



THE ULTIMATE GUIDE
TO WORKING WITH A
**MARKETING
ASSISTANT**

The Ultimate Guide To Working With A Marketing Assistant

An organization is nothing without effective marketing.

It's common sense—you could have the best product or people in the industry, but without a strategic marketing presence, you're the only person who will ever know about it.

And what's the point in that?

When you do it well, though, marketing takes time and expertise, which is why so many businesses push it to the backburner.

But a BELAY Marketing Assistant can offer you expertise without the personal time commitment. Whether it's an email, blog, or social media post, you'll never have to stress about what to say or how to say it again.

So read on to learn everything you need to know about working with a BELAY Marketing Assistant. You'll wonder why you waited so long.

CHAPTER 1

Marketing By-The-Numbers

If you're a small-to-medium business, the thought of hiring someone to manage your marketing may seem lofty at best and indulgent at worst.

But take a look at these statistics from a [recent study](#) on marketing trends:

- For every \$1 dollar marketers spend on email marketing, they receive an average ROI of \$42.
- Segmented email campaigns achieve 14.31% higher open rates than non-segmented email campaigns.
- Businesses that blog see lead growth of 165% compared to companies that don't, which only see a 73% lead growth.
- The average blog post published in 2021 is 1416 words long. Bloggers who write 3000+ words (36%) report the “strongest results.”
- LinkedIn accounts for more than 46% of all social media traffic to business websites.
- Facebook, YouTube, Whatsapp, Instagram, WeChat, and TikTok are the top five most-used social media platforms.
- 76.1% of internet users report using a social media platform for brand or product research.
- An estimated 120 million people listen to podcasts each month.
- The two biggest marketing challenges for businesses are generating leads (26.4%) and measuring ROI (20.9%).
- Companies with successful content marketing strategies focused on improving content quality (55%), optimizing for SEO (46%), and including video and other visual content mediums (41%)
- 94 out of 100 marketers reported that paid video ads had a positive ROI for their company.
- 86% of businesses use video as a marketing tool, which is a 63% increase over the past three years.
- Businesses that use marketing video content grow revenue nearly 50% faster than those who don't.

<https://www.siegemedia.com/strategy/content-marketing-statistics#ch6>

CHAPTER 2

Marketing Assistant vs. Virtual Assistant

“Why can’t my Virtual Assistant just handle my social media?”

Great question! Technically, they can. And maybe for what you and your organization need, that could be perfect. But maybe your needs exceed the bandwidth, expertise or experience of a Virtual Assistant.

So here’s a side-by-side comparison of two of our contract services – Marketing Assistants and Virtual Assistants – so you can decide which one is right for your business.

	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		

	MARKETING ASSISTANT	VIRTUAL ASSISTANT
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		

CHAPTER 3

Marketing Assistant: A Day In The Life

A Marketing Assistant can focus on a personal brand or a corporate brand. Which is right for you?

Easy! Just check out the side-by-side for each below.

PERSONAL Brand MA

Example Represents 40 Hours A Month

EVERY 1 - 2 DAYS:

- **Content creation & scheduling:** Draft and schedule social media posts in alignment with brand messaging and strategy.
- **Media sourcing:** Find and curate images, videos, or other media to accompany posts and improve engagement.
- **Community management:** Moderate relevant social media groups and engage with followers, maintaining a positive and active presence.
- **Engagement monitoring:** Monitor post comments and direct messages from followers, responding to inquiries in a timely manner.
- **Client alerts:** Notify the client of any comments or messages that require their direct attention or input.

CORPORATE Brand MA

Example Represents 80 Hours A Month

DAILY:

- **All items from the 40 hour package plus...**
- **Monitor scheduled posts:** Ensure posts are published correctly and troubleshoot any technical issues immediately.
- **Social listening:** Monitor brand mentions and direct messages across social channels and respond when appropriate.
- **Content sharing:** Curate and share relevant content aligned with brand messaging, including reposts of content that mention or involve the brand.
- **Grow social presence:** Identify and engage with key users and influencers to foster relationships and build brand awareness.
- **Trend analysis:** Stay on top of social media trends, adopting and implementing them when beneficial to the brand.

WEEKLY:

- **Content calendar management:** Plan and manage the content calendar, ensuring alignment with ongoing campaigns, promotions, and brand messaging.
- **Content scheduling:** Schedule posts with the appropriate links, and coordinate for final approvals.
- **Client coordination:** Collaborate with the client and/or marketing team to ensure content is consistent with overall marketing goals and objectives.
- **Social media trends & updates:** Stay up to date on the latest platform trends, algorithm changes, and best practices for engagement and compliance.
- **Email marketing:** Draft and schedule email templates for campaigns, newsletters, or product announcements.
- **Blog/newsletter drafting:** Write weekly blog posts or newsletters that align with the brand's goals and engage its audience.
- **Graphic creation:** Generate basic graphics using tools like Canva to complement blog posts, social media content, or email campaigns.

MONTHLY:

- **Performance reporting:** Assess content performance, including social media metrics, email marketing data, and overall engagement.
- **Strategy evaluation:** Adjust social media and content strategies based on performance data to ensure optimal results.
- **Content creation:** Plan and write articles or blog posts that delve into more comprehensive topics, supporting SEO and brand authority.
- **Email marketing management:** Manage email lists and workflows, ensuring optimal segmentation and engagement through automated sequences.

WEEKLY:

- **All items from the 40 hour package plus...**
- **Content sourcing:** Research and gather relevant resources for the content calendar from industry news, client insights, and social platforms.
- **Basic video editing:** Utilize tools like CapCut to edit videos for social media posts.
- **Performance analysis:** Review the past week's posts to identify and incorporate high-performing content into future plans.
- **Account engagement:** Research and engage with relevant social media accounts to grow the brand's network.
- **Manage small-scale paid campaigns:** Implement and manage low-budget paid media campaigns to drive traffic and conversions.

MONTHLY:

- **All items from the 40 hour package plus...**
- **Podcast management:** Oversee podcast tasks such as guest outreach, audio editing, and performance tracking.
- **SEO tasks:** Report on SEO performance and handle basic tasks such as keyword research, on-page SEO optimization, and reviewing search performance.
- **Ad management:** Create and manage ads or boosted posts on social media platforms, aligning with monthly campaigns.

QUARTERLY:

- **Photo shoot coordination:** Organize photo shoots to create fresh, branded content for upcoming campaigns or product launches.
- **Giveaways & promotions:** Develop and manage social media giveaways or promotional campaigns to drive engagement and brand awareness.

MEETINGS:

- **Monthly strategy meetings:** Attend monthly meetings to review and discuss the content calendar, performance results, and upcoming initiatives.
- **Client communication:** Maintain regular communication with the client throughout the week via email, messaging, or other preferred channels to ensure alignment and address any urgent needs.

QUARTERLY:

- **All items from the 40 hour package plus...**
- **Comprehensive strategy:** Develop quarterly and/or yearly strategies based on goals, including multi-channel strategies (social media, email, paid ads)
- **Online course management:** If applicable, assist in the management of online courses, including content updates and community engagement.

MEETINGS:

- **Bi-weekly marketing check-ins:** Attend regular meetings with the internal marketing team to stay updated on upcoming events, key initiatives, and important deadlines.
- **1:1 social media reviews:** Schedule weekly one-on-one meetings with the team member responsible for social media to align on strategy and performance.
- **Additional meetings as required:** Participate in other marketing or team meetings when necessary.

AS NEEDED:

- **Template creation:** Create or work with the graphic design team to develop brand templates for consistent visual representation across platforms.
- **Website/socials copy:** Update copy that requires changes including social media bios and landing page copy.

CHAPTER 4

Case Study: Maggie Smith

As the owner of Pintuck & Purl, a purveyor of fabrics, yarns, sewing and serging machines, Maggie Smith strives to re-capture a past where style, grace and creativity were the norms. She hopes to inspire others to take pride in handiwork and knows that the true creators of fashion are those who make it for themselves. Those folks are out there and she wants to be a resource for them. Maggie feels that working with your hands brings a sense of accomplishment, a feeling of independence, and the satisfaction of knowing what you make is uniquely yours.



She's designed an environment to keep clients inspired, classes to sharpen their skills, a community to engage in, and offers the high-quality materials and tools customers need to create something amazing.

The Challenge

When Maggie started the store over five years ago, her social media strategy consisted of a post here, and a post there when she could find the time.

Then, she hired a friend to do the same. They would take photos when they needed to post but with no real strategy. But the help was short-lived.

Because when COVID hit, and her friend had to stay home with her kids – it was back to grassroots social media.

But it wasn't all bad news.

Maggie's store was growing, and fast.

"We just kind of blew up as far as sales and customers," Maggie says. "And social media was still kind of lacking – customers in-store, online orders and phone orders, it was just too much.

"And so we were sporadically posting. Literally, it would be like, 'Oh, we have a class tomorrow. We should post about it today.' So we were always kind of catching up. Then someone mentioned BELAY.

"I knew we needed to put our energy somewhere else. I was happy to pay someone who had more experience doing [it]."

But while Maggie was confident she needed help, she was initially hesitant about BELAY's matching process.

"I was like, 'What if we don't get along?'" Maggie admits. "[It was] a big concern of mine because obviously, I'm not part of the matching process."

But Maggie was paired with BELAY Marketing Assistant Jessica Vaughn, and every concern melted away.

"Right off the bat, I was like, 'I'd be friends with her. This is fine. We're good!'"

The Solution

"It was a lot of communication in the beginning, but [Jessica] was an extremely quick study and really delved into our brand and figured out what kind of look we wanted, even though she doesn't sew or knit.

"But I didn't need a sewing guru; I needed a marketing guru. We have people that are specialists with our products... So Jessica was pretty amazing."

And it all came down to Jessica's innate curiosity and drive to learn.

"I asked a lot of questions," Jessica shares. "What does this machine do vs. that machine? How is this yarn different from that yarn? Oh, that's a really pretty fabric. Is it this one? Or is it this one because the color looks a little different? How would you use it once you get it?"

"I asked a lot of questions to immerse myself in not only the brand but the work and the products themselves. That comes easily because I'm a learner. I want to absorb, and I want to learn something that I don't know."

It also helped that Maggie filled any gaps with trust.

"Maggie trusted me way sooner than I expected her to trust me," Jessica says. "And I can't tell you how much I appreciated that. It communicated that I was getting something right. And that she knew that she could trust her brand to me earlier than I expected her to. That meant a lot."

And that trust yielded some seriously extraordinary results for Maggie, including ads for BERNINA, a global maker of sewing, embroidery and quilting machines of which Pintuck & Purl's a successful retailer.

"I was tasked to come up with an ad campaign to reflect the brand and to communicate the sales," Jessica says. "We got a lot of really meaningful information from those ads. [It was] a huge, successful BERNINA ad campaign."

Loyal customers and new customers alike have become aware of Pintuck & Purl's new-and-improved marketing presence.

"I'm not a follower-chaser, but I want to see consistent growth," Jessica says. "What matters more to me is meaningful engagement, meaningful content, and consistently growing impressions and reach – and we've had that.

"We've also had over 2,200 video views, which is a big deal because we're doing videos now because when we first started, there was no video content. Now, it's getting her brand out there in a really new, positive way."

So with not only her social media presence growing and evolving, Maggie also started to see a windfall of sales from Jessica's efforts.

"Jessica has had the ability to create sales," Maggie shares. "We were able to launch this '12-Days of Christmas' sale for sales generation that we would've never done otherwise.

"I could go through [my sales] and be like, 'These are definitely sales from social media. These are sales definitely from coordinated marketing that Jessica has helped us do. The 'Make It With Maggie' [campaign] – we've sold four or five machines on that. The 'Fall In Love With Your Serger' [campaign] – we've sold three \$6,000 sergers over the past week.

"It's great to have more engagement and more customers, but really when it comes down to it, the bottom line is, 'Is it going to actually help my bottom line?' And [the MA service] absolutely is paying for itself. It's kind of an investment, and I'm willing to do it if it's going to help us grow in the long run. And it definitely has, for sure.



I'm not a follower-chaser, but I want to see consistent growth.



INSTAGRAM ANALYTICS

POST REACH	OVERALL ENGAGEMENT	POST IMPRESSIONS	FOLLOWERS
November - 13,698 February - 69,553 Growth: 408%	November - 1,032 February - 4,429 Growth: 329%	November - 15,503 February - 74,451 Growth: 380%	November - 2,908 February - 3,203 Growth: 10.1%

Starting net follower growth, 30-day average: 0.6%
Current net follower growth, 30-day average: 4.9%

Profile Visits (number of unique users intentionally visiting their grid)
November - 531 – February - 1489
Growth: 180.4%

They also had one post on Jan. 16 go micro-viral with over 11.2k views, which is a jump over their previous best reach by over 4.3x.

The Result

Always music to our ears, Maggie's BELAY partnership has given her back her most precious commodity: time.

"It's just given us the ability to focus on the things that we need to focus on to grow the store," Maggie adds. "I don't know if I could work any other way. It's been honestly so helpful as far as being able to focus on bigger things that need my attention."

Jessica couldn't agree more.

"This has just been a dream engagement for me," Jessica adds. "It really has. I can't say enough about how glad I am that I got matched with Maggie and Pintuck & Purl."

CHAPTER 5

Gut-Check Questions

Have you found yourself saying ...

- ...I don't know what to post.
- ...I don't have time to make content.
- ...I can't keep up with all my social media platforms.
- ...I don't know what social media platforms to use.
- ...I struggle to get followers.
- ...No one likes my posts.
- ...I can't make graphics for my business.
- ...Marketing tasks are overwhelming.
- ...I'm not creative.
- ...Writing marketing content is time-consuming.
- ...I need marketing help.

Sure, many businesses may have these pain points and still manage just fine.

But what if a Marketing Assistant could take you from managing *'fine'* to managing *'great?'* What if – with very little effort – you could address nearly all of the above pain points with just one hire?

CHAPTER 6

Signs You Need a Marketing Assistant

A BELAY Marketing Assistant can help you manage all of your unique communication needs which can be varied, extensive, and exhaustive. Most importantly, though, they can build a strong online presence to get you back to what you love most—running and growing your business.

Do any of these ring (too) true?

1. Writing feels overwhelming.

You know what you want to say and maybe even who you are saying it to—but not necessarily *how to say it well*. Effective marketing is all about finding the right words for the right audience.

2. Marketing is an afterthought.

The tasks we don't enjoy naturally make their way to the bottom of our to-do lists—it's natural. But you can't afford for your marketing presence to sit at the bottom of your list forever.

3. You're not social-media savvy.

To do something well – not 'good' not 'OK' but *great* – you have to understand it, and oftentimes on some level, you have to *enjoy it*. When you don't, it shows.

4. You're not reaching your targets.

You're just not converting enough people, gaining enough new followers, or advancing your campaigns.

5. You already work 40+ hours.

I know—if you're a business owner, 40 hours probably seems like a light week. Being an owner is time-consuming, and there just aren't an extra 30 hours a week left to manage social media.

You need help.

CHAPTER 7

25 Things You Can Delegate to a Marketing Assistant Today

A Social Media Manager can help you manage all of your unique social media needs – which can be varied, extensive and exhaustive – and build a strong online presence to get you back to what you love most: running and growing your business.

Do any of these ring (too) true?

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 & 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

CHAPTER 8

AI-Enabled Marketing Assistants

Artificial Intelligence has changed the game across industries in terms of productivity and capacity, and marketing is no different. That's why BELAY Marketing Assistants are equipped with advanced AI tools to increase their impact and optimize your marketing efforts.

Many marketers are hesitant about the use of AI out of fear that it will detract from their individuality or authenticity, and that's a valid concern. Like any tool, there is a way to employ AI poorly.

AI tools provide incredibly useful data and functions on their own, but the real magic comes from how our Marketing Assistants leverage them. Our MAs have the strategy, creativity, and vision to steer the momentum of AI toward your marketing goals.

BELAY Marketing Assistants employ advanced AI tools to:

- Refine campaigns through data-driven insights that target your specific audience
- Save you time and resources by automating your content scheduling across multiple platforms
- Increase your marketing ROI by tracking performance in real time and adjusting when necessary

This level of automation and precision increases marketing efficiency, reduces manual effort, and ensures that you're targeting the right audience at the right time. That's how you leverage AI without sacrificing creativity and individuality.

CHAPTER 9

Only Pay for What You Need

You're probably asking yourself, So what CAN'T a BELAY Marketing Assistant do?

While an MA's scope is vast, there are some limits on what a fractional BELAY Marketing Assistant brings to the table.

Take a look:

SERVICES	AN MA CAN	AN MA CAN'T
Copywriting	<ul style="list-style-type: none"> Write copy for various short - medium genres including captions, emails, blogs, landing pages, newsletters, etc. 	<ul style="list-style-type: none"> Execute long-form, specialized copy including ebooks, video/commercial scripts, and account reports
Branding	<ul style="list-style-type: none"> Create on-brand content across mediums Research ways to enhance and expand branding voice 	<ul style="list-style-type: none"> Develop brand messaging, logo, and creative identity from scratch
SEO	<ul style="list-style-type: none"> Perform basic SEO tasks like keyword search 	<ul style="list-style-type: none"> Provide expert level SEO analysis
Production	<ul style="list-style-type: none"> Create junior-level graphic design using a design tool like Canva Provide video for social media, online courses, podcast episodes using a video editor tool like Capcut 	<ul style="list-style-type: none"> Create custom videos with professional-level editing or professional-level graphic design

One of the perks of a fractional BELAY Marketing Assistant is that you only pay for what you need. While other services may offer a “one-size-fits-all” approach to marketing support, BELAY packages include flexibility in hours. That way you don't waste money on tasks that won't help move your business forward.

[Contact us](#) to learn more about the various packages BELAY offers busy leaders!

A BELAY Marketing Assistant Can Help

There's nothing more intimidating than the blank page—whether it's an email, blog post, or social media caption, we've all stared at a screen before and thought, But what do I say?

Imagine letting go of that question forever.

A BELAY Marketing Assistant has the time to generate all the content you've been dreaming about for your business, and even better, they have the expertise to do it well. That way, you can stop staring at that screen and get back to what you do best—growing your business.

Ready to say goodbye to the blank page? [Contact us](#) today to get started!



The Right Hire. Right Now.

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