

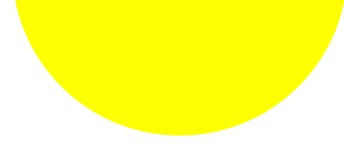
**Reliance+**   
Outsourced Talent Subscription

A reliable subscription  
to outsourced talent  
for busy marketing  
teams.

Reliance+<sup>SM</sup> is a Quo Agency, Inc. Service.

[www.quo.agency](http://www.quo.agency)

**PRODUCT  
BROCHURE**



# The Problem

## *A true story tale from our own company*

A while ago our we experienced the struggles of relying on platforms like UpWork during our team member's maternal leave. Finding out someone we could rely on to tackle an important project proved an impossible task.

- We spent a considerable amount of time reviewing profiles.
- We needed to prepare detailed contextual instructions, considering the freelancer would be new to the project and brand.
- The majority of the freelancers would demonstrate they didn't read the instructions at all. We later found out that it's not entirely their fault: On average, they are competing against 200 other freelancers to get noticed by an employer, and they have to send out numerous proposals every day. It doesn't make sense for them to invest a lot of time in analyzing our project requirements or creating a good proposal that most likely won't be read.
- For the few who read the instructions, we had to enter into time-consuming conversations anyway to explain the instructions in detail. Interviewing freelancers was also something we did over these conversations.
- After interviews, we tested the freelancers to see if they were responsible.
- We quickly realized that despite initially being positive to proceed with a freelancer, we encountered reliability issues at a technical level. We were unsure if the freelancer would successfully complete the requirements with the level of quality we expected. Some tasks with tight deadlines required us to hire two freelancers simultaneously to have a backup plan.
- We were able to establish a good working relationship with a freelancer after trying out many others. However, when we needed to hire that person again, they were not available because they had been booked by another client. This situation forced us to go through the entire hiring process once more.

Such a story reflects the reality of many companies struggling to find reliable and consistent outsourced support for their week-to-week gigs. After talking to clients, we found this to be a common problem among them as well. This whole market reality moved us to come up with something that would solve it.

## Our solution

Providing a subscription model with a curated team of marketing professionals who work like in-house staff, offering stability and expertise. Instead of paying a project-based fee, a client company pays a monthly subscription fee: This allows our clients to secure our availability on an ongoing basis, saving them the hassle of navigating the freelance forest. Our clients gain on-demand access to a diverse pool of professionals across various disciplines through their subscription.



## Why is our approach more effective?

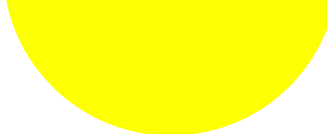
By consistently providing marketing services from the same professionals, we alleviate the challenges companies face in sourcing and managing freelancers for each project area. Our stable subscription model addresses concerns about discontinuity and availability typical with freelancers, offering a more economical fee structure compared to traditional hiring practices. This ensures a reliable and continuous service, validated through successful implementations with clients like CardFlight's SwipeSimple.

# A comprehensive pool of services

Reliance+ offers a subscription model that adapts to your project needs, securing help from the same professionals time after time.

- Our CMS integration expertise covers Webflow, Hubspot, Prismic, Sanity, Strapi, Shopify (both traditional headless), and BigCommerce (both traditional and headless).
- In the UI/UX department, our talent covers everything: websites, eCommerce, landings, web apps, and mobile apps.
- As for coding, we have you covered with PHP, JavaScript, jQuery, Laravel, Vue, Angular, React, Node.js, Bootstrap, and MongoDB. This allows for scalable web apps and mobile solutions.
- As for visual communications design, Reliance+ puts a team of creative specialists at your disposal for all your visual communication needs. Our graphic designers craft eye-catching logos and social media graphics and design compelling brochures and marketing materials, both printed and digital. Infographic specialists transform complex data into clear and easy-to-understand visuals. Skilled illustrators bring your ideas to life with unique artwork, while animators breathe life into those illustrations with motion graphics.
- In regard to video production, our services include remote recording, color grading, audio engineering, video editing, storytelling direction, and transcriptions.
- In the conversions rate optimization department, we analyze data, research industry trends, do competitors' intel, and execute experiments.

In summary, Reliance+<sup>SM</sup> will guarantee you reliable access to a pool of talent through a subscription service, avoiding the forage in the freelance forest.



# Reliance+<sup>SM</sup> is a service by Quo Agency

Quo Agency, the brand standing behind Reliance+<sup>SM</sup>, offers outsourced services for busy marketing teams. The name "Reliance+<sup>SM</sup>" resembles two ideas: reliability, and the addition –of talents to your own team–.

## Why working with Quo Agency?

### Focus on Growth, Not Project Management Headaches:

Outsourcing your creative tasks without frictions allows your marketing team to focus on core marketing strategies and campaigns. This translates to:

- **Reduced Time & Effort:** Eliminate the hassle of recruiting, managing, and coordinating individual freelancers.
- **Improved Efficiency:** Streamlined workflows and communication lead to faster project completion.
- **Enhanced Consistency:** Benefit from a team with a unified approach and quality standards.

### Predictable costs that covers all your marketing outsourcing needs

A subscription model addresses the usual concerns about discontinuity and availability typical with freelancers, while remaining much cost-efficient than traditional hiring practices.

Key highlights: We help leading brands like Forbes100 Nielsen, StanleyBrothers (owners of the Charlotte's Web and Performance product lines), global intercultural exchange Intrax (including Ayusa and AuPairCare, \$5M seed-funded DashworksAI, Fortune5000 CardFlight that process transactions for 250K+ clients across The States, rapidly expanding Kunes Auto Group (40+ dealerships nationwide), and the global recognized Immerse Education.



# Let's talk about growth



Finding the right partner to elevate your brand and drive results can feel like a constant hustle. Enter Quo Agency. We're not your average outsourcing services shop. Quo Agency creates strategic combinations of outsourced talent, packed as products, to address companies' needs and uncover unseen opportunities.

## Contact us

You can get in touch with us in any of the below ways:



### Via email

[diego@quo.agency](mailto:diego@quo.agency)



### Discovery call

<https://quo.agency/meetings/diego366>



### Via our website

[www.quo.agency](http://www.quo.agency)

