

THE VIRTUAL ASSISTANT SERIES  
EXECUTIVE LEVEL



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Virtual Assistants  
**CAN REACH YOUR  
TARGET AUDIENCE**

# Virtual Assistants Can Reach Your Target Audience

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**OUTSOURCE THAT**

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## Introduction

In this book, we showcase how you can move to the forefront of your market, and stay there, with the help of an exceptional Virtual Assistant (VA). We will discuss the true value of delivering an outstanding customer experience to both potential and existing customers. Finally, we address how you can increase your profits by hiring the right VA!

## 1. Staying at the Forefront of Your Market with a Virtual Assistant

Most business owners understand and appreciate the importance of online marketing to promote their goods and services; however, instead of focusing on marketing, many business owners would rather focus on product and service creation, building new and exciting partnerships, business networking, and employee relations. So, if you would rather focus on these aspects of your business, why not consider hiring a VA with tried and tested, online marketing experience?

### Reach Out to New and Existing Customers

A VA with online marketing experience can help you effectively reach out to new and existing customers. As customer shopping preferences continue to change, your online marketing campaign needs to adapt. Not only do you have to reach customers locally, nationally, and internationally, you must also adapt your online content to suit a variety of platforms.

Further, your VA can develop online marketing campaigns that resonate with specific groups of people. Most VAs will be able to create, or source, website content, find the best places online to advertise, develop online partnerships with other businesses that complement your products and services, create email marketing campaigns, and update content on various platforms. Depending on the amount of content you need to reach customers effectively, in most cases, your VA will be able to hire and manage freelance writers, graphic and web designers, to help you pull it all together.

## Providing the Ultimate Customer Experience

These days, customers want to understand what your brand is all about. If your brand matches their dreams, goals, and passions, they will buy from you. More importantly, these customers will continue to buy from you if you can deliver an outstanding customer experience. A VA can provide this by creating a website that clearly and fully demonstrates the value of your brand. In addition, your VA will be able to choose suitable advertising avenues (paid advertising, email marketing, apps, newsletters, etc.) to complement your website content.

Because of the many options online marketing provides to businesses trying to attract and keep customers, your VA needs to be able to select the right ones for your business. For example, if you own a retail store or restaurant, your VA should concentrate local online marketing efforts. Before launching any online marketing campaign, make sure your VA has a thorough understanding of your customers and the market. This step will help when creating content and determining which online marketing strategies will be the most successful.

## Attract New Customers While Maintaining Loyal Customers

Marketing to new customers is often different from marketing to current customers. Your VA may have to create two or more online marketing campaigns to keep a variety of customer types happy. This is to be expected as the sales funnel for new customers may be more complex than the that of existing customers. This is because new customers need more convincing to give your product or service a try. Loyal customers already know the value your business provides, so selling a new or updated product or service is much more straightforward.