Lesson 11: Working with Bloggers and Virtual Assistants

Digital Marketing for Sales Professionals

Virtual Assistant Digital Marketer Blogger





BEAUTIFUL AND AFFORDABLE HOMES

http://rakethub.com/

http://rakethub.com/beautiful-homes/

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

Competition

Recognition

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

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

- Announce "round" top players.
- Organize recognition event.
- Give recognition rewards.

Process concept by Janette Toral.

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

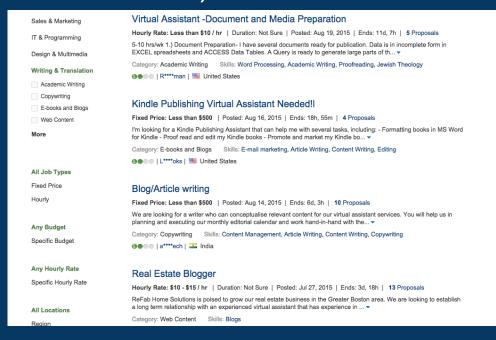
Where to hire a VA

Top sites

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

For smaller jobs

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



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



@sherlane42nado



www.facebook.com/sfortunado