



FROM ADMINISTRATIVE TASKS TO HIGH-LEVEL STRATEGY: THE MANY HATS OF A VIRTUAL ASSISTANT

During the initial days of your business, you can decide to handle all the tasks by yourself or employ a few workers to help you out. In these early days, you do not see the importance of hiring a virtual assistant because your company still needs to grow. As your company expands, the need to hire an assistant rises. And even though you'd feel you need one for administrative tasks, it might amaze you that virtual assistants can also handle executive tasks.

Virtual assistants wear many hats, meaning they handle multiple tasks for their clients, from administrative to high-level strategies like lead generation.

How a Virtual Assistant Can Offer You A High-Level Strategy: What A Virtual Assistant Can Offer

Although a virtual assistant isn't part of your office team physically but can handle most of the day-to-day tasks. Below are most of the high-level strategy tasks that a virtual assistant can handle to scale your business:

1) Generate Leads

A virtual assistant can help you drive more [leads](#) via social media marketing, inbound campaigns, or contact forms via your website. We all know how time-consuming generating leads can be. But with a virtual assistant under you, magic can happen and make the process a lot better. A virtual assistant can help you sieve the leads and save the potential clients to your business's database.

2) Create Social Media Accounts

A virtual assistant can create and run your social media accounts while you concentrate on other things. As a business person, it can take time to understand the exact platform that will work for your company. You will need a virtual assistant to research and assess the social media platform that will benefit your company. They can do a total do-over to drive more clicks if you already have social media accounts.

3) Create a Social Media Strategy

Social media maintenance partly involves a social media strategy. Getting a virtual assistant can help you develop a social media strategy to advance your social media presence. Social media strategy entails identifying your page's goals and the actions to take to achieve those goals. A virtual assistant can help you identify your social media page goals and structure the steps needed to achieve them while you sit back and relax.

4) Schedule Meetings

A virtual assistant can help schedule meetings between you and prospective clients or partners. You might fail to attend some meetings, so they also cancel such appointments. The only thing a virtual will not do in this regard is to attend those meetings on your behalf because they are remote workers working independently.



5) **Database Building**

You can get a virtual assistant specialized in database specialization and set up to help you design and manage your database. This task can include adding the names of your customers and prospective clients to your database, creating spreadsheets from reports, processing new data, creating client reports, and offering tech support to clients.

6) **Calendar Management**

[Calendar management](#) involves delegating tasks; this process can be time-consuming and hectic. A virtual assistant can help you manage your calendar because that's what they specialize in. With all the fuss in the world, you need help managing your calendar. Luckily, a virtual assistant just takes it from your hands and enables you to prioritize things that matter throughout the week or month.

7) **Travel Planning**

If you have some trips to be planned and feel you're too held up to plan for your tips, then a virtual assistant can help you out. The virtual assistant can also help book trips for executives and other employers and even go beyond booking hotel reservations and suggesting meeting venues.

8) **Reconciling Receipts**

Another essential service a virtual assistant can offer is [bookkeeping](#) and reconciliation of receipts. You can have your bills paid on time and all other cash reports and receipts reconciled without having to do it yourself. Remember that not all virtual assistants have the skills required to carry out these tasks, but you can ask before hiring your VA. Those specialized in bookkeeping can help create balance sheets, prepare invoices, mail payment reminders to clients, submit taxes, and do many other tasks.

9) **Event Planning**

Planning an event is not a walk in the park because it's not all about sending out invitations. There are logistics and so many other things that go into event planning. You can hire an event planner, but why should you spend an extra coin if your virtual assistant can help you get it done? You can take the weight off your shoulders by letting your VA handle everything from marketing and execution.

10) **Professional Networking**

A virtual assistant can help you with professional networking and save you the time you'll spend on task management and research. Using the services of a virtual assistant for professional networking helps maintain your ever-growing professional network without a hassle.

Benefits Of Hiring A Virtual Assistant For High-Level Strategy Tasks

1) **Reduced Costs**

When you employ a full-time employer, you'll be required to pay a full-time salary. Virtual assistants are paid by their performance, so the more work they do, the higher they earn. It might take two or three hours to complete simple tasks, and you don't have to pay for more.

Another advantage of hiring a virtual assistant is that you don't have to pay for any training fees to train first-time employees because VAs specialize in things they are good at.



2) You Gain Access to Specialized Services

The services you receive from a virtual assistant are unlimited because you bring a talented person on board with multiple specializations. A virtual assistant can help you with the following:

- [Social media management](#)
- Marketing and advertising
- Visual and digital editing

3) Enhances Efficiency

There are non-core tasks that can consume your employees' time and derail your company's effectiveness. If you let a virtual assistant work on these tasks, you give yourself and your employees time to work on other core tasks that promote growth.

4) Boost a Startup Success

As a small business, you can have a lot of goals you want to accomplish, but you can't employ different professionals to handle some tasks. Thankfully, most virtual assistants are multi-niche VAs. You can hire a virtual assistant to help enhance the ecosystem by using the various services they offer. Besides that, VAs can take up half of what you can pay a full-time employee who'd handle the same tasks you're outsourcing.

5) Eliminates Burnout

If you run up and down trying to get everything done without the help of a VA, chances are you'll get exhausted and experience burnout. A virtual assistant gives you peace of mind and sanity by reducing your workload. Most tasks that weigh people down are usually repetitive, like responding to emails, taking phone calls, and calendar management. You can handle these and even other executive tasks with a virtual assistant.

Having a virtual assistant to carry out some of your administrative, executive, and high-level strategy tasks is always a good idea. Virtual assistants aren't only taking up small jobs and handling high-level strategy, which brings them to high managerial positions. If you feel the burden is too much and have tasks way above the administrative level, you can also have a virtual assistant help you.