

What can Virtual Assistants do?

Virtual assistants can handle pretty much any task that you or your team would otherwise handle. This includes everything from managing your social media schedule, customer support tickets and day-to-day administration.

So rather than asking, “What can a Virtual Assistant do?” you should instead ask yourself “How can a virtual assistant bring the most value to my company?”

To help you, here’s the ultimate list of all the tasks you can outsource to a virtual assistant.

Quick links

Select a virtual assistant role to navigate to the full list of tasks.

- Administration
- Bookkeeping
- Copywriting
- Customer Support & Lead Gen
- Digital Marketing
- Graphic Design
- Social Media
- Video & Audio
- Website

Administration Virtual Assistant

Administration Virtual Assistants help with the backend tasks that keep your business running day-to-day. They are one of the most diverse assistants because they can switch between different functions and cover the entire business if necessary! From managing your calendar to handling clients, it's the perfect support you can get for entrepreneurs and business owners.

Email and Calendar Management

- ✓ Filtering emails
- ✓ Delete spam
- ✓ Sending follow-ups and reminders
- ✓ Send newsletters to subscribers
- ✓ Set and schedule appointments
- ✓ Confirm appointments and attendance
- ✓ Manage your schedule
- ✓ Make event arrangements
- ✓ Make travel arrangements
- ✓ Manage staff birthdays and anniversaries
- ✓ Send reminders about calls and meetings

Client Relationship Management

- ✓ Track important dates (e.g birthdays, anniversaries)
- ✓ Organise cards and gifts
- ✓ Manage voicemail messages
- ✓ Answer customer service emails
- ✓ Live chat and Instant Messenger
- ✓ Respond to social media enquiries
- ✓ Process orders and requests
- ✓ Online community management
- ✓ Post to forums and blogs
- ✓ Process unsubscribe requests
- ✓ Respond to forums/boards
- ✓ Moderate comments and reviews
- ✓ Add contacts to CRM
- ✓ Update contact information

Office Assistance

- ✓ Update and manage website content
- ✓ Day-to-day admin support
- ✓ Database management
- ✓ Document storage and organisation
- ✓ Data entry
- ✓ Transcriptions
- ✓ Create spreadsheets and powerpoints
- ✓ Create and update reports
- ✓ PDF conversion, splitting and merging
- ✓ Create letterheads and templates
- ✓ Project management

Basic Bookkeeping

- ✓ Create and update reports
- ✓ Basic bookkeeping (e.g MYOB, Xero, Quickbooks)
- ✓ Account management (cashflow and receipts tracking)
- ✓ Send client invoices and reminders
- ✓ Data entry
- ✓ Create spreadsheets and powerpoints

HR Assistance

- ✓ Train new staff members
- ✓ Post job ads and collect resumes
- ✓ Prepare training manuals

Personal Assistance

- ✓ Schedule medical appointments
- ✓ Personal errands
- ✓ Make personal purchases
- ✓ Make restaurant reservations
- ✓ Manage personal calendar

Research & Data

- ✓ Gather customer feedback
- ✓ Data entry
- ✓ Industry research
- ✓ Target market research
- ✓ Competitor research

Bookkeeping Virtual Assistant

Bookkeeper Virtual Assistants are responsible for recording the day-to-day financial information for your business. With their help, you'll be able to stay up-to-date with money coming in and out of your business, follow-up with any outstanding payments and preparing financial reports.

Basic Bookkeeping

- ✓ Manage loan or debt repayments
- ✓ Basic bookkeeping (e.g MYOB, Xero, Quickbooks)
- ✓ Recording transactions (income, expenses etc)
- ✓ Processing invoices, receipts and payments
- ✓ Categorising payments
- ✓ Account management (cashflow and receipts tracking)
- ✓ Send client invoices and reminders
- ✓ Data entry
- ✓ Create spreadsheets and powerpoints
- ✓ Create and update reports
- ✓ Reconcile third-party records
- ✓ Managing staff payroll

Office Assistance

- ✓ Update and manage website content
- ✓ Day-to-day admin support
- ✓ Database management
- ✓ Document storage and organisation
- ✓ Data entry
- ✓ Transcriptions
- ✓ Create spreadsheets and powerpoints
- ✓ Create and update reports
- ✓ PDF conversion, splitting and merging
- ✓ Create letterheads and templates
- ✓ Project management

Our Bookkeeper Virtual Assistants are able to assist you in basic bookkeeping tasks. However, if you require advanced bookkeeping and accounting such as preparing and lodging your BAS and forecasting costs, we recommend speaking to our partners at Financial Finatics

HIRE A BOOKKEEPING VA

Copywriter Virtual Assistant

Copywriter Virtual Assistants can help with creating content for your online platforms. From your website messaging to email marketing and social media they can support existing content teams or work on their own to manage your internal communications by creating transcriptions and meeting minutes.

Website Content

- ✓ Research topics and facts for blog article content
- ✓ Write eCommerce product descriptions
- ✓ Write blog articles
- ✓ Write website page copy

Video & Audio Content

- ✓ Write video scripts
- ✓ Write YouTube video descriptions
- ✓ Write podcast scripts
- ✓ Write podcast episode descriptions
- ✓ Create and upload subtitles and closed captions
- ✓ Prepare subtitle transcriptions and translations

Social Media & Marketing Content

- ✓ Write social media captions
- ✓ Recommend social media hashtags
- ✓ Write social media bio descriptions
- ✓ Write eBooks and downloadable whitepaper
- ✓ Write Press Releases and Media Kits
- ✓ Write and send email campaigns
- ✓ Write and send brochures and catalogues
- ✓ Social media trends and hashtag research

Admin Content

- ✓ Write contracts and agreements
- ✓ Data entry in Word, Google Docs, CRM
- ✓ Create Slideshare and Keynote presentations
- ✓ Create eCards and greeting cards
- ✓ Prepare surveys and questionnaires

Content Research

- ✓ Competitor research
- ✓ Research for guest articles/interviews
- ✓ Gather data for copywriting
- ✓ Industry research
- ✓ Target market research

HIRE A COPYWRITER VA

Customer Support & Lead Generation Virtual Assistant

From supporting your existing customers, to attracting new ones to your business, you can hire a virtual assistant to make sure you have the right amount of touchpoints in your business. That way you'll always provide an excellent customer service, and have enquiries responded to in a timely manner.

Customer Service

- ✓ Customer enquiries
- ✓ Create and update customer support scripts
- ✓ Live Chat and Instant Messenger
- ✓ Processing orders
- ✓ Online community management
- ✓ Posting to forums and blogs
- ✓ Pre-sales questions
- ✓ Processing unsubscribe requests
- ✓ Respond to forums/boards
- ✓ Billing and technical support
- ✓ Send emails and newsletters to subscribers
- ✓ Moderate comments and reviews

Research & Data

- ✓ Update sales reports
- ✓ Data entry
- ✓ Industry research
- ✓ Target market research
- ✓ Competitor research
- ✓ Gather customer feedback

Lead Generation

- ✓ Monitor outbound connection requests
- ✓ Pre-sales questions
- ✓ Manage and send LinkedIn connection requests
- ✓ Engage in LinkedIn Groups (liking, commenting)
- ✓ Engage with 2nd and 3rd connections
- ✓ Gather leads for LinkedIn Sales Navigator
- ✓ Create templates/scripts for outreach
- ✓ Send outreach messages to leads
- ✓ Email outreach
- ✓ New leads appointment setting (inbound and outbound calls)

Administration

- ✓ Making travel arrangements
- ✓ Calendar management
- ✓ Email inbox management
- ✓ CRM Management
- ✓ Appointment setting and re-booking
- ✓ Follow-ups and reminders
- ✓ Organise sales presentations
- ✓ Organise sales documents and agreements
- ✓ General assistance to sales team

Basic Bookkeeping

- ✓ Cashflow and receipts tracking
- ✓ Create sales invoices
- ✓ Send payment reminders
- ✓ Invoicing and bills payment

Digital Marketing Virtual Assistant

It's important to always maintain a presence online with your business, but that can be time consuming. A digital marketing virtual assistant can not only help with scheduling in content and advertising campaigns but reply to customers through social media or other online platforms.

Digital Marketing & Ads

- ✓ Set-up and manage social media ads (content provided by you)
- ✓ Manage and respond to comments on ads
- ✓ Digital marketing reports
- ✓ Set-up and manage Facebook and Instagram Shop
- ✓ Tag Facebook and Instagram products
- ✓ Set-up and manage Google Ads
- ✓ Set-up and manage Retargeting Ads
- ✓ Install ad tracking codes and pixels on site
- ✓ Set-up and manage A/B split tests

Email Marketing

- ✓ Set-up and schedule email newsletters
- ✓ A/B test email campaigns
- ✓ Create email templates
- ✓ Create trackable email links
- ✓ Email Newsletter Campaigns

Social Media Management

- ✓ Set-up social media profiles
- ✓ Manage social media schedule
- ✓ Write social media captions
- ✓ Schedule content using a scheduler
- ✓ Source and curate content
- ✓ Moderate and respond to comments and reviews
- ✓ Digital marketing reports
- ✓ Set-up and manage ads (content provided by you)
- ✓ Influencer outreach
- ✓ Competitor research
- ✓ Update Social Media Groups
- ✓ Manage inbox and response rate
- ✓ Online directory submissions
- ✓ Social media engagement (liking, commenting, following)

Administration

- ✓ Online directory submissions
- ✓ Database Management
- ✓ Follow-ups and Reminders
- ✓ Document storage and organisation
- ✓ Email Management eg Filter emails and manage spam
- ✓ Calendar Management eg Set appointments and manage calendar
- ✓ Answer customer service emails and chat support
- ✓ Research tasks
- ✓ Moderating blog comments
- ✓ PDF conversion, splitting and merging
- ✓ Website content updates

Graphic Design Virtual Assistant

Graphic Design Virtual Assistants can create simple designs using Canva or advanced design using software like Photoshop and InDesign. Depending on what you need these can support marketing campaigns, product launches, or even social media content.

Social Media Design

- ✓ Design social media images
- ✓ Design social media banners
- ✓ Design profile photos
- ✓ Design email campaigns
- ✓ Design eBook cover images
- ✓ Design video thumbnails
- ✓ Design social media ads (according to your brief)
- ✓ Create social media filters
- ✓ Design infographics

Website Design

- ✓ Design animated graphics and GIFs
- ✓ Landing page design
- ✓ Source and edit stock images
- ✓ Design website banners

Print & Media Design

- ✓ Email signature design
- ✓ Design logos
- ✓ Design product packaging
- ✓ Design posters
- ✓ Design business cards
- ✓ Design flyers and pamphlets

Canva Design

Create new Canva templates for all assets (e.g Powerpoints, letterheads, infographics and more)

Source Canva graphics and templates

HIRE A GRAPHIC DESIGN VA

Social Media Virtual Assistant

Social media can act as the persona for your business, but to represent your brand you need to be active! A social media virtual assistant can help you remain present and active on your channels, improving engagement, content creation, and scheduling.

Social Media Management

- ✓ Set-up social media profiles
- ✓ Manage social media schedule
- ✓ Write social media captions
- ✓ Schedule content using a scheduler
- ✓ Source and curate content
- ✓ Moderate and respond to comments and reviews
- ✓ Digital marketing reports
- ✓ Set-up and manage ads (content provided by you)
- ✓ Influencer outreach
- ✓ Competitor research
- ✓ Update Social Media Groups
- ✓ Online directory submissions
- ✓ Manage inbox and response rate
- ✓ Social media engagement (liking, commenting, following)

LinkedIn Management

- ✓ Send outreach messages to leads
- ✓ Manage and send connection requests
- ✓ LinkedIn profile updates
- ✓ Engage in LinkedIn Groups (liking, commenting)
- ✓ Send recommendation requests
- ✓ Send messages to requests with no notes
- ✓ Filter LinkedIn Mail and archive messages
- ✓ Adding people from LinkedIn into CRM
- ✓ Engage with 2nd and 3rd connections
- ✓ Gather leads for Sales Navigator
- ✓ Create templates/scripts for outreach

Pinterest Management

- ✓ Pinterest keyword research
- ✓ Pin content on Pinterest
- ✓ Create Pinterest Boards
- ✓ Add links and captions
- ✓ Create carousels
- ✓ Follow relevant pages

YouTube Management

- ✓ Moderate and respond to YouTube comments
- ✓ Manage YouTube assets (e.g RAW videos, b-rolls, scripts)
- ✓ Research content for video scripts
- ✓ Collect stock footage for b-roll
- ✓ Source and edit stock video and audio
- ✓ Edit video and send for approval
- ✓ Schedule unlisted videos to go live
- ✓ YouTube keywords research
- ✓ Add: description, links, keywords, tags
- ✓ Add: YouTube cards and end screen
- ✓ Design video thumbnail using Canva
- ✓ Order video transcription from Rev.com
- ✓ Add transcription to YouTube video as captions
- ✓ Add video link to pingler and pingomatic
- ✓ Schedule video promotion across other platforms

Facebook Management

- ✓ Pin posts to top of feed
- ✓ Update and moderate Facebook Groups
- ✓ Find and join Facebook communities
- ✓ Create and update Facebook Events
- ✓ Set-up Messenger auto responses
- ✓ Design posts, carousels and stories using Canva
- ✓ Create, edit and upload Stories
- ✓ Facebook engagement (commenting, sharing)
- ✓ Install Facebook Pixel
- ✓ Update Facebook profile information
- ✓ Design and update Facebook banner

Instagram Management

- ✓ Manage Partnership requests
- ✓ Create and share Instagram stories
- ✓ Create Story Highlights
- ✓ Add cover images for reels and videos
- ✓ Create and manage IGTVs
- ✓ Create and manage Instagram 'Guide' tab
- ✓ Update Instagram buttons
- ✓ Update Instagram bio
- ✓ Set-up business profile
- ✓ Set-up and manage Instagram shop
- ✓ Tag products in Instagram posts
- ✓ Create and upload Instagram Reels
- ✓ Instagram hashtag research
- ✓ Instagram engagement (like, comment, follow)
- ✓ Add location tags

Administration

- ✓ Online directory submissions
- ✓ Database Management
- ✓ Follow-ups and Reminders
- ✓ Document storage and organisation
- ✓ Email Management eg Filter emails and manage spam
- ✓ Calendar Management eg Set appointments and manage calendar
- ✓ Answer customer service emails and chat support
- ✓ Research tasks
- ✓ Moderating blog comments
- ✓ PDF conversion, splitting and merging
- ✓ Website content updates

HIRE A Social Media VA

Video & Audio Virtual Assistant

For those who need support with video marketing and content, a video and audio virtual assistant can help make that process much simpler. From editing videos to moderating and responding to comments, you can reclaim your time and reduce the workload of launching new videos.

YouTube Management

- ✓ Edit YouTube videos
- ✓ YouTube keywords research
- ✓ Add: description, links, keywords, tags
- ✓ Add: YouTube cards and end screen
- ✓ Design video thumbnail using Canva
- ✓ Order video transcription from Rev.com
- ✓ Add transcription to YouTube video as captions
- ✓ Add video link to pingler and pingomatic
- ✓ Schedule video promotion across other platforms
- ✓ Edit video and send for approval
- ✓ Moderate and respond to YouTube comments
- ✓ Create folders for video batches and organise footage
- ✓ Manage YouTube assets (e.g RAW videos, b-rolls, scripts)
- ✓ Research content for video scripts
- ✓ Collect stock footage for b-roll
- ✓ Source and edit stock video and audio

Podcast Management

- ✓ Create RSS feed
- ✓ Edit podcast episodes
- ✓ Sign-up to podcast platforms e.g Apple, Spotify, Anchor, Stitcher, Overcast, Pocket Cast, Radio Public, Breaker
- ✓ Distribute podcast on YouTube, Facebook, Instagram, LinkedIn
- ✓ Research and reach out to interview guests
- ✓ Source voiceover artists
- ✓ Create podcast intro and outro
- ✓ Write show notes and links
- ✓ Create transcriptions and subtitles and turn into blog articles
- ✓ Create podcast cover images
- ✓ Submit podcast episodes on all podcast platforms

HIRE A VIDEO & AUDIO VA

Website Virtual Assistant

Your website is like a digital storefront which means it can be the first impression of your business or personal brand. That's why it needs to be properly maintained and updated to reflect exactly who you are, and what you stand for. A website virtual assistant can not only help with the visibility or ranking strategy but also updating content, responding to customers, and keeping things updated.

HIRE A WEBSITE VA

Website Management

- ✓ SEO Keyword Research
- ✓ Update site pages
- ✓ Upload blog articles
- ✓ Manage blog comments
- ✓ Manage and update eCommerce catalog
- ✓ Set-up LiveChat
- ✓ Manage and update website plugins
- ✓ Troubleshoot website issues
- ✓ Updating HTML, CSS and Javascript
- ✓ Update RSS feeds

Hire a Virtual Assistant without the risk

For over 10 years, YoursDesk has been training, recruiting, and managing Virtual Assistants. Our recruitment process guarantees that only the most qualified Virtual Assistants are recommended for employment. If your business is ready to grow wings, book a Discovery Call with us today so we can find you an Expert.

BOOK A DISCOVERY CALL