



Liquid Media Case Study



Liquid Media Levels Up Payroll and Compliance with Vensure's Expertise

Background

Liquid Media is a global creative agency that strategically helps any brand reach gaming enthusiasts and culture fiends worldwide through distinctive content and influencer marketing experiences. They connect with a diverse network of creators, meaning they juggle unique experiences regarding payroll, compliance, and administration.



Interviewer Name

Jennifer Nix



Company

Liquid Media



Role

Director of Production & Finances



Duration with Vensure Sports & Entertainment

Since 2022

The Challenge

As an independent creative agency, Liquid Media found itself grappling with the intricate demands of payroll and compliance. Most of these processes fell to Jennifer Nix, Director of Production & Finances. After developing skillsets within the industry, Nix saw how the uniquenesses within entertainment could quickly become administrative challenges.

Like many other creative agencies, juggling staffing – freelancers, extras, talent, and more – became a paramount concern for Nix soon after she joined Liquid Media.

“When I got the position with Liquid Media, the number one question I had was ‘how do you pay your freelancers?’” she said.

With so much centered around eSports and gaming, the Liquid Media team also needed a group that understood compliance efforts alongside extensive payroll demands.

“Because we’re a creative agency, we’re not working with partners, we’re working for the client,” Nix explained.

“Most movies have stipulations with rates and payrolls, but we can’t do that because it’ll vary. I’ll have different volumes of freelancers.”

Initially, Nix felt overwhelmed by the sheer amount of work involved in maintaining compliance and managing payroll for Liquid Media – a position relegated to a small team.

The Solution

Throughout the conversations to partner with Vensure Sports & Entertainment, Nix was impressed by the push for a solution, not sales.

“I don’t enjoy sales,” Nix said. “I don’t like the idea of being sold to. I work in a creative space. I need confidence that someone is addressing my needs. And Vensure created a solution that addressed my needs.”

Nix noted that not only did Vensure Sports & Entertainment address both payroll compliance and administration, they gave her a space to ask questions.

Vensure stepped in, bringing their expert HR solutions and personalized approach to handle Liquid Media’s payroll and compliance needs. With Vensure’s support, Nix noticed immediate improvements.

“I love that I can manage everything within the actual state and labor guidelines,” Nix mentioned, highlighting the peace of mind Vensure brought to their workflow.

“I can call Vensure and get my workers comp easily, payroll is easy, and I can manage everything within labor guidelines. The team has always been so responsive.”

Vensure’s service allowed Nix to streamline operations and focus on what truly mattered: compliance and productivity.



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“I would definitely recommend it to another creative agency. It doesn't matter how big or small, Vensure is inclusive of any project you have. That's so important in this industry.”

— Jennifer Nix

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Client Experience

“[Competitors] were very salesy – they gave a feel of constantly upselling. I just needed to get started, and the [Vensure sales reps] were the most direct at getting me what I needed and took me seriously.”

Nix was particularly impressed with the consistency and personal touch of Vensure's service. “I feel spoiled. I've had the same senior payroll accountant managing our payroll since I signed up back in 2022 when I first started at Liquid Media. I just know when I have a question, it's only gotten better since Vensure came in.”

Results

With Vensure's expert guidance, Liquid Media was able to streamline their payroll processes and navigate compliance management with ease. The personalized support and consistent quality of service made a significant difference in their daily operations.

When asked about recommending Vensure to other creative agencies, Nix's response was clear: “I would definitely recommend it to another creative agency. It doesn't matter how big or small, Vensure is inclusive of any project you have. That's so important in this industry.”

Conclusion

Vensure Sports & Entertainment's tailored HR solutions and unwavering support have not only streamlined payroll and compliance processes for Liquid Media but have also empowered Nix to focus more on strategic tasks. By choosing Vensure Sports & Entertainment, Liquid Media continues to thrive in the fast-paced entertainment industry, confident in their compliance and payroll management.



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