



TASKS MENU

Marketing Business

Marketing Business have requested the tasks detail next.

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Marketing Business companies have requested the following detailed tasks:

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Business/Administrative Duties

01



Scheduling meetings, deadlines, and other business-related events.



Manage business schedules and deadlines for meetings and events.



Organizing and properly naming files, images, and other documentation for future reference.



Organize and properly label files and documents for future reference.



Collecting data on your business' progress and presenting these updated statistics regularly.



Collect and report on business progress and statistics.



Providing customer support (answering calls, taking complaints, etc.).



Provide customer support through answering calls and addressing complaints.



Processing new orders and addressing returns and/or customer complaints.



Process new orders and handle returns and customer complaints.



Book Appointments



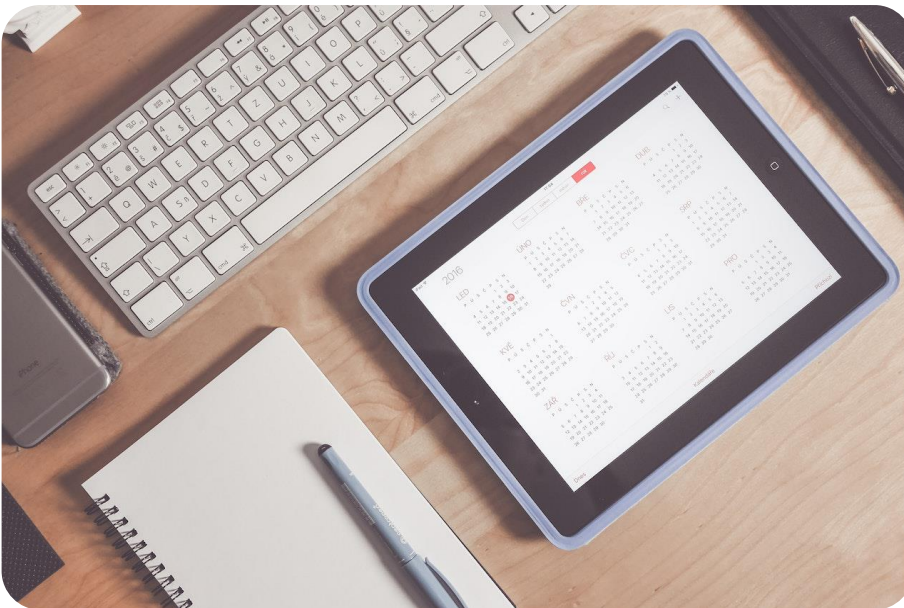
Send DMs to get the potential client (the lead), to book a call with the client's company to learn more about their services.



Continue the DM conversations, with the goal of getting the lead interested in learning more.



Send more information on how to schedule and book a call/appointment with the company's owner or representatives.



Use Calendly or similar call booking software to handle sales calls.

Lead Generation & List Building

03



Look for new prospects /leads, they already have many prospects on a list however the VAs will search as well for potential prospects..



Find new leads by using social media by following hashtags, and "check-ins" on Facebook, Tik Tok, Instagram etc..



Keep track of how many people have been reached out, sent messages, etc.



Create a Google Sheets doc to keep track of everything including Social media/ URL/username, date when they connected, date of when the message with the booking link was sent, etc..



Keep track of analytics and dates to understand conversion metrics.



Find people within the target of the client, the client should share who the ideal customer is and the type of lead the VA should be looking for.



Look for high-level people, usually the VP of Sales, VP of Marketing, Executive Vice President (EVP), Director of Sales, Entrepreneur, Consultant, and Directors, to join specialty networking or industry-specific groups.

Social Media Outreach



Find ideal contacts/leads/clients and reach out to them via DM (Direct Message).



Follow the scripts provided but must also take the initiative to know how to answer .



Research focused on the client's buyer persona (ideal client for the company) through hashtags or other accounts.



Send and receive DM messages from/to leads through the client's social media accounts (Tok-tok, Instagram, etc.).



Open the conversation in a cool, low-key way (not hard sales at all).



Pre-qualify the person to see if they're a good fit to work with the client.



Have written conversations as naturally as possible and focus on trying to help keep track of who they're in touch with and qualify leads into the client's CRM system.



Reach out privately pretending to be the client, and then connect with them and find out if they need help with anything..

Organize and Report DM Responses



Add qualified leads into the client's CRM system.



Create reports that show the results of VA social media outreach work periodically.



Create a simple but easy-to-understand report that shows the results of social media outreach work on a weekly basis..

Follow-up With Clients



Report how many leads were contacted during that week/month/etc., as well as the result of the responses for each of the agency's clients.



Organize, and keep track of well-qualified leads (those interested) and keep track of them not only on social media but ideally on a Google Sheet, to easily keep track of who they're in touch with.

Blogging

07

- Moderating blog comments and filtering spam.
- Responding to the comments your readers leave.
- Performing research for upcoming blog posts.
- Generating new ideas and pitches for blog posts.
- Scheduling blog posts.
- Finding images and videos for blog posts.
- Adding meta descriptions, tags, and images to blog posts.
- Finding statistics to incorporate into posts.
- Proofreading for spelling mistakes, grammatical errors, and awkward phrasing.

- Making adjustments to older blog posts as new data is unveiled.
- Creating internal links to existing posts.
- Keeping an inventory of posts and the keywords used.
- Corresponding with your team of freelance writers.
- Hunting down guest blog opportunities.
- Producing pitches for guest posts.
- Reaching out to influencers in your industry.



Social Media

08



Managing and approving friend or follow requests.



Inviting followers to attend events.



Sending out personalized birthday greetings to key contacts.



Sharing your blog content across social networks.



Finding and editing images to use in posts.



Curating quality content from relevant sources.



Scheduling posts across all social platforms.



Keeping track of brand mentions.



Uploading new videos to YouTube.



Creating questionnaires and surveys.



Engaging with friends and followers.



Ensuring all profiles are updated on a consistent basis.



Sending out thank-yous to new followers.



Commenting, retweeting, and interacting with interesting content.



Designing and occasionally redesigning profiles.

SEO

09



Performing keyword research.



Creating catchy headlines.



Setting up a sitemap.



Building and editing landing pages.



Performing off-site optimization such as commenting on other blogs.



Analyzing the SEO campaigns of competitors.



Tracking the position of your content in search engines.



Researching cutting edge SEO trends.



Submitting content to directories.



Handling social bookmarking.



Monitoring site speed and Keeping up with Google algorithm updates.



Performing an occasional SEO audit.

Content marketing 10



Creating offsite content that links back to your website and blog.



Backing up content in the Cloud.



Interviewing sources.



Finding and editing photos.



Finding statistics to add.



Converting files.



Repurposing content, using a variety of mediums such as infographics, videos, slideshows and webinars.



Working on increasing post engagement.



Creating and managing your editorial calendar.



Keeping track of your content marketing budget.



Establishing deadlines for content.



Ensuring all content is mobile-friendly.



Building spreadsheets for your editorial calendar.

Analytics



Monitoring trends with traffic, acquisition, conversions, etc.



Spotting long-term patterns.



Generating daily, weekly, and monthly reports

Determining how cost-effective your marketing techniques are and analyzing engagement.



Reputation Management



- Handling social listening across the web.
- Monitoring reviews on sites such as Yelp and Angie's List.
- Getting consumer feedback.
- Paying attention to negative press.
- Responding to negative comments.
- Managing trolls

Email marketing



Tweaking html email body as needed.



Writing interesting newsletters that maintain brand interest in current customers.



Proofreading and editing emails.



Writing and sending follow-up emails to customers that have asked questions about services or products.



Setting up autoresponders (automated email campaigns) that send emails to new customers after they sign up on your landing page.



Creating emails aimed to convert potential customers gathered through leads.



Sending out bulk emails.



Creating an up-to-date email list. Email lists change frequently, resulting in consistent updating.



Responding to questions.



Sending old customers greeting cards and new customers welcome cards. This increases brand loyalty and maintains meaningful communication with customers.

WordPress

14



Monitoring and
managing plugins.



Installing new
plugins.



Providing WP
support.



Tweaking
templates.



Handling
coding.

Other Tasks

Optimizing Your Conversion Rate

1. To optimize lead conversions, you must study Google Analytics and strategize your online marketing plans accordingly. You also need to check your web page repetitively to understand where things are going wrong.
2. Devoting time to understand your consumers is essential, but it should not dig into other crucial tasks. Thus, you can consider outsourcing this task to others.

Traffic Generation

1. The more traffic comes on your site, the better number of leads you generate. One out of every three digital marketers find it difficult to bring traffic on a business website.
2. There are a lot of analytics and understanding that goes behind targeting the right audience. Traffic generation requires day-to-day inputs, and it is best to outsource it.

Link Building

1. Link Building is one of the proven digital marketing strategies to attract visitors online. When asked in one of the Word stream surveys, 92% of marketers believed that link building is essential for driving your website traffic.

2. Unfortunately, it is easier said than done. Link building again requires constant effort and time, which can be avoided by outsourcing this task.

Financial Management

1. Bookkeeping. This is an effective way to indirectly keep track of incoming money and business expenses.
2. Writing invoices for customers.
3. Creating weekly sales reports. These keep track of where your business is financially and gives you an idea of where you need to grow.
4. Paying business-related bills and allocating funds where you see fit.



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