social friends
VA AGENCY
WE GO FURTHER TOGETHER

100 THINGS

YOUR VIRTUAL ASSISTANT

CAN DO



SCALING YOUR BUSINESS IS A LOT EASIER WITH
THE RIGHT VA BY YOUR SIDE.

Great founders don't do everything themselves. They hire Social Friends Virtual Assistants.

You're one of the greats (that's why you're reading this, right?)
You want to scale, but you're stuck in the endless to-do list void.
Here's how you can fix that...

You're ready to grow your business, but there's one thing standing in your way: *you're doing everything yourself*.

You know you need to hand off some tasks, but where do you start?

Delegating key areas—like **marketing**, **automation**, and **admin**—can be the first step toward freeing up your time and scaling your business.

Why focus on these areas? Because they're the foundation of growth, and handing them off will give you:

- **More time** to focus on strategic growth instead of day-to-day tasks.
- **More money** by streamlining marketing and automating systems that drive revenue.
- **More freedom** knowing someone is managing the backend while you focus on leading and scaling your business.

Offshoring these tasks to a skilled Virtual Assistant means you can get the expertise you need without the overhead costs of hiring locally.

And the best part? You'll have someone who understands your business and is ready to grow with you every step of the way.

Below is a list of 100 things a Specialist VA can do to give you back your time and peace of mind.

The bottom line? Waiting to delegate means *delaying the growth and freedom you deserve*. Take action today, and start building the support system that will take your business to the next level.

Here's a list of **100 things** that a VA Specialising in Marketing & Automation can do to lighten the load and scale your business.

CONSISTENT SOCIAL MEDIA CONTENT

More Engagement, Less Stress

1. Create engaging social media posts.
2. Craft compelling captions for posts.
3. Design eye-catching graphics for posts.
4. Curate relevant content from industry sources.
5. Compile and schedule content calendars.
6. Develop templates for consistent branding.
7. Source and edit images for posts.
8. Create and manage content categories.
9. Develop and write social media content plans.
10. Run polls, surveys, and contests on social platforms to engage your audience.
11. Coordinate social media campaigns aligned with business goals.
12. Short-form content for Instagram, TikTok, etc.
13. Long-form content for LinkedIn and Facebook posts.
14. Create & distribute monthly newsletters or email campaigns.
15. Engage with followers and comments to build community.

CONTENT SYSTEMS (BLOGS, EMAILS, REPURPOSING)

Marketing That Works While You Sleep

16. Write and schedule blog posts for sharing.
17. Create email marketing campaigns and newsletters.
18. Repurpose blog content into social media posts.
19. Manage content across multiple channels.
20. Implement content systems for ongoing marketing efforts.
21. Craft and automate drip email sequences.
22. Curate and repurpose content from podcasts, videos, etc.
23. Manage blog comments & social media engagement.
24. Create and schedule webinars or live sessions.
25. Organise content for specific audience segments.
26. Write case studies and client success stories.
27. Update and repurpose old blog content for freshness.
28. Research trending topics and suggest content ideas.
29. Build an editorial calendar for all content.
30. Implement cross-channel content strategies.

FUNNEL, LANDING PAGE & LEAD GEN SETUP

Capture Leads 24/7 Without Lifting a Finger

31. Build and manage landing pages for lead capture.
32. Design and implement email nurture sequences.
33. Set up lead magnets and automated funnels.
34. Optimise funnels to improve conversions.
35. Implement opt-in forms and lead capture strategies.
36. Set up and monitor lead generation ads.
37. Create and optimise lead magnet pages.
38. Build out segmented email lists for marketing campaigns.
39. Test and refine lead gen campaigns for maximum impact.
40. Create targeted opt-in forms to capture leads.
41. Develop sales pages for high-conversions.
42. Analyse funnel performance and implement improvements.
43. Develop strategies for upselling and cross-selling.
44. Implement a follow-up system for abandoned forms & carts.
45. Create lead scoring systems for qualifying leads.

CRM CLEAN-UP & AUTOMATION

Data You Can Trust, Results You Can Count On

46. Clean up and organise CRM systems (e.g., GHL, HubSpot).
47. Segment client databases for targeted campaigns.
48. Automate client follow-ups and nurture sequences.
49. Clean and optimise CRM data for better engagement.
50. Set up and monitor automation triggers within the CRM.
51. Create automated workflows to reduce manual tasks.
52. Integrate CRM with other marketing tools (e.g. email platforms, payment systems).
53. Set up reminder sequences for clients and leads.
54. Build email templates for automatic responses.
55. Sync CRM data with Google Sheets or other reporting tools.
56. Monitor client lifecycle and adjust campaigns accordingly.
57. Create automated re-engagement sequences for inactive clients.
58. Develop a CRM tracking system for sales opportunities.
59. Set up workflows for client onboarding.
60. Create reports on CRM performance for actionable insights.

ANALYTICS & DASHBOARDS

Know What's Working in Real-Time

61. Monitor social media metrics (engagement, reach, clicks).
62. Set up and manage dashboards for performance tracking.
63. Create monthly and quarterly reports on key marketing KPIs.
64. Analyse data trends to optimise marketing strategies.
65. Track & report on the success of paid ads & organic content.
66. Evaluate & refine marketing strategies based on data insights.
67. Monitor website and landing page performance.
68. Implement A/B testing to improve marketing efforts.
69. Track lead conversions from different marketing channels.
70. Measure and report on influencer marketing ROI.
71. Provide recommendations based on performance data.
72. Analyse customer demographics and behaviour.
73. Monitor website traffic and optimise accordingly.
74. Create custom dashboards for real-time insights.
75. Track ad spend and ROI for digital ad campaigns.

BACKEND OPTIMISATION

Faster Systems, Smoother Growth

76. Optimise backend systems for marketing automation.
77. Set up and manage email autoresponders.
78. Optimise website speed and performance.
79. Automate daily admin processes for marketing teams.
80. Integrate all marketing tools to work together seamlessly.
81. Streamline workflows to ensure marketing systems are efficient.
82. Clean up and organise file storage systems for easy access.
83. Integrate email platforms with CRMs & other marketing tools.
84. Back up important marketing data and documents.
85. Develop automated reporting systems for marketing teams.
86. Standardise branding across all marketing materials.
87. Organise and manage project files for easy collaboration.
88. Set up and manage content management systems (CMS).
89. Regularly update and maintain marketing tool integrations.
90. Ensure compliance with data protection regulations.

MARKETING EXECUTION

Consistent Marketing, Zero Micromanagement

91. Implement paid advertising campaigns (Facebook, Google).
92. Monitor and optimise paid ad performance.
93. Build and launch email marketing campaigns.
94. Manage organic social media posts across multiple platforms.
95. Create and execute content marketing strategies.
96. Develop targeted ad copy for high-conversion campaigns.
97. Respond to comments, inquiries, and customer messages.
98. Engage with influencers or potential partners for collaborations.
99. Set up and manage affiliate programs for your business.
100. Create and implement a customer referral program.

This list isn't exhaustive—there's so much more that your Specialist VA can do to support you and help your business grow. Every role is customised to meet your specific business needs and goals. **We work with you to create a tailored plan, ensuring that the right tasks are delegated to the right person, based on what you need most.**

Not quite ready for a Specialist VA yet?
That's perfectly okay. If you're just starting to delegate or need help with more general tasks and really need to *free up your time*, a **General VA** is the ideal place to start.

They can support with core administrative functions, CRM management, scheduling, and more, allowing you to get the support you need while you focus on scaling your business.

A General VA can help you with:

- Inbox and calendar management
- Client onboarding
- CRM updates and data entry
- Document prep and organisation
- Basic content scheduling

If you're unsure which option is best for you, don't worry. We're here to help you figure out where to start and what kind of support will make the biggest impact on your business.

Now You Know What's Possible

It's Time to Take Action

You've seen the list. You know how much a Virtual Assistant can do to free up your time, optimise your systems, and help you scale faster.

But knowing is only the first step.
Taking action is what will make the difference in your business.

You've been stuck in the grind, juggling everything yourself, and waiting for the perfect time to get help. But every moment you hesitate means more time lost, more growth delayed, and more stress piling up.

The longer you wait, the longer your business {& you} stays stuck.

It's time to make a change.
Book your **free 20-minute VA Discovery Call** and find out how much time and profit you could reclaim in just the next 90 days.

We'll take a look at:

- Where your time is really going and what you can delegate right away.
- How offshoring support can help you scale faster and give you more control.
- The clear next steps to get the right support in place to grow your business without burning out.

No more waiting.
No more wondering if this is the right time.

Take action today, and let's start turning your business into the one you've been working towards.

BOOK YOUR DISCOVERY CALL



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