

MARKETING ASSISTANT VS VIRTUAL ASSISTANT



Marketing Assistant vs. Virtual Assistant

If you're a small-to-medium business, the thought of hiring someone to manage your communications seems lofty at best, and decadently impossible at worst.

But what if we told you it's entirely attainable — and that we have not one but two solutions that can help?

Here, we break down two of our services – Marketing Assistants and Virtual Assistants – so you can decide which one is right for your business – and realize why you probably need one, like yesterday!

	MARKETING ASSISTANT	VIRTUAL ASSISTANT
Schedule pre-written and pre-approved social media content		
Proof and edit prepared content		
Compile free use stock photos, or images that already have licensing rights		
Maintain basic editorial calendar		
Establish regular social presence by sharing articles, blog posts and more to LinkedIn, Facebook, Twitter or Instagram		
Research the best graphic design websites, social media tools and scheduling software for a team to implement		
Compile basic social media posts such as quotes, relevant articles and stock photos for the purpose of brand awareness		
Schedule emails and SMM communications		
Manage your vendor and email lists		
Communicate with vendors and clients via email		
Identify your target audience and determine what content resonates with them		
Monitor competing brands		
Understand current social media trends and implement new ideas when relevant		
Moderate and engage in relevant online groups		
Develop brand voice and social media graphic standards		
Create and maintain a social media calendar spanning multiple channels		
Provide customer service support through social media messages and comments		
Develop your ads strategy		
Research, set up, and manage paid ads		
Determine appropriate social media analytics and develop a weekly, bi-weekly or monthly report of findings		
Conduct basic SEO functions including keyword research and content optimization		
Create basic branded graphic designs with tools like Canva		
Write copy for emails, blogs, articles, and lead magnets that align with your company's brand		
Create and distribute email templates		
Schedule and manage email and SMM campaigns		
Determine appropriate email marketing analytics and develop a weekly, bi-weekly or monthly report of findings		
Address website copy and basic design needs		
Manage online business including inventory		
Coordinate and administer webinars and online courses		
Manage podcast tasks including guest outreach, script preparation, and editing		