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## **How Virtual Assistants Can Save Time For Executives**

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**All executives and entrepreneurs want to put their time to best use.**

Better use of their time generally equates to making more money. For this reason, outsourcing less critical business activities to virtual assistants have become a popular choice.

**Here are a few roles that a virtual assistant takes on to save executives time and money.**

### **Blogging Tasks**

Blogs are something that is expected, not a nice-to-have. But blogging is time-consuming, so not an ideal task for an executive. Your business' virtual assistant will do the following blogging tasks:

- Create blogs.
- Moderate blog comments.

- Respond to blog comments.
- Research blog topics.
- Add tags to blog posts.
- Find and insert images to blog posts.
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## **Database Management**

The more your business grows, the more data it will amass. Your virtual assistant will help with:

- [Customer relationship management.](#)
- Updating customer details.
- Data mining.
- Lead Generation.
- Online research

## **Document Organisation**

Your business will have a multitude of written communications, presentations, and documents that need organizing. These tasks are ideally suited to a virtual assistant:

- Data Entry in spreadsheets or documents.
- PDF conversion, merging, splitting, etc.
- Simple eBook Layout / Formatting.
- Create reports.
- Create forms.
- Document template production.
- Dropbox/Google Drive Organization
- Prepare presentations.

## **Edit Audio and Video Content**

Podcasts, vlogs, and other audio/visual content tasks don't end when the executive has finished recording. There are a host of things that a [virtual assistant](#) will do to help an executive in this area:

- Creation and management of YouTube accounts.
- Transcribe video and audio files.

- Upload videos to YouTube.
- Upload videos to other video sharing sites.
- Moderate YouTube comments.

## **Email Management**

Clearing an email inbox can be a full-time job for an already busy executive. Much better to outsource this task, and only deal with the essential communications.

- Filtering emails.
- Proofreading emails.
- Responding to greetings, invitations, etc.
- Answering standard business inquiries.

## **Email Marketing**

Marketing can take up as much time as you'll give it. An executive's time is better spent on face-to-face meetings. A virtual assistant will deal with:

- Creating new email lists.
- Adding or removing subscribers.
- Creating broadcast emails.
- Scheduling and sending broadcast emails.
- Creating auto-responders.
- Newsletter production.

## **Project Management & Training Tasks**

Depending on your virtual assistant's experience, they may be able to handle the following:

- Project Management between managers and their teams.
- Training of new virtual staff.
- Preparation of training materials.
- Deadline and deliverables Tracking.
- Management of new virtual staff.

## **Receptionist Tasks**

Your virtual assistant will manage all of your **virtual reception** responsibilities,

such as:

- Basic Bookkeeping.
- Sending Client Invoices.
- Running personal online errands.
- Preparing minutes of online meetings.
- Customer service.
- Voicemail Checking.

## **Schedule Management**

A good virtual assistant will make sure the executive is in the right place at the right time.

- Calendar Management
- Appointment Scheduling
- Executive reminder
- Travel Arrangement and Planning

## **Social Media Tasks**

[Social media management](#) can eat up an executive's time. A virtual assistant will take on these simple, but time-consuming tasks:

- Create Facebook pages and groups.
- Schedule and post Facebook insights.
- Promote Facebook pages.
- Collate and interpret Facebook insights.
- Creation and management of Twitter accounts.
- Promote Twitter accounts.
- Schedule Tweets.
- Creation and management of the executive's LinkedIn profile.
- Respond to messages on all social media platforms.
- Tracking mentions and hashtags.

## **In conclusion...**

An executive's time is too valuable to get involved in a lot of necessary tasks within their business.

Using a virtual assistant will free you from these tasks, giving you more time to

make money.

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