

# 25 MARKETING TASKS

## → You Can Delegate Today

Delegation is one of the most effective tools in a leader's tool kit because it empowers your team while growing your business.

**Here are 25 tasks you can start delegating immediately with the help of a **BELAY** Marketing Assistant.**



## CONTENT

- 1 Writing copy for blogs, podcasts, lead magnets, social media, etc.
- 2 Developing, implementing, and managing marketing strategies
- 3 Writing and leading targeted email campaigns
- 4 Creating branded graphics in tools like Canva
- 5 Developing and managing a monthly content calendar
- 6 Managing, creating and publishing original, high-quality content
- 7 Creating paid ad placements and tracking their ROI
- 8 Using metrics to hone and maximize the content that resonates
- 9 Organizing brand assets, photography, and graphics used for social initiatives

## BRAND DEVELOPMENT

- 10 Moderating and engaging with relevant online forums and groups
- 11 Conducting audience and buyer persona research
- 12 Establishing and/or reinforcing brand voice and social media identity
- 13 Facilitating client-company communication including responding to queries, asking for reviews, and organizing chats and Q & A sessions
- 14 Communicating with vendors and managing vendor lists
- 15 Leveraging social media channels to promote events and initiatives
- 16 Responding to comments and direct messages across all social channels

## ANALYSIS

- 17 Monitoring current social media trends
- 18 Defining important social media KPIs for your goals (*ex: distinguishing 'vanity metrics' from early adoption of social media and technology*)
- 19 Setting and achieving actionable metrics
- 20 Performing content optimization
- 21 Monitoring brand mentions
- 22 Conducting competitive analysis
- 23 Measuring success of social media campaigns (*organic and/or paid*)
- 24 Preparing weekly, monthly, and quarterly reports
- 25 Researching, finding, and leveraging measurement tools to provide progress reports and mine insights