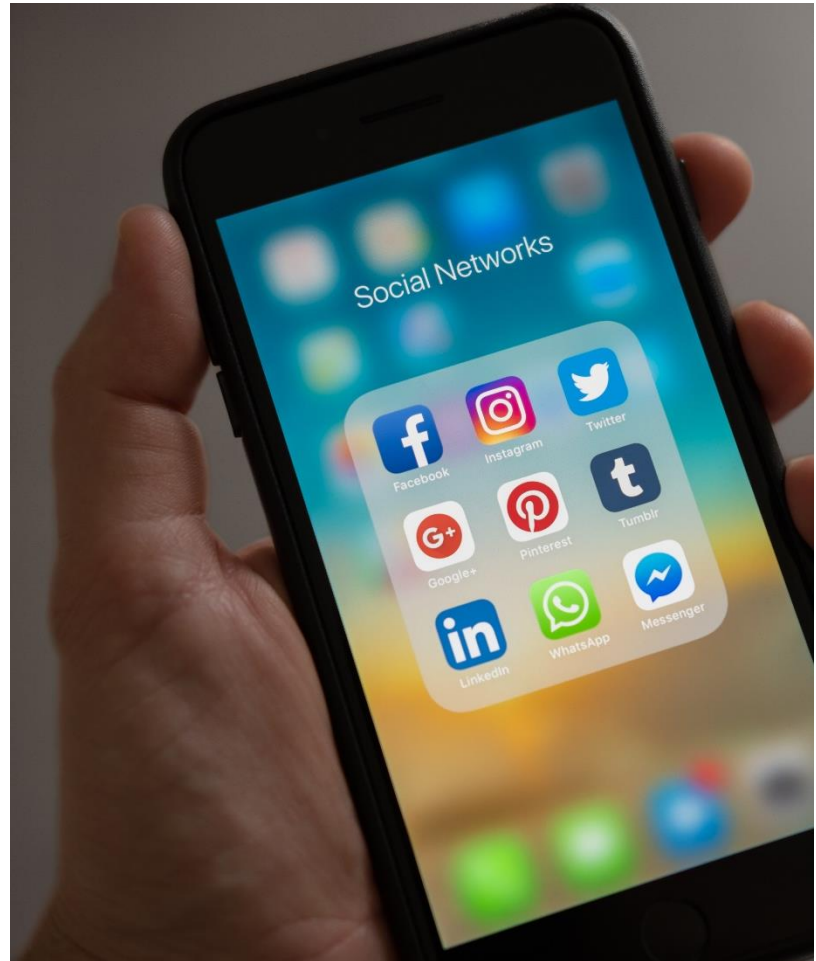


Marketing your Virtual Assistant Business

So you've taken the leap and you're starting your own VA business – good for you!

Now the big question, what do you need to get started?

Information on the following pages give you some tips on how to market your VA business.



www.vaasa.co.za
info@vaasa.co.za

VAAASA
Virtual Assistants Association
of South Africa

Legal Stuff

© Virtual Assistants Association of South Africa 2016

All rights reserved; no part of this publication may be reproduced, stored in a retrieval system or transmitted in any form, or by any means, electronic, mechanical, photocopying, recording or otherwise, without either the prior written permission of the author or a licence permitting restricted copying from the authors. This publication may not be lent, resold, hired out or otherwise disposed of by trade in any form of binding, cover other than that in which it is published, without the prior consent of the author.

Disclaimer

Every effort has been made in the preparation of this eBook to ensure the accuracy of the information presented.

However the information contained in this eBook is provided for example purposes only and presented without warranty, either express or implied.

What do you get?

What will you get in this eBook?

1. Can you market yourself as a Virtual Assistant?
2. Marketing
3. Social Media Marketing and VAASA
4. Get the support you need

1. Can you market yourself as a Virtual Assistant?

Now the fun really starts – not only are you becoming a business owner, you also need to understand the sometimes complex world of Marketing!

If you cannot be found then how will prospective clients know about you? If you don't have a **social media** presence then how will you be signing up new clients left, right and centre?

You need to work at getting clients. You will need to be involved in **Networking**. One of the benefits of being a member of VAASA ensures you have a great networking opportunity! Join our [Coffee Mornings](#)

You must be prepared to **market yourself** – have the confidence to reach out and offer potential clients your business! Be prepared to write blogs.

So, you've set up your conversion-based website, you have social media accounts and you're writing blogs.

2. Marketing

How do we tie all of this together to get in front of the clients that you're seeking?

When it comes to blogging ensure that you're writing about topics that are relevant to your prospective client base.

Make sure it is **educational** and **informative**, this will ensure that they come back for more.

Blogging is one of the best free marketing tools that you can get right now, so maximise the opportunity of writing at least once a week.

2. Marketing

When posting on social media ensure that you're publishing your posts at **the times that your prospective clients will be online**. There are tons of stats available on when the most popular times are for every single social media platform. Ensure you are reaching the places your clients may be. Ensure your content is aimed at the specific market you want to reach.

Take advantage of the great advertising tool on Facebook. It is easy to use and a great way to get in front of a broader audience.

MARKET YOURSELF: spread the word – tell as many people, tell your family, tell your friends so that they know about what you are doing!

Marketing is a daily activity. Be consistent, be relevant and always be informative!

3. Social Media Marketing and VAASA

Remember, as Premium Members we want you to use social media as much as possible.

VAASA encourage you to send us a weekly blog which we'll publish on our website, feature on our social media and naturally link back to your website.

This is part of creating brand awareness for your business.

This is a two-part dance, we at VAASA create as much awareness as possible for our members, and we do in turn expect our members to capitalise being featured by us to create further awareness for their VA business.

Social Media Marketing and VAASA

- **You don't need to be on every social media platform.** LinkedIn and one other platform (Facebook, Instagram, Twitter) will do.
- **WhatsApp for Business** is great too, post your flyers on your status, you can add a profile or catalogue to your account
- Videos get way more likes than flyers, try to be creative. Send your videos to VAASA, we can post them on our pages.
- Remember that **a prospective client can see when the last time you posted an article on your page was.** If it were 3 months ago, they may wonder if you are still in business. ????

4. Get the support you need

No one can venture into a new business and be successful on their own.

Speak to any successful business owner and the common thread is that they have a great support network and an amazing team.

We do this for VAASA PREMIUM MEMBERS.

PREMIUM MEMBERS GET THE SUPPORT THEY NEED WITH VAASA!

Get the support you need

Get the support you need with [VAASA!](#)

We are a team of Virtual Assistants who have many years experience in the industry.

We want to help you and see you succeed!

info@vaasa.co.za

