



**CROSSNET™**

**E-COMMERCE FOUNDERS  
USE FREEEUP TO  
GROW & SCALE**

**FREEEUP**

[www.FreeUp.Com](http://www.FreeUp.Com)



What do you get when you combine volleyball and four square? A fun, dynamic, every-person-for-themselves game called **CROSSNET**.

The creators of **CROSSNET** invented the game, designed the net, patented the design, and continue to manufacture and sell it online and in 25+ retailers across the U.S.

And they've used expert freelancers from the **FreeUp Marketplace** to make a lot of it happen.

# ABOUT CROSSNET

CROSSNET is the world's first four-way volleyball game. It combines traditional four square and volleyball rules into a competitive four-player game to 11. The easy-to-setup net means players can challenge friends any time, any place. Each individual plays for him or herself—four people enter, one person wins.

## CROSSNET™

### GAMEPLAY RULES:

#### SET-UP



DIVIDE THE PLAYING FIELD INTO FOUR SQUARES.

#### SERVE



THE 4 SERVES FROM OUT OF BOUNDS DIAGONALLY TO THE 2.

#### GAMEPLAY



WHOEVER MISPLAYS IS ELIMINATED AND RETURNS TO THE 1 SQUARE. REMAINING PLAYERS ROTATE CLOCKWISE.

#### SCORE



THE 4 SCORES A POINT EVERY TIME THE BALL IS MISPLAYED.

## GAME TO 11, WIN BY 2

# FINDING FREELANCERS FAST

The founders of **CROSSNET** use FreeUp to find freelancers for both short and long-term projects. Many of the freelancers **CROSSNET** has hired have helped build, refine, and scale the company's online brand.

From a Google Ads expert and an SEO consultant to web developers and packaging designers, **CROSSNET** has been able to quickly find expertise in every area they need to outsource.

Chris Meade, co-founder of **CROSSNET**, said, *"It's great to know that any time a problem pops up or a difficult situation arises in the business, I can get an answer within the next hour or two and begin working on a project. We're a small company, but I never feel alone. There's never any problem too big for one of the experts on FreeUp."*



# HOW CROSSNET USES FREELANCERS FROM FREEEUP

**CROSSNET** has used freelancers for the following tasks:

## GOOGLE ADS

An experienced Google Shopping expert *to create, optimize, and manage paid search campaigns.*

## SEO

A search engine optimization freelancer *to increase organic search rankings and traffic.*



**CROSSNET**<sup>™</sup>

Graphic designers *to help with branding, packaging design, product inserts, and other imagery.*

## DESIGN

Website coders *to build and optimize the CROSSNET website on shopify.*

## DEVELOPERS

**CROSSNET** is able to find high-level freelancers fast to complete any project in the business.



# OUTSOURCING TO FREE UP FOUNDER TIME

Founding and running an e-commerce business—or any business at all—requires discipline to spend the finite time available each day on the most valuable work. And the definition of “*valuable work*” for a founder is focusing on the tasks that no one else can do.

*“Hiring freelancers through FreeUp has literally freed up my time,”* said Chris. *“Being able to outsource to expert talent that I can rely on allows us to complete the work that we don’t have time or skills for internally.”*

*“I see a direct ROI for each project, as we continue to grow the business,”* he continued. *“I honestly can’t imagine the CROSSNET business without FreeUp.”*



# THE ROI OF FREEEUP

While every project **CROSSNET** has done through freelancers from FreeeUp has brought ROI, the most direct and impactful project for the bottom line has been the pay-per-click advertising.

*“We hired a really stellar Google AdWords expert to manage our keyword campaigns,” Chris said. “He set up and continues to optimize branding, dynamic, and shopping ad campaigns that target based on intent around volleyball and the beach.”*

Since starting to work with the Google Ads expert, who they found and hired through FreeeUp, **CROSSNET**’s revenue has continued to increase.

*“The pay-per-click ads bring in around \$75,000 per month in revenue for us,” Chris said. “In the last year alone, our revenue from Google Ads has increased by hundreds of thousands of dollars just this year.”*

The costs of outsourcing to freelancers—which are much lower than hiring an on-staff employee—have continued to pay off for **CROSSNET**.

Chris continued, *“The freelancers from the FreeeUp marketplace are constantly proving their value.”*



# FREEEUP IS DIFFERENT

Chris and the team at CROSSNET know the value freelancers bring to a business. But finding quality, reliable freelancers can be easier said than done.

*"We've tried using Upwork before," Chris said. "But it was a more difficult process. There were too many people out there, and it was hard and time-consuming to find the top talent. Now, we 100% use FreeUp exclusively for finding and hiring freelancers."*

This is a similar experience to those who have used other freelance marketplaces before finding FreeUp.

*"We really appreciate the convenience and the consistency of FreeUp," said Chris. "We get clear communication and quick responses. And having Nathan and Connor available and out there makes everything really accessible."*





# THE FUTURE OF CROSSNET

Chris and **CROSSNET** plan to continue using the freelancers they've found on FreeUp. In addition, it'll be their first stop any time a new project to outsource comes up.



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