

MARKETING ASSISTANT FAQ

 BELAY

Everything you need to know before your first conversation.

A BELAY Marketing Assistant is your fractional content engine: writing, designing, posting, and reporting so your brand grows even when you're too busy to touch marketing.

THE BASICS

What exactly does a BELAY Marketing Assistant do?

Your MA handles the execution across three areas: managing your socials, creating your content, and streamlining your communications. That includes social scheduling, SMS and email campaigns, Canva graphics, content calendars, podcast and webinar support, basic paid ads, basic SEO, and performance reporting.

Is this the same as an Executive Assistant?

Not quite! An EA schedules what you hand them. A BELAY MA creates it. They write copy, design graphics, run email campaigns, and track performance. It is a whole different level of support. For more specific details, you can [see a full side-by-side comparison of a BELAY EA vs. MA.](#)

What kinds of businesses is a BELAY MA right for?

Small to mid-sized businesses, solopreneurs, nonprofits, and marketing directors buried in execution. If you do not have the time or the expertise to execute your marketing strategy, a BELAY MA is built for you.

WORKING TOGETHER

Will I work with the same person every week?

Yes! You get one dedicated MA who learns your brand, voice, and tools. No rotation, no starting over. You get a true partner, not just a task-doer.

How quickly can I get matched?

Most clients are matched within a week. BELAY's process has a 93% first-match success rate, so you are not spending weeks trying to find the right fit.

What is the BELAY Right-Fit Guarantee?

BELAY's matching process is proven and true. With a 93% first-match success rate, we are confident we can find the right solution for your needs. But if your first match does not fit your needs or personality, we guarantee a hassle-free rematch at no additional cost and with as little downtime as possible. You do not have to fire anyone or search for a new hire. We take care of all of that!

Will I be involved in onboarding, or is it handled for me?

Your Client Success Consultant will handle the majority of the work, but no one knows your organization better than you! We will partner with you to make sure your MA has everything they need to hit the ground running, from communication norms to task management tools to whatever matters most to you.

CAPABILITIES & TOOLS

What does a typical MA do for a client?

Your MA can handle your social channels, content creation, SMS and email marketing, podcast, webinar and course management, light graphic design, and more to help you grow your organization.

What tools does a BELAY MA use?

BELAY MAs are fluent across the full marketing stack: Canva, Later, Buffer, Mailchimp, Flodesk, HubSpot, ActiveCampaign, WordPress, Squarespace, Google Analytics, SEMrush, ChatGPT, Zapier, and more. If you use it, they will learn it.

Can my MA use AI tools?

Yes, and we encourage it! BELAY Marketing Assistants are AI-fluent and use AI tools to improve speed and insights while always maintaining your brand voice and standards. This guide shows you exactly how BELAY uses AI tools with transparency, accountability, and respect so you can feel confident in the work we deliver.

Can they handle paid advertising?

Yes! MAs can support basic ad management, including tracking metrics and reporting on findings.

What will a Marketing Assistant not do?

A BELAY MA thrives in execution. For brand strategy or CMO-level direction, you would need a more senior resource. If you need someone to run with a direction and make it happen, your MA is ready.

What security measures are in place to protect us?

All BELAY contractors sign a Confidentiality Agreement to protect you and your organization. If you would like any additional contracts, we can discuss that. We also highly recommend using strong passwords and a password manager to keep your accounts secure.

LOGISTICS

How are hours and plans structured?

Plans start at 30 hours per month and scale from there. At 30 hours you can expect 12 to 16 social posts, 2 to 4 email campaigns, 1 to 2 blogs or lead magnets, and weekly reporting. Plans adjust as your needs change.

Are BELAY Marketing Assistants U.S.-based?

Yes! Every MA is U.S.-based and works 100% remotely, integrating seamlessly into your tools and workflows.

Can I hire my MA full-time later?

Of course! If your needs grow and you want to bring your MA in-house, BELAY can help facilitate that transition.

What is the first step?

Schedule a call with a BELAY Solutions Consultant. You will talk through your goals and current gaps, and we will match you with your perfect Marketing Assistant, usually within a week.

The right fit is closer than you think. A BELAY Solutions Consultant can help you find it.

No two businesses are the same, and neither are our Marketing Assistants. BELAY matches you with the right MA for your specific needs, your industry, and the way you work.