occurring globally.

Fast 50 Q1 2023 - Data Analysis

Relief For Writers As Data Suggests AI Can't Replace Creativity

The main trend from the [Freelancer.com](#) Fast 50 Q2 2023 report shows freelance writing jobs, specifically those seeking journalists and editors, increasing on the platform over the last quarter. Despite having access to freely available generative AI tools, employers are turning to on-demand freelancers to help write creative content for their websites and blogs.

Creative Writing jobs were the number one fastest growing job on [Freelancer.com](https://www.freelancer.com) in Q2, growing 58% from 1,868 to 2,961 jobs posted. Other writing related skills, such as Writing (Microsoft Word) (up 38.6%, 3,175 to 4,401 jobs), Copy Typing (up 31.2%, 4,867 to 6,389 jobs) and Ghostwriting (up 22.8%, 5,212 to 6,404 jobs), also saw an increase over the quarter.

Interestingly, other skills which experts predict will be overtaken by AI are also increasing on the freelancing platform. Data processing grew by 21%, from 9,076 to 11,024 in Q2. Jobs with Excel as a key skill also increased by 15.5%, from 13,246 to 15,301 jobs. Data entry recently ranked as the [World's Most Boring Job](#) in [Freelancer.com](https://www.freelancer.com)'s global survey measuring attitudes towards work. Data entry is also one of the most popular jobs that employers tend to delegate to on-demand freelancers.

Businesses Focus On Growth, Following Startup Boom, By Investing In Marketing

In [Q1 2023](#), [Freelancer.com](https://www.freelancer.com) observed an unprecedented rise in jobs usually associated with the creation of new businesses and new ventures. This was apparent with projects for logo design, corporate identity design and eCommerce all growing simultaneously and aligning with [new business formation statistics](#) released by the US Census.

While there isn't data supporting another rise in new businesses in Q2 2023, what [Freelancer.com](https://www.freelancer.com) is seeing is businesses now doubling down on marketing, sales and social media efforts to increase business. This aligns with global trends of big consumer brands, such as ones [reported in Australia](#), slashing their marketing spend and look towards more self-driven or low budget or organic marketing efforts.

Twitter Marketing, which ranks third in the most in-demand skills for Q2 2023 after growing 41% over the quarter, is growing to become a popular option for businesses looking for social media support. Social Media Marketing as a skill increased by 16% and Facebook Marketing increased by 14%. Marketing, as a skill generally, is up 19.3%, growing from 8,269 to 9,867 total jobs in Q2.

Classic marketing tactics such as Search Engine Marketing (SEO) and Web Search grew by 26% and 21%, respectively. SEO and Web Search are both budget friendly ways for businesses to maintain a competitive advantage in search engines results.

A similar trend was observed in the [Q3 2022](#) as many tech companies began mass layoffs and cut Search Engine Marketing spend as a way to reduce marketing spend. As a result, [Freelancer.com](https://www.freelancer.com) observed growth in SEO related projects or social media marketing as both are cost effective marketing strategies.

Jobs seeking Sales experts grew 23.6% and Business Analysis increased by 21.4% over the last quarter. This is another indication that businesses are focusing heavily on growth and strategy alongside promotion.

Demand For Tech Jobs Slows Down As Layoffs Reduce Worldwide

[Freelancer.com](https://www.freelancer.com) is beginning to see interest for niche tech and IT related skills reduce on the platform. A sudden surge in technology related skills was observed all [throughout 2022](#), however, was largely

apparent in the [Fast 50 report for Q3 2022](#) which saw a significant increase in jobs relating to niche IT-related projects all being driven by a surge in tech layoffs.

The latest figures from the Fast 50 report for Q2 2023 shows interest is beginning to slow down as 16 of the top 25 fastest falling jobs are related to tech, which are the same jobs which climbed heavily towards the end of last year.

Software Development, which had sustained growth quarter-on-quarter throughout 2022, saw a decline of 28% from 1,308 to 942 jobs. Projects requiring API as a skill are down 26% (from 1,516 to 1,109) and iOS Development jobs are also down 26% (from 1,220 to 894).

Location-Based Photography & Videography Jobs Are Booming

Local Jobs are a specific type of job which are location based and are specific to a location. These jobs are typically service or physical jobs, such as local pick up, delivery, photography, gardening or cleaning services.

This quarter saw Local Jobs grow by 37%, from 2,122 to 2,905. The two key drivers for growth for these types of jobs relate to Photography and Videography which are up by 40% (from 2,101 to 2,945) and 32% (from 3,095 to 4,097), respectively.

Visual content will always be in-demand for any business, regardless of size. Whether it's capturing an event or shooting footage to use for ads, real-life imagery will always be an important part of promoting businesses.

Videographer/Content Creator for 'Day in the Life' of a Just Cuts Stylist 1 bid **\$750 AUD**
average bid

Budget \$250 – 750 AUD

Videographer/Content Creator wanted to shoot authentic polished content of a Just Cuts Stylist 'Day in the Life' at Macarthur Square in Campbelltown. We would need vertical video footage for Instagram reels and regular HD. We also need audio recording of the Stylist doing a voice over. We imagine we will need roughly 2 hours to capture content. We need to... [more](#)

[Video Services](#) • [After Effects](#) • [Videography](#) • [Video Production](#) • [Video Editing](#) • [Adobe Lightroom](#) • [Adobe Premiere Pro](#) • [Video Processing](#) • [Local Job](#) • [Content Creation](#) • [Content Development](#)

★★★★★ 4.9  22 23 hours ago 

Figure 1: Example of Photography local job on Freelancer.com

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Freelancer Fast 50

The Freelancer Fast 50 report is the world's largest forward indicator of trends in online jobs related to industries, technologies, products, and companies. The data is based on 280,000 jobs posted to the [Freelancer](#) platform between April 1 to June 30 2023.

Fast 50 Q2 2023 Data

Fastest Growing Jobs - Q1 2023 vs. Q2 2023				
Rank	Skill	Job Count Q1 '22	Job Count Q2 '23	% Increase
1	Creative Writing	1868	2961	58.51%
2	User Interface Design	2017	3075	52.45%
3	Twitter Marketing	1650	2334	41.45%
4	Photography	2101	2945	40.17%
5	Microsoft Word	3175	4401	38.61%
6	Statistics	1359	1862	37.01%
7	Local Job	2122	2905	36.90%
8	Videography	3095	4097	32.37%
9	Copy Typing	4867	6389	31.27%
10	Search Engine Marketing	1840	2328	26.52%
11	Objective C	1207	1505	24.69%
12	Sales	2614	3233	23.68%
13	Ghostwriting	5212	6404	22.87%
14	Data Processing	9076	11024	21.46%
15	Business Analysis	1967	2389	21.45%
16	Web Search	4782	5795	21.18%
17	Marketing	8269	9867	19.33%
18	Video Production	5391	6369	18.14%
19	Social Media Marketing	6524	7574	16.09%
20	Excel	13246	15301	15.51%
21	Research	4238	4887	15.31%
22	Corporate Identity	3067	3536	15.29%
23	PDF	2474	2852	15.28%
24	Caricature & Cartoons	2033	2342	15.20%
25	Facebook Marketing	5602	6410	14.42%

Fastest Falling Jobs - Q1 2023 vs. Q2 2023				
Rank	Skill	Job Count Q1 '22	Job Count Q2 '23	% Increase
1	Blockchain	1339	859	-35.85%
2	Digital Marketing	1717	1169	-31.92%
3	Metatrader	1471	1006	-31.61%
4	Arabic Translator	1245	895	-28.11%
5	Software Development	1308	942	-27.98%
6	API	1516	1109	-26.85%
7	iOS Development	1220	894	-26.72%
8	.NET	3029	2234	-26.25%
9	Microsoft SQL Server	1309	975	-25.52%
10	YouTube	1575	1175	-25.40%
11	Node.js	4077	3047	-25.26%
12	German Translator	1209	904	-25.23%
13	ASP.NET	1370	1034	-24.53%
14	Academic Writing	1219	937	-23.13%
15	Blog	2324	1790	-22.98%
16	Article Rewriting	6045	4663	-22.86%
17	Web Development	1531	1188	-22.40%
18	C# Programming	5625	4423	-21.37%
19	SQL	1981	1608	-18.83%
20	React.js	3606	2939	-18.50%
21	Linux	4990	4067	-18.50%
22	Amazon Web Services	2354	1928	-18.10%
23	Unity 3D	1194	987	-17.34%
24	AngularJS	2084	1723	-17.32%
25	React Native	1380	1148	-16.81%

About Freelancer.com

Freelancer.com is the world's largest freelancing and crowdsourcing marketplace by total number of users and projects posted. More than 67 million registered users have posted over 22.7 million projects and contests to date in over 2,000 areas as diverse as website development, logo design, marketing, copywriting, aerospace engineering and manufacturing. Freelancer also owns Escrow.com and Loadshift. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN and is quoted on OTCQX Best Market under the ticker FLNCF.

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