

"15 Ways Virtual Assistants Can Help Make Online Marketers More Money"

Special Report

It's perfectly understandable for many online entrepreneurs, including online marketers, to think that virtual assistants are just an added expense. After all, if you can check your email, why pay somebody else to do it? Similarly, if you can check your social media accounts, why go through the added expense of having somebody else do it for you?

The problem with this type of thinking is that it ignores the fundamental business reality of opportunity costs. Whether you've heard of it or not, it is worth repeating.

Please understand that you can only be in one place at one time. Setting aside the myth of multitasking, you can only do one thing at a time. If you want to do something well, you better focus on it.

Given these realities, it is no surprise to find out that there is always a better use of your time. If you spend hours every single day sifting through tons of email, what do you think you're losing?

You might think that you are getting a lot done, but that's just an illusion. What if somebody else is doing that for you and you're focusing instead on a set of activities that will put more money on the table?

Did I get your attention? Good.

Opportunity costs are real. And unfortunately, a lot of online marketers are not living up to their fullest financial potential because they choose to ignore it. They think that if they want something done right, they better do it themselves.

Well, that's an old saying, and I'm sure there's a lot of wisdom behind it. Unfortunately, if you want your business to grow, you would have to learn how to delegate, outsource, and prioritize.

If you think that your business could stand to make more money but you can't quite make sense of the whole idea of hiring a virtual assistant, please pay attention to what I'm about to say. Here are just 15 of the many different ways virtual assistants can help you make more money online.

1. Find More Profitable Niches

Make no mistake, an online business lives or dies based on its choice of niche. If you pick a market segment that is just simply beaten to the ground and heavily saturated, you're going to be spending a tremendous amount of time, effort and energy only to have very little to show for it.

Thanks to extreme competition, the razor-thin profit margins as well as the huge opportunity costs of such niches make them not worth it. They are a complete waste of your time.

Sadly, too many online entrepreneurs keep banging their head against the wall. They think that there are only a few select niches and that's the best they could do.

Well, what if you could hire somebody to find profitable niches or subniches in the niche that you're already covering so you can enjoy a larger profit margin? Wouldn't that be a worthwhile investment of your limited capital?

2. Reverse Engineer Your Competitors' Advantages

A lot of businesses stay small because they just focus on what they think makes their business special. They refuse to realize that there's a reason why a lot of their competitors are pretty much doing the same thing.

They're not idiots. They're doing what you think is routine, generic, or all-too predictable business activities because those activities sell. That's the bottom line.

If people can't make money doing the things that they're doing, they would stop doing it. It's high time that you start thinking along these lines.

Unfortunately, it's too easy to get so caught up in what you're doing and so used to the business processes that you've grown accustomed to that you completely become blind to this.

One side project that you can hire a virtual assistant for is to help you fine tune your business activities by having them reverse engineer your competitors' advantages. You'd be surprised as to what they would find.

3. Scope Out New Marketing Platforms

If you're reading this, you're probably already making money online. It may not be much, but at least you're making money.

Here's the problem: if you stay in the platform you're in and you insist on doing the same things that you've been doing all this time, chances are, you probably are not going to level up your income.

I know that sounds depressing, but it's also true. The truth is, if you want to truly unleash your online money-making potential, you have to go beyond your current platform.

I know this blows a lot of people's minds because they believe in the old saying, "If it ain't broke, don't fix it." But here's the problem, you can only fish from the same fishing hole for so long until the fish disappear.

I know it sounds crazy, given the fact that Google seems to be so dominant and Facebook gets a tremendous amount of traffic, but those platforms may disappear over an extended period of time. If you don't believe me, just look up the story of Yahoo.

Scope out new marketing platforms. Not only can this help your business gain new clients and customers, but your virtual assistant can also ensure that your business can withstand the severe financial reversals that is bound to happen if your current platform disappears.

4. Figure Out Ad Campaign Tweaks on Major Platforms

If you've been running Facebook ad campaigns, you might be thinking that you know the process like the back of your hand. You might even consider yourself to be some sort of expert. But here's the problem: by and large, a lot of the things that you think you know about Facebook are just the tip of the iceberg.

I know that sounds crazy, but hear me out. The truth is, there are just so many different features to major ad platforms. And unfortunately, it's very easy to develop tunnel vision.

You experiment with Facebook, and then all of a sudden, you discover something that works, so you stick with it. Your curiosity dies. You no longer run experiments. You just stick with the tried and proven.

What if I told you that you may be settling for cents on the dollar? Whatever amazing traffic that you think you're getting might actually be a small fraction of what you could possibly be getting from Facebook or whatever major ad platforms you're using.

This is why it's always a good idea to hire a virtual assistant to figure out how to tweak your existing campaigns so you can take their performance to the next level.

5. Basic Content Research

As you probably have already heard, content is king. In fact, people repeat that so much that it's beginning to lose its meaning.

Unfortunately, as Google gets smarter and smarter, content is not just king. It has become the emperor. In other words, if you're putting up an online presence and your content is subpar or just below people's expectations, don't expect to get far when it comes to search engines. That's simply not going to happen.

The good news is, when you hire a virtual assistant, they can do basic content research so you can at least come up with something interesting enough for people to search for. This can lead to greater sales and online visibility.

6. Advanced Content Research

Basic content research is all about simply becoming visible. As important as that may be, that's simply not enough.

If you want your website to appear for the top keywords in your industry, you can't play second fiddle. You really can't play to be just another face in the crowd. You have to knock that ball out of the park. You have to aim to be number one.

How do you do this? Well, the simple answer is advanced content research.

Sadly, this is very hard to do on your own. As busy as you are and as many different responsibilities and duties and obligations

you already have, it's going to be very hard for you to find the time to do it.

This is where your virtual assistant comes in. As long as you give them clear instructions on how to do advanced content research, they can give you enough leads so you can take your online business' search engine presence to a whole other level.

7. Do Your Daily Grunt Work So You can Focus on the Big Stuff

What if I told you that 80% of the things that you do every single day only account for 20% of your income? I know that's shocking, but unfortunately, a lot of that email sifting or that Facebook update checking that you're doing don't really add to your bottom line.

By focusing on the 20% that contributes 80% of your results, you can start to make a lot more money.

Now, you may be asking yourself, "Well, what happens to the rest of the things that I do?" Well, that's where your virtual assistant comes in. They can do the daily grunt work.

They can monitor your sites. They can check for reports. In other words, they can do a lot of the low-level stuff so you can focus on the high-level stuff.

This is the stuff that really pushes your business and your profitability forward. This is one of the biggest ways a virtual assistant can take your company's profitability to a whole other level.

8. Use Their Impartial or Disinterested Opinion to Size Up Your Ideas

Asking an entrepreneur to edit out or drop one of his or her ideas is like asking a mother which one of her children she'd like to get killed. Not a good idea. That's why it's not surprising that a lot of online business people have a tough time letting go of their ideas.

They think that whatever concept they've come up with is the best thing since sliced bread. But they're blind to the fact that there might not be any market for that hot new idea they came up with. It really would be tragic as far as your personal finances go for you to throw really good money after one white elephant or white rabbit project after another.

Unfortunately, personal ego is a really hard hurdle to overcome. Thankfully, just by bouncing ideas off your virtual assistants, you

can get a reality check. They can tell you, with complete impartiality and objectivity, that your ideas might not be up to snuff.

Whatever hot concepts occupy a tremendous amount of your time currently might not be ready for prime time. I know it's hard to hear, but you need to hear it. Because eventually, you develop the skills of a hardened entrepreneur: they know how to fail quickly.

That is the real secret to success. Because the longer you hang on to a losing idea, the longer opportunity costs eat into the profits you could have been making.

9. Social Media Marketing Research

Social media marketing is huge. I'm not just talking about direct traffic. I'm also talking about branding.

Unfortunately, as vast as the benefits of this type of marketing may be, the amount of research involved is also vast because there's a tremendous amount of influence leaders on social media platforms like Twitter and Facebook.

You really have to roll up your sleeves and put in the time to find who those leaders are, create the right relationships, and get your brand out there. This takes quite a bit of work and focus.

And unfortunately, if you're running a business, you probably would think that your time would be best used drumming up profits. I completely agree with you, and that's why you need to hire a virtual assistant to do social media marketing research for you. They just might be the people that would find those gems in piles of coal that you would otherwise have no time or motivation to sift through.

10. Content Marketing Outreach

If you want your business to be successful, you have to let your content speak for you. This is harder than it sounds.

A lot of people are under the impression that they just need to create amazing content and people would love to publish such content on their websites. Wrong. Thanks to outsourcing, excellent content is not only cheap, but it's plentiful.

The truth is, you need these third-party publishers more than they need you. This is where outreach comes in.

You can't just blast out emails and say, "Hey, link to me through this article that I'm going to write for you." That may have worked several years ago, but it doesn't work in this day and age. You need to step your game up. This is where outreach comes in.

When you get a virtual assistant to engage with influence leaders and bloggers in your industry, you get on their radar.

The best part to all of this is that you're not spamming them with a solicitation email over and over again. Instead, your virtual assistant would engage with them on social media, and then open the door for them to take a look at guest posts and other forms of content marketing you have in mind.

You need to hire somebody to open the door for you. You probably don't have the time, effort or patience to do it yourself.

11. SEO Keyword Research

As important as content research is, the meat and potatoes of online content still boils down to SEO keywords.

Let me be blunt: target the wrong keywords and your business will fail. I know it sounds formulaic, it sounds even reductionist, but it's also true.

Unfortunately, it's very easy for online business people to just focus on the same keywords everybody else is focusing on. What a fatal mistake. Seriously. Your business ends up settling for crumbs.

Do yourself a big favor, constantly look for keywords that your competitors may have overlooked. Constantly look for keywords that your competitors are trying to work around. They might think that there's not much traffic from those keywords.

By hiring a virtual assistant to mine Google for SEO keyword opportunities, you get on the road to eventually getting an upper hand over your competition.

12. Trending Topics Research

Believe it or not, your target audience members are already talking about whatever solutions your business brings to the table. That's not the problem. The problem is the way they're talking about it. In other words, what kind of topics lead to your solution?

This is very hard to do because it's very easy to just focus on the same things everybody else is focusing on. You fail to realize that there are actually trending topics in your industry that you should build a lot more content and social engagement around.

Again, your virtual assistant should be able to find trending topics in your industry and work with you to create the right content and outreach strategy to maximize the potential of your outreach campaigns.

13. Basic Content Production

Basic content production is really nothing more than writing summaries or answering questions after doing research. Anybody can do this. As long as they have basic English skills, they can do it.

You can do it too. I'm sure you would do a more than decent job. The problem is, you don't have the time.

Unfortunately, if you want your online business presence to grow over time, you need to have a solid content foundation. Sadly, if you were to hire native English speaker writers, you're going to have to spend a pretty penny. They're not cheap.

Thankfully, there is a middle ground. You can hire a virtual assistant who is primarily a writer so you can get the best of both worlds. This person can help you with online promotions and outreach on the one hand, but they can also produce basic content for you.

14. Software-Based Grammar and Originality Checking

If you're writing your own materials or you're outsourcing your content, it doesn't matter. Your stuff has to shine.

Unfortunately, if you're overwhelmed by work, it's very easy to just take your writer's word for it and just publish the stuff they send you. Fatal mistake. Seriously.

There are a lot of lazy writers out there that crank out plagiarized stuff. What do you think will happen to your search engine rankings if Google determines that a tremendous amount of your content is not original? That's right, your rankings head straight to the basement.

By simply hiring a basic virtual assistant who may not be all that familiar or proficient with English grammar, you can clean up your text. How? You can use software-based grammar checking tools like Whitesmoke or Grammarly. You can also use Copyscape to filter the materials your outsourced or in-house writers bring in.

At the end of the day, this is one important quality control step that you cannot afford not to implement.

15. Comment Marketing

Finally, virtual assistants can help spread the word about your business or the solutions that you bring to the table by simply commenting.

Now, a lot of people are under the impression that blog comments don't really work for SEO. They're absolutely correct. But we're not talking about SEO here. We're talking about shaping people's minds. We're talking about getting on the radar of the movers and shakers in your niche.

Whether your virtual assistant is commenting on a blog post or using Facebook's comment plug-in, how they position the discussion regarding topics in your niche can play a major role in your brand's visibility.

Keep the 15 benefits of virtual assistants I've outlined above in mind. Any one of these can give you the competitive advantage you need to truly take your business to where it needs to go.