



# Highly Skilled Freelancers and Traditional Employers Benefit from Niche Gig Platforms

Insights

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As the evolution of the gig economy continues, highly skilled workers who operate on a project-by-project basis are leveraging the gig economy to find new clients and to align their workload according to their personal preferences. Likewise, companies are increasingly able to work with highly skilled freelancers to scale up their workforce in an efficient and cost-effective manner. Companies are also able to manage fluctuations of the demand for their services by hiring skilled freelancers on a project basis.

Instead of working as a traditional employee, highly skilled freelancers are utilizing digital platforms to work on projects that have a set end point. Their projects may last for weeks or months as opposed to other gig work which may involve the same task being repeatedly performed for a specific client. Additionally, skilled freelancers are able to select projects that they subjectively find to be the most interesting or challenging.

Previously, [we profiled how professional learning networks](#) offer an on-demand model for access to diverse talent pools that do not exist in-house. It would often times not make sense for companies to expend resources building and maintaining such a collection of talent on a long-term basis.

Since our previous post, additional niche platforms have emerged for highly skilled workers to connect with potential clients. For example, [digital platform BabelBark](#) allows veterinarians, trainers, and pet groomers to market their skills to pet owners. The platform also allows for workers to create their own schedule to suit their lifestyle and work preferences.

Companies are also able to rely upon digital platforms such as Hoxby which has a comprehensive selection process that seeks to analyze the skills of freelance workers. After workers are approved by on its platform, the company pairs them with other members to create a highly specialized team to work together to deliver tailored services for specific clients. The teams also collaborate across time zones by using cloud based systems which allows for quicker completion of projects.

With the growth of these digital platforms, highly skilled workers are able to tap into opportunities from around the world and companies can quickly and easily create teams to tackle niche short-term projects.

As the gig economy continues to grow and evolve, businesses should analyze whether they have any talent or skills gaps in their organizations that can be filled by relying upon niche digital platforms to find highly skilled freelancers.

### ***Related People***

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