



Press Release

Freelancer's Fast 50 2015 Report: The Growth of On-Demand Services and Open-Source Software Jobs

SYDNEY, April 12, 2016: As the gap between the developed and developing world is being bridged virtually by Freelancer.com, more businesses are quickly adapting to the changing times by working with more agile teams and utilizing a wider array of better resources.

In Freelancer.com's Fast 50 2015 report—the leading indicator of trends in online jobs related to industries, technologies, products, and companies based from the review of the 1,429,842 good projects¹ posted on Freelancer.com in 2015—Freelancer.com discovered that jobs related to Swift, Apple's programming language, were quickly gaining traction.

Swift jobs grew by 566% in 2015 on the website, as more developers took notice of the newly open-sourced programming language.

This growth is backed by [The Next Web](#)'s report: "Swift has seen a surge of energy from the

¹"Good" projects are those which have been filtered for spam, advertising, self promotion, reposts, or that are otherwise unlikely to be filled.

developer community; so much so that it's now the [most popular language in active development on GitHub](#). Over 20,000 users have starred Swift, which has a huge lead on second-place Rust (14,434). Swift even has more people liking it than Go (12,828), Coffeescript (12,271) and Ruby (8,617).”

Touted as safe, fast, and expressive, Swift appeals to developers who are aiming to build on Apple's multiple platforms, such as iOS, OS X, and WatchOS. And with Apple's release of its iPhone SE and the 9.7-inch iPad Pro, [Freelancer.com](#) predicts that interest in Swift will continue to surge as programmers rush to meet the demands of the Apple-crazed market.

This might eventually spell the doom of Blackberry, which has been struggling ever since Apple launched the first iPhone. Despite efforts to keep up (even launching an Android phone of their own), Blackberry jobs were at a dismal -27% (to 1,107 jobs) growth last year.

Delivery jobs on the rise

Delivery jobs also rose in 2015, with a 1,874% increase (to 1,046 jobs), from 2014.

The jobs fall under the **Local Jobs & Services** category, which was globally launched by [Freelancer.com](#) early last year—the feature allows employers to look for freelancers within 50-kilometer radius and hire them directly through the site.

Interest in On-Demand Delivery Services has been on the rise over the years: earlier in 2016, [Foursquare](#) partnered with [Delivery.com](#) to facilitate delivery of food and groceries through the app—an announcement which came at the heels of delivery management software [Onfleet](#)'s breakthrough one-millionth delivery. In 2014, Uber ventured into this arena with the launch of its very own on-demand delivery network, Uber Rush, and its new food-ordering app, UberEATS.

With more on-demand delivery services coming in (even Starbucks and Dunkin' Donuts are joining with their respective partnerships with Postmates and DoorDash), it seems that the services will continue to flourish this year.

Social Media Platforms (Except for Facebook) are Slaying Traditional Marketing

Instagram-related work grew by 1,328% (to 1,870 jobs) in 2015. With the launch of paid ads on the popular visual social media platform, small businesses are able to quickly and easily market themselves to their audience —allowing them to compete with larger brands, which have bigger marketing budgets.

“For many businesses owners, Instagram has not only catapulted brand awareness but also acted as a powerful sales driver,” reports Suzanne Bearne in her 2015 Guardian [article](#).

While its growth pales in comparison to that of Instagram, **Pinterest** still makes it onto the list, with 152% growth (to 8,439 jobs) in 2015.

Instagram jobs have been rising phenomenally, especially with the trend leaning towards snackable visual content that makes it easier and at the same challenging for small business owners to showcase their products and services.

Instagram has been making great strides to make itself the perfect platform for marketers: after rolling out paid ads last year, it has also just launched the ability to add up to five accounts in its app.

This feature will now allow marketers to promote various products at a push of a button (while keeping tabs on their personal Instagram accounts).

Notably though, **Facebook Marketing** jobs are plummeting (down to -12%, or 28,421 jobs). With organic reach virtually dead, marketers are likely bidding goodbye to their once most-loved social media platform.

To Cut Through the Clutter, Show & Tell it Better

Coca-Cola's recent branding efforts to deviate from its "Open Happiness" strategy and unify its approach under its new slogan "Taste the Feeling" underscores an attempt to solidify its core message closer to its product, making it easier to communicate the brand to its target audiences.

This affirms a cardinal rule: whether it's a global company or a small business, a strong, unique brand identity that is reinforced across every channel is paramount for a business to differentiate itself from its competitors and resonate with the audience.

Small businesses seem to recognize this key marketing truth. **Package Design** saw a huge rise (up to 526%, or 1,177 jobs, in 2015)—a growth potentially linked with the growth of Delivery jobs as more and more small businesses see the value of a stronger branding identity.

This heightened need to create a solid brand experience comes at a time when customers are having less brick-and-mortar engagements and are only physically interacting with the brand as the product reaches them.

Blog Install, **Fiction**, and **Online Writing**-related work were also among the top growing jobs in 2015 (to 1,133%; 394%; and 296% growth—or 2,749; 1,502; and 2,935 jobs, respectively), which likely also supported these small businesses' need to create a cohesive and consistent marketing strategy for their companies online. Along with these, **Shopify** jobs also grew by 127% (to 2,593 jobs.)

According to Matt Barrie, Chief Executive of Freelancer.com: “Freelancer.com has been empowering small businesses from our inception, and the recent growth trends show how small businesses continue to benefit massively from our platform. The launch of our Local Jobs feature, which is a great addition to our platform that facilitates online work among entrepreneurs and freelancers, has made it possible for these small players to stay competitive and find ways to achieve growth cost- and time-efficiently.”

Note: Data relates to projects posted between January 1st and December 31st, 2015, compared with those posted between January 1st and December 31st, 2014.

About Freelancer®

Eight-time Webby award-winning Freelancer.com is the world’s largest freelancing and crowdsourcing marketplace by total number of users and projects posted. More than 18.4 million registered users have posted 8.5 million projects and contests to date in over 900 areas as diverse as website development, logo design, marketing, copywriting, astrophysics, aerospace engineering and manufacturing. Freelancer owns Escrow.com, the leading provider² of secure online payments and online transaction management for consumers and businesses on the Internet. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN.

Freelancer.com’s Fast 50 Report: The Fifty Fastest-Growing Jobs of 2015

Skill/Job	Category	2014	2015	Change %
Delivery ²	Local Jobs & Services	53	1046	1874
Instagram	Websites, IT & Software	131	1870	1328
Blog Install	Websites, IT & Software	223	2749	1133
Swift	Websites, IT & Software	344	2292	566
Package Design	Design, Media & Architecture	188	1177	526
Fiction	Writing & Content	304	1502	394
Angular.js	Websites, IT & Software	1137	5054	345
Internet Research	Sales & Marketing	1390	5641	306
R Programming Language	Websites, IT & Software	291	1157	298
Online Writing	Writing & Content	742	2935	296
Microsoft Office	Data Entry & Admin	1403	5439	288
Laravel	Websites, IT & Software	551	2115	284
SPSS Statistics	Websites, IT & Software	345	1319	282

²Delivery falls under Local Jobs & Services, a feature which Freelancer.com introduced in 2015.

Microsoft Outlook	Data Entry & Admin	321	1217	279
Short Stories	Writing & Content	346	1291	273
Volusion	Websites, IT & Software	344	1138	231
Search Engine Marketing	Sales & Marketing	819	2582	216
RESTful	Websites, IT & Software	501	1566	213
Statistical Analysis	Engineering & Science	663	1988	200
Order Processing	Data Entry & Admin	421	1240	195
English Spelling	Translation & Languages	835	2447	193
User Experience Design	Design, Media & Architecture	637	1825	186
Legal Writing	Business, Accounting, Human Resources & Legal	453	1283	183
English Grammar	Translation & Languages	1279	3530	176
Google Website Optimizer	Websites, IT & Software	381	1026	169
Internet Security	Websites, IT & Software	579	1546	167
Audio Production	Design, Media & Architecture	947	2490	162
Pinterest	Websites, IT & Software	3352	8439	152
Mobile App Testing	Websites, IT & Software	860	2151	1503
node.js	Websites, IT & Software	1718	4228	146
Business Writing	Writing & Content	1603	3911	144
Telephone Handling	Data Entry & Admin	443	1079	144
Branding	Sales & Marketing	1536	3737	143
Video Production	Design, Media & Architecture	2372	5760	143
Word Processing	Writing & Content	502	1213	142
Video Editing	Design, Media & Architecture	2577	6222	141
Financial Analysis	Business, Accounting, Human Resources & Legal	795	1851	133
Resumes	Writing & Content	725	1669	130
Database Development	Websites, IT & Software	1514	3483	130
Network Administration	Websites, IT & Software	1755	4023	129
Shopify	Websites, IT & Software	1143	2593	127
eBooks	Writing & Content	4821	10838	125
Email Handling	Data Entry & Admin	1550	3471	124
Presentations	Design, Media & Architecture	997	2129	114

Corporate Identity	Design, Media & Architecture	4906	10436	113
Website Management	Websites, IT & Software	6054	6084	0
Adobe Flash	Design, Media & Architecture	8304	7596	-9
Facebook Marketing	Sales & Marketing	32124	28421	-12
Bitcoin	Websites, IT & Software	1214	930	-23
Blackberry	Mobile Phones & Computing	1522	1107	-27

For more information, please contact:

Sebastian Siseles International Director (incl. North America, APAC and Latin America)
 Tel +54 911 32 60 07 30
 Email sebastian@freelancer.com

Evan Tan Regional Director, South East Asia
 Tel +63 908 882 8519
 Email evan@freelancer.com

Helma Kusuma Country Manager, Indonesia
 Tel +62 812 104 9853
 Email helma@freelancer.com

Eva Bandelj International Marketing & Communications (incl. Europe)
 Tel +44 758 658 4580
 Email eva.bandelj@freelancer.com

<http://www.freelancer.com>