

Lesson 11: Working with Bloggers and Virtual Assistants

Digital Marketing for Sales Professionals

Virtual Assistant Digital Marketer Blogger

RAKETHUB

<http://rakethub.com/>

Certified Blog & Social Media Entrepreneur Program



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#CBSME!
Sherlane Fortunado
RaketHub.com

Details about the program at <http://digitalfilipino.com/bsm>

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Why Bloggers?

Improve your traffic leads and sales

- bloggers write content and is indexed by search engine
- Google loves updates



Online Lead Generation Network

Membership

- Event launch
- Invite content creators.
- Sign agreement
- Brief on campaign.

Competition

- Disseminate materials.
- Write-up review.
- Disseminate lead form code.
- Monitor entries.
- Verify and validate leads.
- Update leaderboard.

Recognition

- Announce “round” top players.
- Organize recognition event.
- Give recognition rewards.

Who may join?

- Bloggers who have:
 - An active blog and with active set of readers.
 - Not only sells but also educates.
 - Ethical, creative and flexible in market approach.
 - Uses email marketing to contact followers who subscribed to their blog or those in their database.
 - Active in forums, groups, and social media.
 - Sharing relevant stuff in addition to marketing.
 - Uses live chat to engage readers.

Guidelines

- You are expected to observe ethical online lead generation marketing practices that shall not violate existing laws including:
 - Consumer Protection Act
 - Data Privacy Law
 - E-Commerce Law
 - Cybercrime Law
 - Revised Penal Code

What is a Virtual Assistant?



A **virtual assistant** (typically abbreviated to VA, also called a **virtual office assistant**) is generally self-employed and provides professional administrative, technical, or creative (social) **assistance** to clients remotely from a home office.

Other title

- Social Media Marketing Specialist
- Internet Advertising Specialist
- E-Commerce Specialist
- Blog Marketing Specialist
- Lead Generation Specialist
- Article Writer/content creator



Other Job that VA can do

- Website maintenance
- Admin works
- Other online jobs



Tips in hiring a VA

1. Clear scope of work

- Contact 20 bloggers to do write-up for my company
- Manage my Facebook and Google Ads. Update demographic and text
- Post my listings everyday at OLX. Submit screen shots
- Answer live chat and email inquiries and log them to CRM and send proposals
- Set appointment with 10 pre-qualified prospects

2. Set deadlines

- I need this on or before August 31
- I need this before 5PM

Note: Most VA's are working with more than 1 client. Keep in mind their working schedule

Where to hire a VA

Top sites

- Upwork.com (formerly odesk & elance)
- Freelancer.com
- staff.com

For smaller jobs

- 199jobs.com
- fiverr.com
- raket.ph

Sales & Marketing

IT & Programming

Design & Multimedia

Writing & Translation

☐ Academic Writing

☐ Copywriting

☐ E-books and Blogs

☐ Web Content

More

All Job Types

Fixed Price

Hourly

Any Budget

Specific Budget

Any Hourly Rate

Specific Hourly Rate

All Locations

Region

Virtual Assistant -Document and Media Preparation
Hourly Rate: Less than \$10 / hr | **Duration:** Not Sure | **Posted:** Aug 19, 2015 | **Ends:** 11d, 7h | **5** Proposals
5-10 hrs/wk 1.) Document Preparation- I have several documents ready for publication. Data is in incomplete form in EXCEL spreadsheets and ACCESS Data Tables. A Query is ready to generate large parts of th...
Category: Academic Writing | **Skills:** Word Processing, Academic Writing, Proofreading, Jewish Theology
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Kindle Publishing Virtual Assistant Needed!!
Fixed Price: Less than \$500 | **Posted:** Aug 16, 2015 | **Ends:** 18h, 55m | **4** Proposals
I'm looking for a Kindle Publishing Assistant that can help me with several tasks, including: - Formatting books in MS Word for Kindle - Proof read and edit my Kindle books - Promote and market my Kindle bo...
Category: E-books and Blogs | **Skills:** E-mail marketing, Article Writing, Content Writing, Editing
🌱🌱🌱 | L****oks | 🇺🇸 United States

Blog/Article writing
Fixed Price: Less than \$500 | **Posted:** Aug 14, 2015 | **Ends:** 6d, 3h | **10** Proposals
We are looking for a writer who can conceptualise relevant content for our virtual assistant services. You will help us in planning and executing our monthly editorial calendar and work hand-in-hand with the...
Category: Copywriting | **Skills:** Content Management, Article Writing, Content Writing, Copywriting
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Real Estate Blogger
Hourly Rate: \$10 - \$15 / hr | **Duration:** Not Sure | **Posted:** Jul 27, 2015 | **Ends:** 3d, 18h | **13** Proposals
ReFab Home Solutions is poised to grow our real estate business in the Greater Boston area. We are looking to establish a long term relationship with an experienced virtual assistant that has experience in ...
Category: Web Content | **Skills:** Blogs

Fees or Rates

Every VA have their own rate preference and it depends on the kind of job they do. Better offer a rate that you believe would be comfortable with you and your VA.

Payment

- Paypal
- Payoneer
- Direct Bank Deposit
- Gcash/Smart Money



Get in touch with me



sherlane.fortunado@gmail.com



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