



CASE STUDY

ClearDesk in E-commerce Services

The importance and benefits of outsourcing creative e-commerce positions in an expensive, strained talent pool.



CHALLENGES

How consumers shop changed forever with the creation of platforms like Amazon. Therefore, businesses had to adjust too, and agencies like Lunge Marketing were created to help them maximize sales online without becoming e-commerce experts.

Trisha Hubbard, the co-owner of Lunge Marketing, was having trouble addressing the increasing demand since it was challenging to hire creative e-com professionals due to the current state of the labor market:

- **Limited talent pool of graphic designers and copywriters with the expertise and skills** to create and upload A+ content to platforms like Amazon.
- **Few professionals had full-time availability.** Most qualified candidates want to be hired as freelancers, which challenges teamwork, consistency, and quality.
- **The best professionals have high salary and benefit expectations** that would impact the company's bottom line.

Given these challenges, **Lunge Marketing approached ClearDesk to find a solution.**

After an initial discovery call, we identified the main objectives of the e-commerce agency:



FIND QUALIFIED TALENT AT THE RIGHT COST that can grow with the company to provide the best services to its clients.



INTEGRATE THE PROFESSIONALS with the Lunge Marketing team's processes, tools, and culture.



APPROACH

We decided the best approach to address Lunge Marketing's new demand was to hire three graphic designers and one copywriter.

We worked with Trisha and her team to build a criteria list for both positions considering the following:

- ✓ **EXPERIENCE**
- ✓ **SKILLS**
- ✓ **TOOLS**
- ✓ **PERSONALITY TRAITS**

We interviewed and screened **521 candidates**. Through this extensive process, we identified



THREE GRAPHIC DESIGNERS & ONE COPYWRITER

to join the ClearDesk Strong Start Program to prepare for Lunge!

WITHIN 10 BUSINESS DAYS

Trisha, Fati, Jill, and Bianca were hired and onboarded by ClearDesk. They were prepared and excited to be a part of a high-growth company in the growing e-commerce services industry.

FATI

Copywriter

- ● ● ● ● HR Experience
- ● ● ● ● Creative Writing
- ● ● ● ● Proofreading

BIANCA

Graphic Artist

- ● ● ● ● Adobe Photoshop
- ● ● ● ● Adobe Illustrator
- ● ● ● ● Adobe Indesign

JILL

Graphic Artist

- ● ● ● ● Adobe Photoshop
- ● ● ● ● Adobe Illustrator
- ● ● ● ● Adobe Indesign

TRISHA

Graphic Artist

- ● ● ● ● Adobe Photoshop
- ● ● ● ● Adobe Illustrator
- ● ● ● ● Adobe Indesign

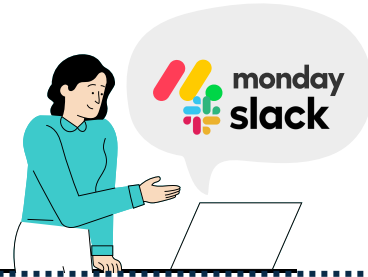
RESULTS

1. SEAMLESS INTEGRATION

The four professionals were immediately immersed in the business.

Their **EAGERNESS TO LEARN** and use of Lunge's selected tools for project management and communication **WAS A KEY TO THEIR SUCCESS.**

Their supervisors, the Head of Marketing and the Brand Manager, can communicate and assign tasks to the graphic designers and the copywriter through Slack and Monday.com, as they do with their in-person team members.



2. COST SAVINGS

BEFORE

FULL-TIME ON-SITE ASSISTANTS

**FULL-TIME GRAPHIC ARTIST
BASED IN CALIFORNIA**

Annual Salary: \$65,000
Payroll Taxes+Benefits: \$8,125
Office Space: \$6,000

TOTAL ANNUAL COST PER GRAPHIC ARTIST: | \$79,125

ANNUAL COST FOR 3 GRAPHIC ARTISTS: | \$237,375

**FULL-TIME COPYWRITER
BASED IN CALIFORNIA**

Annual Salary: \$58,000
Payroll Taxes+Benefits: \$8,125
Office Space: \$6,000

TOTAL ANNUAL COST PER COPYWRITER: | \$72,125

ANNUAL COST FOR 1 COPYWRITER: | \$72,125

Total annual cost of on-site 3 graphic artists and 1 copywriter | **\$309,500 per year**

Lunge saved
\$215,900
resulting in
70% SAVINGS!

AFTER

CLEARDESK REMOTE ASSISTANTS

**CLEARDESK GRAPHIC ARTIST
REMOTE**

Annual Salary: \$23,400
Payroll Taxes+Benefits: Included
Office Space: N/A

TOTAL ANNUAL COST PER GRAPHIC ARTIST: | \$23,400

ANNUAL COST FOR 3 GRAPHIC ARTISTS: | \$70,200

**CLEARDESK COPYWRITER
REMOTE**

Annual Salary: \$23,400
Payroll Taxes+Benefits: Included
Office Space: N/A

TOTAL ANNUAL COST PER COPYWRITER: | \$23,400

ANNUAL COST FOR 1 COPYWRITER: | \$23,400

Total annual cost of ClearDesk 3 graphic artists and 1 copywriter | **\$93,600 per year**

Total amount saved | **\$215,900**



RESULTS

3. CONTENT & SERVICE

Lunge Marketing **didn't have to sacrifice value and talent for cost.** The quality of the content is as good or even better than before. **The team is thoroughly trained to produce and upload A+ quality content** to platforms like Amazon, Walmart, Target, and more.



4. OPTIMIZED FOR GROWTH

As the company grows, **TRISHA KNOWS SHE CAN COUNT ON CLEARDESK TO KEEP EXPANDING HER TEAM** with perfectly matched talent **IN ONLY 10 BUSINESS DAYS.**

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In this crazy labor market, finding high level graphics and SEO people for our Amazon agency is incredibly challenging and expensive. ClearDesk has helped us enormously by getting us top quality people at a fraction of what we normally have to pay.

The process was very easy and ClearDesk has been very professional and absolutely outstanding in supporting us. We are thrilled and intend on continued growth with them!

Trisha H.

Lunge Marketing

