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Owned Media Properties and How a Virtual PA Can Help You Manage Them

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Maximising your online presence to promote your brand is essential for any business to succeed in today’s commercial environment.

No longer is it sufficient to have just a website for your business. You need to have as many owned media properties as possible.

But, just what are owned media properties? Also, how are you going to find the time to manage them? This short article aims to explain what owned media properties are and how a **virtual PA** can help you manage them.

What Are Owned Media Properties?

Owned media properties are those internet and online properties that you own, control, and are unique to your business or brand. A website is one of the most common forms of owned media property, and it also includes blogs, social media channels, and other online presences.

Your website should be the central aspect of your online branding and the others extensions of that. In turn, your website should be an extension of your brand, so all of your owned media properties are unified with your brand.

The more owned media properties you have, and the more they are aligned with your brand, the greater your chances of success will be. However, there is an issue with having a host of owned media properties, and that is having the time and energy to manage them.

How a Virtual PA Can Help Manage Your Owned Media Properties

As you may well have experienced already, managing your owned media properties is time-consuming, and you could spend all day and night on this aspect of your business. As essential as managing your online media is, any of the tasks involved are repetitive and straightforward, which means that they can become tedious. Completing such work might not be the best use of your time.

Outsourcing such tasks to a virtual PA means that you can get them completed at a more cost-effective rate, and by someone more specialised in this line of work. Owned media property management tasks that can be done quickly and effectively by a virtual PA include the following:

- Blogging.
- Website content writing.
- Comments on social media.
- SEO
- Optimising images.
- E-commerce product management.
- Online customer service.
- Updating homepages.
- Marketing online products.

While you are still a fledgling business and you have time to do these tasks, it is good to understand what is involved and how much time it takes. With this knowledge, you will be in a better position to manage your virtual PA when you take one on board.

Bringing in a virtual PA will help you grow your online presence, and if you have an e-commerce aspect to your business, they can help generate sales.

In conclusion...

Overall, a virtual PA can help you manage your owned media properties.
As your business grows, and so do your online activities, you can increase the amount of time you use your virtual PA or employ more for the additional support.
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