

## Viadeo Freelance, the new platform set to take the market by storm

*Viadeo, France's leading professional social network (PSN) with 10 million members in the country, has launched a new service aiming to bring freelancers and project coordinators together. The new platform, known as Viadeo Freelance, is central to the company's "New Vision" positioning and is designed to facilitate meetings while providing a strong sense of transparency and trust, prioritizing quality and foregrounding recommendations and skills.*

With today's job market in a state of constant change, Viadeo is an influential player in current developments, providing members with tailor-made solutions allowing them to fulfil their professional aspirations.

Viadeo Freelance is founded upon a simple observation: in 2014 there were over 700,000 freelancers in France, with the total increasing by 85% between 2004 and 2013.<sup>1</sup> Now, with this new service, Viadeo's 550,000 self-employed members have access to a dedicated space prioritizing meaningful interaction with project coordinators.

### Give your business a boost for less than 20 Euros per month

While many traditional marketplaces are based on bidding systems, Viadeo Freelance sets itself apart by **prioritizing quality and creating dependable working relationships based on trust.**

The platform brings together freelancers and project coordinators in a manner that is both simple and effective. Professionals looking for external expertise can **publish their projects for free** and offer them to freelancers on the portal.

For their part, freelancers can set up a profile on the platform and find projects matching their area of expertise free of charge. **In order to contact potential clients** and offer their services, meanwhile, members must take up a **monthly subscription to Viadeo Freelance costing €19.90/month** with no long-term obligation.

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<sup>1</sup> 2014 Report – European Forum for Independent Professionals

*"The number of freelancers has exploded in recent years and Viadeo Freelance is a response to this new situation," explained **Anne-Laure Meens, Strategic Marketing Manager at Viadeo.** "We're looking to support self-employed workers by offering them every chance of finding high-quality projects. At the same time, we're also helping project coordinators by allowing them to select experienced professionals who are easily identifiable on our network. Viadeo Freelance represents the future of entrepreneurship and is built upon our core business: the network."*

### **The power of the Viadeo network: "Digitized" trust**

**The community-based system underlying Viadeo Freelance is the very DNA of the project,** capitalizing upon Viadeo's considerable knowhow in the area.

The new interface enables freelancers to mark themselves out in their area of expertise, allowing them to display previous experience and skills acquired and, above all, to highlight recommendations provided by members of their network.

*"Word of mouth is the method of choice for companies looking for a freelancer," explained **Julien Janson, the Product Manager behind the project.** "Using Viadeo Freelance, self-employed workers can publish recommendations provided by former clients, providing a guarantee of credibility and reinforcing the trust that a project coordinator has in them. This represents the true power of the Viadeo network."*

### **About Viadeo**

Viadeo is a global leader in the world of professional social networking with 65 million members worldwide and is France and China's number one PSN with 10 and 25 million members respectively. Regardless of industry or location, Viadeo provides all professionals - be it an entire company or an individual - with the ability to maximize their potential for success by enabling them to adopt and to master tools emerging alongside the latest developments in the job market. From strengthening your professional network to increasing your visibility and developing your employability, Viadeo provides members with the keys to success in the world of recruitment and employment online and on mobiles.

For all additional information, please visit [corporate.viadeo.com](http://corporate.viadeo.com)

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