

croud

Croudie Cast November 2023

Agenda

- 1 **Business Updates and Q&A** – Luke Smith
- 2 **Verb Update** – Matt Russell
- 3 **Born Social Update** – Emily Simou
- 4 **From Croudie to FTE journey** – Diego Campos
- 5 **In-House Opportunities** – Hailey Day
- 6 **Access Team Update** – Pari Banerjee
- 7 **Tech Team Update** – Ryan Powell
- 8 **Training Team Update** – Rhys Coleman
- 9 **Network Update and Q&A** – Chris Moon





Business Update

Founder Q&A



Founder Q&A

1. In terms of expansion, what are Croud's plans in the next couple of years? We can see that Croud and the Croudie Network are growing at a fast pace, what is the next big thing for Croud?
2. Since Verb and Born Social joined Croud recently, there were opportunities to work across different areas of Digital Marketing. Are there any other potential agencies that you are planning to merge with Croud? Any markets in specific?
3. With Avinash joining Croud what impact has this had on the business and the Croudie Network?
4. How and why did you and Ben come up with the idea of Croud and using freelancers around the world? When did it become a key part of the business model?
5. What would you say is your personal favourite use of the Croudie Network, that you have seen since its creation?

Verb Update

Who we are

VEEB® is the leading digital marketing agency for *premium & luxury* brands, with multi-disciplinary experts working collaboratively to create beautiful work & achieve hard commercial results



PAID SEARCH | PAID SOCIAL | PROGRAMMATIC MEDIA BUYING | APAC | SOCIAL MEDIA | CONTENT PRODUCTION
INFLUENCER MARKETING | SEO | DIGITAL PR | DATA VISUALISATION & TRANSFORMATION

Where creative & performance marketing meet...

Who do we work with?

MR PORTER

Harrods



Ω
OMEGA

LK BENNETT
LONDON



RIXO

ORLEBAR
BROWN



bloomingdales

BUCHERER
1888

Agent Provocateur

FLANNELS

THE OUTNET.COM

MAYBOURNE
HOTEL GROUP

JIMMY CHOO

Rails

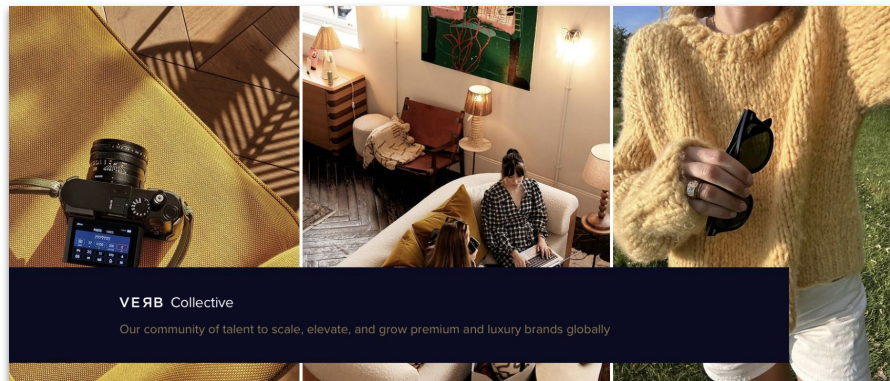
SELFRIDGES & CO

CALZEDONIA

With a subset of talent dedicated to the Luxury Sector | VERB Collective

VERB COLLECTIVE – Reskinned Croudie network for Luxury

Supported by our Group proprietary technology & platform, we have built the VERB Collective: a pool of certified & vetted digital talent dedicated to the Luxury sector. We have split our pool into three categories: Influencer Talent, Creative Talent (art directors, photographers etc) and Digital Talent (translators, auditors) based all over the globe. This enables us to deliver first class work, localised, with agility & flexibility.



INFLUENCER TALENT

- Influencers
- Content Creators
- Talent Managers

All vetted to work with
Luxury Brands & reach
affluent audiences

DIGITAL TALENT

- Translators
- Digital Talent across
Brand & Performance

All interviewed, vetted
and accredited to work
with Luxury Brands.
All work is QA'd by
our team.

CREATIVE TALENT

- Photographers
- Art Directors
- Stylists
- Videographers
- Motion Graphics

Building a unique network
to bring creative visions to
life, within budget.

All underpinned by our network team and our legal & data compliance team.

Example work we do with clients

Strategy > Audience/market scoring/analysis, scenario planning (SoT/SoS/SoV), competitor analysis

SEO > Keyword research, metadata optimisation, technical audits

Paid > Cross-channel account strategy, account audits against maturity, campaign builds

Social > Social copywriting, asset design, community management, Social listening analysis

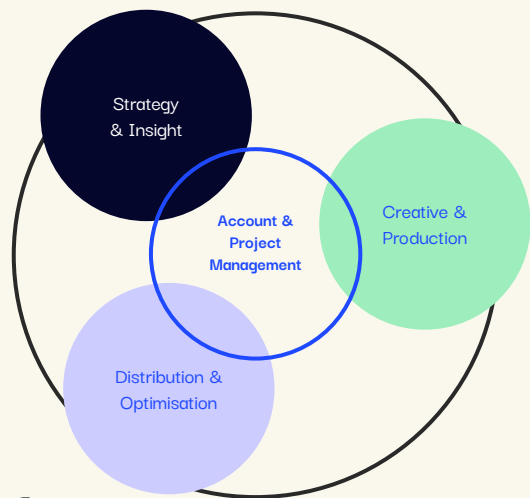
Who are we looking for?

- We are looking for **cross-channel expertise in paid media**, someone who has an understanding of both Programmatic, Paid Social or Paid Search
- If you are interested in working with VERB, please do get in touch with the Network Team at **croudsupport@croud.com**

Born Social Update



Harness the



MARS

Nando's



GUINNESS



Kinder

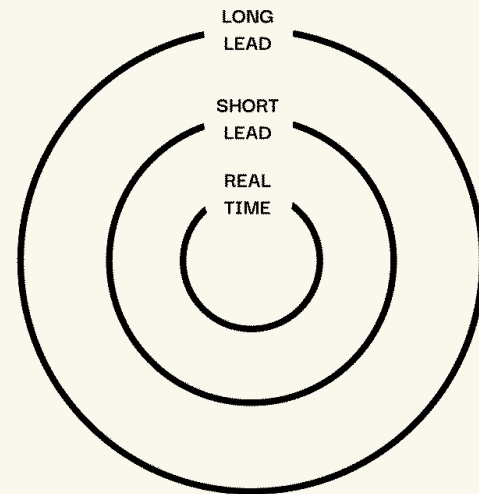
PRIMARK®

DIAGEO

the chaos

THREE SPEED SOCIAL

THE BORN SOCIAL APPROACH TO BUILDING BRANDS ON SOCIAL MEDIA



SPEED 1
**REAL
TIME**



SPEED 2
**SHORT
LEAD**



SPEED 3
**LONG
LEAD**



How to work with **BornSocial.**



Right now..

- Reporting
- Creator Identification
- Translation
- Localisation
- Community Management
- Motion Design
- Deck & Document Formatting
- Culture Scouting
- Scheduling



Coming soon...

- Social Strategy
- Creative Ideation
- Market Insights
- Storyboarding
- Copywriting
- Competitor Research
- Social Audits


The background is a solid orange color with several large, overlapping geometric shapes in a darker shade of orange. These shapes include a large circle on the right side, a triangle pointing downwards in the upper left, and another large circle or arc on the left side, creating a layered, abstract effect.

Croudie to Employee Journey

Diego Campos

Diego's Journey

1. How was your experience being on the Network as a Croudie?
2. How did the opportunity to become a full-time employee come up?
3. From your experience what are the main differences between being a Croudie and FTE
4. What advice would you give to someone who wants to join Croud in the future on a full time basis?



In-House Opportunities

Croud's In-house Opportunities

See our latest vacancies...

- [Croud Careers Site](#)
- [VERB Careers](#)
- [Born Social Job List](#)

Get started

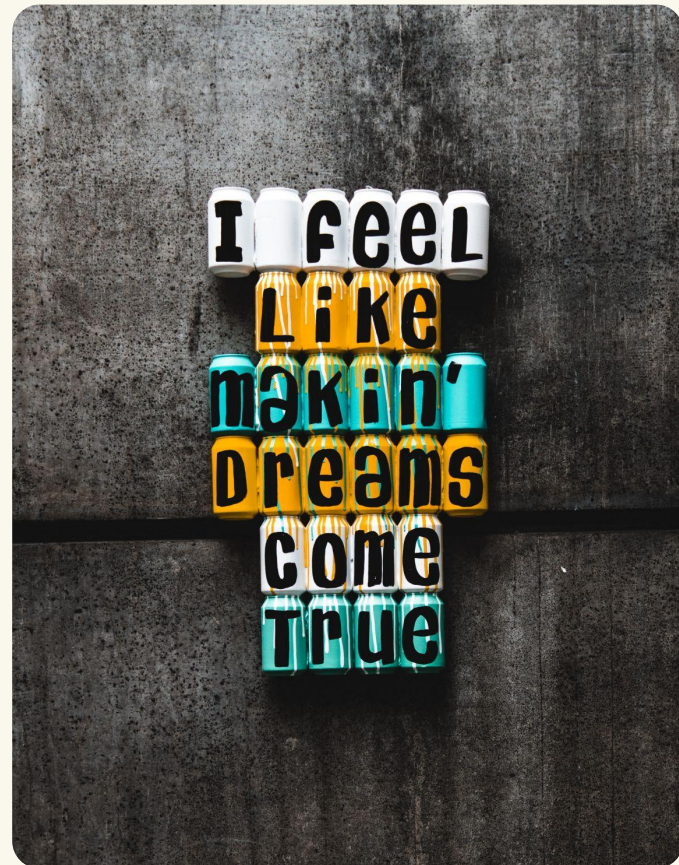
We're regularly recruiting for a variety of roles. If nothing aligns with your expertise, create a profile and set up alerts to receive notifications when new vacancies are advertised!

Important information

When applying for any of our vacancies, please ensure you have the relevant Right To Work. For more information or guidance please contact: recruitment@croud.com

Helpful Links

- [Life at Croud UK](#)
- [Life at Croud US](#)
- [Life at VERB](#)
- [Born Social Values & Perks](#)





Access Team Update

What happens when you accept a task?

The Additional Access Box is Processed!

1. When **building a task**, your task owner will have thought about everything you need access to in order to complete the task!

If you need access outside of Croud Control platform credentials, they will include this in the **Additional Access Box**. This can include:

- Links to Google Drive items
- Links to Looker Studio reports
- Other platform access e.g. Datorama
- Access to credentials held in LastPass

2. Once you've **accepted the task**, the contents of the Additional Access Box will be sent to the Access Team. They will process this **within 4 working hours** and will send you an email to confirm access.

If you have any issues or questions related to access after receiving the confirmation email from us, please feel free to reply to our email or send a new email to access@croud.com for help.

We also have some very useful articles in the [Help Centre!](#)

Credentials

Access to platforms

Google Analytics

[View credentials](#)

Additional access

A member of the team will be in touch regarding the access for LastPass Access to Client Shared Folder; Datorama Access to Client Dashboard; Google Drive Shared folder with Edit access [[link](#)]

(The information in the additional access box should also be included in the task brief)

Access Methods

The main way of gaining access is with your **croud.network account**!

This includes access to:

- Google Drive items
- Looker Studio reports
- Platforms outside of Croud Control credentials, such as Datorama

This access should never be given to your personal email address, please let us know if this is happening as we understand it can cause confusion about how to access the required client data.

If you don't yet have your croud.network login details, this will be shared with you when you get assigned your first task that requires you to access this account.

It's also **very important** to set up 2FA on your croud.network account as soon as you've received your login details, as Google can lock you out if it's not set up in time! 🕒

The only exception to this is LastPass access and Croud Control – we will ask you to set this up with your **personal email address** so you can receive emails regarding your account and updates.

croud.network



Google Drive



datorama



Looker Studio

& anything else

Personal email

LastPass...

croud
C O N T R O L

While You Wait...

Please remember

- If you've accepted a task in the evening (UK time) you will need to wait until the next morning to gain access.
- If you've accepted a task on a Friday evening (UK time) or during the weekend, you will need to wait until Monday morning for the additional access box to be processed.

Your task owner will take this into account.

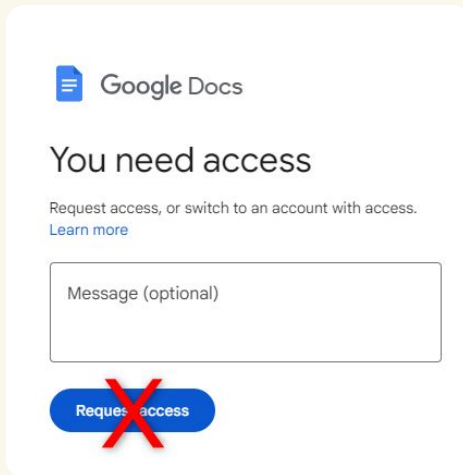
If you are waiting for access to something in Google Drive for your task, please **don't click the 'Request Access' button**. We cannot process these requests unless they come directly from your task owner.

For security, all of our Google Drive items are set to the 'Restricted' access setting so that only people who need access for tasks can gain access.

If you need access urgently during UK working hours, please speak to your task owner, or you can email us at access@croud.com with:

- The link to your task
- Task title
- Name of task owner

Then we can prioritise your task access.





Croud Control Update

What is coming up?

Security

**Mandating 2-step
verification for all Croudies**

- This has already been released and Croudies have already set this up
- This will be mandated for all Croudies on **Wednesday 29th November**
- App is the preferred and safest method

Profiles

Improved UX + Availability

- Modernised look and feel
- Ability to add your availability
- More information points to show off your expertise
- Make yourself inactive

Access

**Automated Google drive
access for tasks**

- No more waiting for files to be shared by the teams internally
- Files automatically shared and revoked to @croud.network email accounts

L&D Team Update

Changes to how Croud Campus works

As part of our new onboarding process, Croud Campus is now no longer used to train Croudies in areas of digital marketing.

ONBOARDING

New Croudies are assigned a short practical assessment to confirm their abilities in the area of digital marketing they chose when signing up.

EXISTING CROUDIES

You're currently on the Croudie Network because of the skills you already have, and will be offered work related to those skills. Think we're missing a skill of yours? Email **croudsupport@croud.com**.

QUALIFICATIONS

The qualifications you previously had in Croud Campus / Croud Control have been mapped to different qualifications. This won't impact on the amount of work you're eligible for.

Questions about your specific qualifications? Email croudsupport@croud.com and the team will get back to you.



Network Update



Network – Team Update

The Network Team has grown again!



Chris Moon
Director of Network
Operations



Braian De Paula
Croudie Operations Director



Dora Bouquet
Network Operations Manager



Paridhi Banerjee
Network Operations Manager



Katie Baugh
Network Operations Executive

Network – Contractor Opportunities

Croud

PPC Account Manager [Jan 24](#)

- IWG
- 37.5 hours per week
- 4 month contract
- UK Based

Network – Skill Search

We are looking for the following skills:

UK Digital PR/Content

Crafting media-facing stories for companies within the legal or medical space.

Thought leadership PR, including experience of crafting expert quotes & sharing to media.

Familiar with codes of conduct with content which requires Compliance reviews.

Experienced with developing survey content for crafting PR stories.

Content experts with experience in medical negligence/personal injury field.

US SEO

Experienced WordPress developer Croudis

Croudis with experience with Google Business Profile

US-based Croudis with knowledge in the home renovation industry

Born Social

UK Based Social Media Managers to support various ad-hoc tasks.

Creator Sourcing – We'll be looking for SMMs that have proven experience in Creator/ Influencer Sourcing in the coming weeks!

US Biddable

Biddable Croudis with Bing experience specifically from the healthcare industry.

Local Service Ads Implementation experts.

Croudie incentive schemes



Croud FTE referral scheme

£300 for each FTE you help us place into an open role after they have been employed for 6 months. You just need to send their CV and cover letter to recruitment@croud.com.



Croudie referral scheme

£50 bonus referral fee for every new Croudie that you refer to the Network after they have completed 10 hours of work or 10 tasks. Just send their name and email address to croudsupport@croud.com.



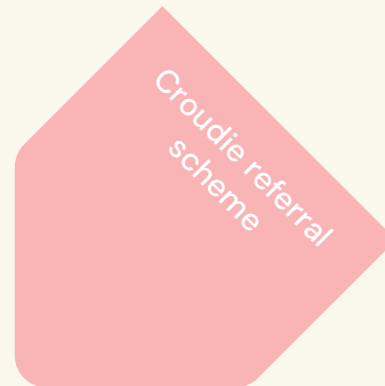
Croudie Champion of the Month award

1 Croudie each month gets awarded £300 as a thank for their dedication and hard work. The in house teams vote and the croudies with the most votes are awarded this prize. Communicated in our monthly newsletter.



Client referral scheme

If you refer any new business to Croud, we will pay 5% of all first-year revenue for that client. Just send any new business leads to sales@croud.com.



Network Q&A



Network Q&A

- **What opportunities do you have for a native Finnish Italian speaker?**

We are currently working with Born Social on Finnish and Italian localisation for Ford as well as running Social campaigns involving Community Management and Influencer Sourcing and Management. We also have our Language Services team who rely on both languages.

For localisation tasks, **you must be native in the language**, we won't send work to Croudies who are fluent in languages to guarantee the quality of the localisation.

For any Social Media Management work, you must have already proven experience in Community Management and Influencer Sourcing and Management for the market, eg. Finland/Italy.

Network Q&A

- **Do you have fully remote full-time in-house / contractor positions open?**

See our latest vacancies...

- [Croud Careers Site](#)
- [VERB Careers](#)
- [Born Social Job List](#)

You can find all our open vacancies in the links above. All vacancies are full-time and hybrid (you must work in the office at least 3 days a week), therefore, you must be based in the UK, US or Dubai.

Before applying for any open vacancies, please ensure you have the correct right to work in the market that you are applying for.

All Croudie Contractor positions available at the moment are only for Croudies based in the UK (November 2023)

- PPC Account Manager
- Programmatic Senior Account Manager/Account Director
- VERB Biddable Account Manager

Network Q&A

- **How to expand my skills and learning about new opportunities?**

Croud, unfortunately is not in a position to offer upskilling courses, however, there's plenty of resources available externally such as Google Digital Garage and other learning platforms.

The Network team send regular newsletters and announcements with opportunities to work on available tasks. If you see any tasks matching your skills, get in touch with the Network team.

You can also email croudsupport@croud.com highlighting your skills and the Network team will promote your profile internally.

Network Q&A

- Some time ago, we received a message saying the Croud Campus qualifications will no longer be considered when assigning tasks. Lately, the new tasks messages include again the statement "You're matched to this task based on your gained qualifications in Croud Campus. Obtaining more qualifications will result in more work opportunities." There were also announcements to complete some Croud Campus courses. Does this mean the Croud Campus qualifications are again important? In that case, why were we removed from the Croud Campus Groups we already had access too? I was part of 2 other groups, SEO and Web before, now I'm again only part of the Croudies group, without many opportunities to gain more qualifications.

Qualifications are now added to Croudies profiles only by completing tasks successfully. For example, if you work on PPC Weekly reports for a number of times and have delivered the task on time and with the highest quality, you will be awarded a 'PPC Weekly Report' qualification. By completing more tasks successfully, more qualifications will be added to your profile giving you more opportunities.

The message being sent was outdated and our Product team is looking into correcting it. Apologies for any confusion.

If you have proven experience in a given channel, please get in touch with the Network team highlighting your skills in that channel.

Any other questions about qualifications, please get in touch with us on croudsupport@croud.com

Network Q&A

- **Why are training courses only offered for new joiners for skill assessment? It would be great if they were also made available to existing team members, as was the case before?**

New Croudies only have access to assessments without a learning material in the channel of their expertise. Those assessments are simply to test existing skills, instead of teaching.

If you have proven experience in a given channel, please get in touch with the Network team highlighting your skills.

Network Q&A

- How is the issuing of tasks determined?

The teams match each tasks based on the following factors:

- Skills set highlighted in the 'About Me' section
- Portfolio
- Language
- Market
- Hourly rate
- Qualifications
- Previous tasks completed
- Reliability
- Communication

New Croudies are announced internally. Completing your first task within the deadline, with clear communication and adhering to guidelines and deadlines is very important to set yourself up for success.

Network Q&A

- I want to learn more on how can I seize the opportunity from getting more and more tasks from Croud Digital as a Croudie where I can make around £250–300 a month!

Croud can't guarantee any amount of work.

Keep checking any new opportunities in our newsletters and announcements. Make sure that any tasks completed by you have the highest of the standards. This will give the teams more confidence in your work, resulting in more tasks.

croud

Thank You.