

25 Marketing Tasks You Can Delegate

Delegation is one of the most effective tools in a leader's tool kit. Delegation empowers your team and helps you grow your business. Here are 25 tasks you can start delegating immediately with the help of a Social Media Manager/Marketing Assistant.

Content Development:

- Strategizing, Developing & Managing Content Calendars
- Copywriting for Social Media, Blogs, Emails, White Papers, etc.
- Basic Graphic Design
- Simple Audio/Video Editing
- Collaborating with Cross-Functional Teams to Create Higher-Quality Content
- Creating and Deploying Lead Magnets
- Creating Paid Ad Placements & Tracking Their ROI
- Establishing and/or Reinforcing Brand Voice and Social Media Identity

Marketing Channels:

- Managing Social Media Channels (regular posting, responding to DMs & comments, etc.)
- Email Marketing Execution & Planning
- Podcast Management
- SMS Marketing
- eCommerce Platform Management (Ex: Shopify)
- Executing Online Courses & Webinars
- AI Chatbot & Other Tech Integrations
- Basic CRM Management
- Coordinating Paid Media Opportunities

Research & Reporting:

- Marketing Vendor Research and Management
- Defining & Tracking Marketing and Social Media KPIs Based on Your Goals
- Conducting Competitive Analysis
- Measuring the Success of Marketing Campaigns (organic and/or paid)
- Preparing Weekly, Monthly, and Quarterly Reports
- Conducting Audience and Buyer Persona Research
- Monitoring Current Marketing Trends & Best Practices
- Researching Topics to Support Marketing Strategies



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