

VA LIFESTYLE DESIGN

HOW TO START YOUR ONLINE CAREER

5 In-Demand Virtual Assistant Services



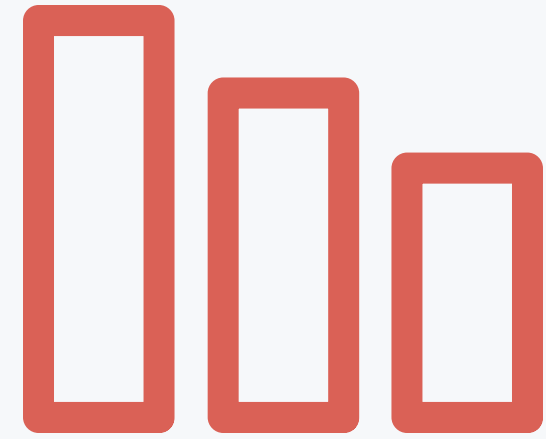
What are the online business services that are in high-demand and:



Are *ongoing* activities performed on a consistent basis – weekly or daily.

2

Require learning some new *skills* and familiarity with online systems, but *not* years of experience.



Online marketing
implementation.

1

Blog management

2

Email marketing support

3

Social media management

4

Landing page creation

5

Online customer support



Blog Management.

Navigation inside **WordPress.**

Formatting blog posts accurately.

Finding and optimizing images.

Adding relevant links to the text.

Adding a title and meta description for Google.

Keyword research.

Content research.

Headline brainstorming.

Updating blog editorial calendar.

Writing or outlining blog posts.



Email Marketing Support.

Navigating around inside 2 or 3
different systems.

MailChimp. Infusionsoft. ConvertKit.

Formatting and scheduling
newsletters.

Proofreading text and checking links.

Automated emails – single emails or email sequences.

Email marketing reports.



Social Media
Management.

Navigating inside social media scheduling tools.

Buffer. Sprout Social.

Research and content curation.

Writing and scheduling social media posts.

Monitoring and responding to messages.

Social media reports.



Landing Page
Creation.

Online business owners appreciate being able to quickly implement their new ideas for bringing in new leads and customers.

Navigating inside a landing page creation tool.

Leadpages. ClickFunnels.

Customizing the headline, logo, text, images and colors.

Choosing the right settings to integrate with the business owner's email marketing tool and eCommerce system.



Online Customer
Support.

Navigating around inside the business owner's customer support system.

Help Scout. Zendesk. Streak.

Referencing and adding to the business owners FAQs or help docs.

Using and creating new email templates.

Tracking, following up, collaborating with other team members.



Here's what you need...

Familiarity to navigate around inside online systems.

An appreciation for good words and good images.



Accurate spelling and accurate grammar.

To care.

To be comfortable asking questions and being resourceful.