

# 101 Things a Virtual Assistant Can Do

Hiring Virtual Staff has multitudes of benefits including reducing the need for office space and having less employee-related expenses. Here are the most popular tasks that Virtual Assistants are used for:

- Data Entry
- Data analysis and reports
- Calendar management
- Travel management
- Hotel and flight booking
- Event organization
- Online research
- Market research
- Product research
- Create surveys and fill-in forms
- Creating and tracking Google Alerts
- Data mining and lead generation
- Lead validation
- Uploading information and contacts to CRM
- Creating charts
- Creating diagrams
- Converting and editing PDF files
- Preparing training materials
- Posting Ads

- Generating so-called listicles (list articles) on industry-related matters
- Responding to comments made on the business's blog
- Interviewing previous customers to compose case studies
- Creating new list of email contacts, email newsletters and promotional copy
- Establishing follow-up emails and auto-responders and edit according to response rate
- Opening social media accounts on Facebook, Twitter, Google+ and Instagram
- Writing, editing and sharing posts on social networks (a content creation strategy)
- Ensuring the small business has a mobile social media strategy for full optimization
- Placing job ads Filtering job ad candidates
- Conducting applicant or employee background and credentials check

- Organizing your Google drive/Dropbox
- Creating document templates
- Run a social media contest or challenge
- Uploading photos to Flickr, Pinterest and Instagram as part of marketing strategy
- Maintaining integrity of website as well as functionality, security and troubleshooting
- Doing regular backups to prevent data loss
- Keeping up with network whether through email, social media or by phone
- Creating online forms for content submission, customer feedback or inquiries
- Writing down discussions from meetings and then creating a detailed document
- Transcribing voicemail, video or audio, podcasts and meeting recordings
- Recruiting for potential team members and contractors or freelancers

- Sourcing and training Proofreading documents and other offi-ce materials
- Producing graphs from your spreadsheets
- Article and blog post creation
- Guest posting and guest blogging
- Composing press releases and newsletters and submitting to news release directories
- Producing content marketing material, such as infographics, white papers and eBooks
- Designing brochures and creating content to put inside
- Publishing extensive how-to guides and industry-related book reviews
- Answering calls
- Making Calls and leaving voicemails
- Checking messages
- Updating contacts
- Generating Leads

- Researching on important data, statistics and facts for meetings, presentations or blogs
- Performing generic errands for the office, including buying items online, arranging locations for office parties and hiring a cleaning service
- Interviewing job applicants and speaking with references
- Training on-site employees, virtual staff members or freelancers.
- Conducting background, credit and criminal checks on staffers
- Running an internal office challenge so employees can receive bonuses
- Putting together welcome and goodbye packages for both clients and staff
- Searching for and contacting industry experts or guests to participate in podcasts and webinars
- Transcribing recorded calls in to usable notes

- CRM Management
- Performing banking needs, like paying bills and transferring funds
- Writing and sending invoices to clients
- Creating, filing and presenting weekly reports on sales, deliverables, hours and tasks
- Checking email, responding to customer inquiries and managing spam
- Organizing technical support tickets and participating in chat support
- Creating and sending out greeting cards, invitations, newsletters and thank you notes
- Establishing, updating and managing a calendar of important events
- Scheduling appointments with clients, businesses and salespeople
- Launching and maintaining cloud computing accounts (Drop Box, OneDrive, Google)

- Engaging with audience: responding to inquiries, sharing relevant information, thanking customers for mentions and purchases and posting promotions
- Updating all social media accounts on a regular basis
- Creating pinnable pictures for Pinterest
- Wordpress theme development
- Wordpress functionality and plugin enhancement
- Basic website maintenance
- CRM & Social Media integration
- Payment gateway assistance
- Install and support an email ticketing system
- Providing suggestions and recommendations when company is not meeting monthly, quarterly and annual goals
- Taking care of customer refunds
- Producing customer care scripts for customer service requests
- Processing orders over the phone
- Following up on customer complaints/issues
- Researching better processes for the company
- Researching innovative tools that can help with productivity

- Converting, merging and splitting PDF files
- Preparing training manuals for new staff members or remote workers
- Composing documents from handwritten drafts, faxes and dictations
- Create forms or surveys for customer feedback
- Turning raw data into a detailed report and slideshow
- Developing and delivering slideshow presentations
- Searching for hotels, booking airfares and mapping out trip itineraries for business
- Collecting documents for tax season
- Create a business-wide project management system online
- Managing projects: staying in touch with subcontractors, emailing reports, using online calendars and calling team leaders informing them of deadlines
- Sending a gift card or thank you note to your clients on holidays and anniversaries
- Speaking with customer service representatives for tech support, banking issues, etc.
- Finding and ordering offi-ce supplies

There is a lot more that you may discover as you work together. Aside from these tasks, Virtual Assistants are trainable and easily adapt to your work. The longer you work together, the more tasks you can delegate.