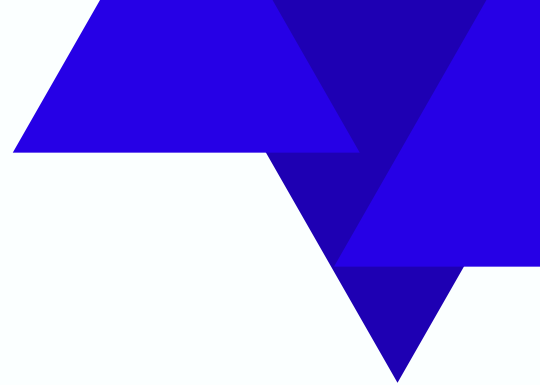


A man and a woman are in a modern office environment. The woman is seated at a desk, looking at a laptop screen. The man is standing next to her, leaning over and pointing at the screen. They both appear to be smiling and engaged in their work. The office has various plants, shelves with books and decor, and a bright, airy atmosphere. A large blue diagonal graphic is overlaid on the right side of the image.

10 ADMIN TASKS YOU SHOULD OUTSOURCE FOR YOUR ECOMMERCE STORE

**AND HOW YOU CAN GET A VIRTUAL
ASSISTANT TO DO THEM INSTEAD**



INDEX

I. INTRODUCTION	i
II. 10 ADMIN TASKS YOU SHOULD OUTSOURCE FOR YOUR ECOMMERCE STORE	
Email Correspondence	1
Social Media Correspondence	2
Social Media Management	3
VAeComm VA Process	4
Online Chat Correspondence	5
Order Processing	6
Inventory Management	7
Blog Posts	8
Reporting	9
Preparing Documents and Managing Files	10
Developing Standard Operating Procedures (SOP's)	11
III. SCHEDULE A CHAT	12



INTRODUCTION

In today's rapidly evolving eCommerce landscape, running a successful online store requires not only a solid business strategy but also efficient management of various administrative tasks. However, juggling multiple responsibilities can be overwhelming, leaving little time for core business activities.

That's where outsourcing comes into play. By entrusting certain tasks to a Virtual Assistant (VA), eCommerce business owners can regain valuable time and focus on growing their business.

In this document, we will explore ten key tasks that are ideal for outsourcing and delve into how a Virtual Assistant can seamlessly handle these responsibilities, enabling eCommerce store owners to streamline their operations and maximize productivity.



73%

**SAVINGS ON
PERSONNEL COSTS**

**Bottom Line Benefits
Of Hiring An Online
Virtual Assistant**

With stats like these it is easy to see why more and more online businesses are using VAeComm services!

1. EMAIL CORRESPONDENCE

A Virtual Assistant can efficiently manage and respond to customer emails received by your eCommerce store. They promptly address customer inquiries, provide product information, resolve issues, process returns or refunds, and ensure overall customer satisfaction through effective email communication, and share high level emails so you never miss out on the important ones!

How do I know that my VA will answer emails with the right message and in our Brand tone?
Great question, this is something that we get asked quite a lot.

We have worked with clients that have sourced and recruited their own VAs and have found that their written and verbal communications skills were not suitable for their business. This is because they did not test these skills when they hired their VA and provided very little training to ensure their VA understood the tasks they were required to complete.

All VAs recruited by VAeComm have to pass a high level of English literacy and hiring process before onboarding them.

When you hire a VA with VAeComm, they are fully trained and understand the tasks they are asked to do for an eCommerce Store. We provide comprehensive training programs designed to equip our VAs with the skills and knowledge necessary to excel in their roles. We emphasize the importance of understanding the client's specific business requirements and brand guidelines.

In saying that though, your brand's tone will need to be discussed with your VA to ensure that they understand if your communication style is "Professional" or "Casual" etc. This is usually achieved by documenting the top 10 email topics you receive from your customers and drafting template responses for your VA to use. This will train your VA to show them the tone you want in your correspondence. From there your VA can continue to develop email templates, send them to you for approval and build out your email responses.

A VA can also work with your preferred ticketing system. They can set up canned responses following the same process above. When you hire a VA with VAeComm, your VA is already trained to use ticketing systems. Our training covers various customer support ticketing systems including Zendesk, Freshdesk, eDesk and Front.



2. SOCIAL MEDIA CORRESPONDENCE

A Virtual Assistant can actively engage with customers on various social media platforms such as Facebook, Instagram, and others by promptly and effectively responding to the comments, messages, and reviews.

At VAeComm, our Virtual Assistants (VA's) undergo comprehensive training to effectively access and respond to messages and comments on social media platforms. Our training program includes understanding the client's social media strategy, brand voice, and target audience. VAs are trained in social media management tools and techniques to monitor and engage with comments and messages promptly. We focus on developing skills in active listening, effective communication, and problem-solving to address customer inquiries and concerns.



With guidance on handling various scenarios, our VA's are equipped to provide thoughtful and on-brand responses, ensuring positive interactions and fostering customer satisfaction on social media channels.

Our aim is to address customer inquiries, resolve issues, provide product information, and maintain positive customer relationships through timely and engaging responses on social media. For eCommerce stores, it is crucial to leverage social media correspondence to enhance customer satisfaction, build brand loyalty, and drive sales.

3. SOCIAL MEDIA MANAGEMENT

Our Virtual Assistants are trained to do strategic planning, scheduling, and execution of social media posts on platforms like Facebook, Instagram, and LinkedIn. Their tasks include activities such as creating engaging content, curating product images, writing compelling captions, and utilizing appropriate hashtags to promote products, engage with followers, and drive traffic to the eCommerce store.

You might be wondering...

How can a Virtual Assistant effectively create content for social media to drive engagement, increase brand visibility, and achieve the goal of boosting sales and business growth on platforms like Facebook, Instagram, and LinkedIn?



Great question! See the process trained VAeComm VA's use on the next page.





SOCIAL MEDIA MANAGEMENT VAeComm VA Process

- **Understand the brand and target audience:** Your VA needs to gain a deep understanding of the brand's values, target audience, and business goals. This knowledge helps tailor the content to align with your brand's identity and resonate with the intended audience.
- **Develop a content strategy:** The VA needs to develop a content strategy that outlines the key themes, topics, and posting frequency. This strategy ensures consistency and relevance in the content creation process.
- **Content creation and curation:** Your VA then creates original and engaging content, including visuals, captions, and hashtags, to captivate the target audience. They may also curate relevant content from trusted sources to supplement the brand's own content.
- **Review and approval process:** You and the VA establish a review and approval process to ensure that the content meets your brand's guidelines and objectives. This may involve submitting drafts of social media posts for your review and feedback before finalizing and scheduling them for publication.
- **Incorporating client feedback:** The VA carefully considers your feedback and suggestions, making necessary revisions to the content as per your preferences. This iterative process ensures that the content accurately represents the brand's voice and aligns with its goals.
- **Seeking client approval:** Once the content is revised based on your initial feedback, the VA presents the final version for approval. This may involve sharing a preview of the scheduled social media posts or providing access to a content management system where the client can review and approve the content before it goes live.

The goal is to build a strong online presence, increase brand visibility, foster customer engagement, and ultimately boost sales and business growth.



4. ONLINE CHAT CORRESPONDENCE



A Virtual Assistant provides real-time assistance and support to website visitors through an online chat platform. They promptly respond to customer inquiries, addressing product-related questions, guiding customers through the purchasing process, and resolving any issues or concerns they may have.

They provide effective online chat correspondence that enhances customer satisfaction and helps increase conversions in eCommerce stores.

A VAeComm VA is already trained on how to access your social media to be able to respond to any comments that are made through your social media accounts.

56%

**IMPROVED CUSTOMER
SATISFACTION**

**Bottom Line Benefits
Of Hiring An Online
Virtual Assistant**



5. ORDER PROCESSING

A Virtual Assistant can efficiently handle the order processing task for eCommerce stores by managing and organizing customer orders, verifying payment details, updating inventory systems, coordinating with suppliers for timely product fulfillment, and ensuring accurate shipping and tracking information.

Our experienced and fully trained VA's ensure seamless order management from placement to delivery, providing customers with a smooth and satisfying purchasing experience while relieving businesses of the operational burden associated with order processing.

67%

TIME SAVING

**Bottom Line Benefits
Of Hiring An Online
Virtual Assistant**





6. INVENTORY MANAGEMENT

Virtual Assistants can efficiently maintain Inventory Management for eCommerce stores by closely monitoring stock levels, updating product listings, coordinating with suppliers, and ensuring seamless inventory replenishment.

Our team employs advanced inventory management systems and techniques to accurately track product availability, prevent stockouts, and optimize inventory turnover. With VAeComm's expertise, your eCommerce store can effectively manage inventory, streamline operations, and ensure that products are consistently available to meet customer demands, maximizing sales and customer satisfaction.





7. BLOG POSTS

Typically, Virtual Assistants (VA) are limited to posting blogs on websites, social media platforms, and LinkedIn (if applicable) and may not have the ability to create blogs themselves due to English literacy issues. However, focusing on this aspect alone can be a time-saving strategy, as once you have written your blog, your VA can handle the rest of the posting and management tasks. By delegating these responsibilities, you can free up your time to focus on other important aspects of your business while ensuring your blog is shared and distributed effectively.

VAeComm offers a unique advantage when it comes to content creation and management for e-commerce businesses. Unlike traditional virtual assistants (VA's) who are limited to posting blogs on websites and social media platforms, VAeComm's VA's possess exceptional English literacy skills and go beyond simply posting pre-written blogs.

One of the key challenges in outsourcing blog creation is often the language barrier and limited writing capabilities of VA's. However, with VAeComm, this concern is addressed as our VA's are specifically selected for their strong English literacy. This enables them to curate engaging and informative content that aligns with your brand's voice and resonates with your target audience.

Our skilled team of content creators and social media managers take a meticulous approach to crafting blog posts. They conduct thorough research on relevant topics, ensuring that the content they produce is not only valuable but also tailored to meet the interests and preferences of your target audience. By leveraging their expertise in content curation, our VAs can create compelling blog posts that capture attention, educate readers, and drive traffic to your eCommerce store.

Furthermore, our VA's excel at managing the distribution process, ensuring that your blog posts are appropriately shared on your website, social media platforms, and even LinkedIn if applicable. This comprehensive approach saves you time and allows your VA to handle all aspects of blog management, from creation to distribution.



8. REPORTING

Virtual Assistants can prepare comprehensive reporting for eCommerce stores, covering sales, customer analytics, and return on investment (ROI) analysis for sales and marketing activities.

A VA gathers and prepares relevant data to provide insightful reports that help you make data-driven decisions. By examining sales performance, customer behavior, and ROI metrics, we offer valuable insights into the effectiveness of your sales and marketing strategies.

It is important to have an understanding of what metrics you need, how to gather the data and how you want it displayed. Once you have a clear guide on what reports you need and how to get them it is easy to get your VA to manage this process.

138%

AVERAGE GROWTH

**Bottom Line Benefits
Of Hiring An Online
Virtual Assistant**



9. PREPARING DOCUMENTS AND MANAGING FILES



Virtual Assistants can simplify the task of preparing documents and managing files for eCommerce stores. They can handle the creation, organization, and management of essential documents such as invoices, contracts and agreements, marketing documents, SOP's and other business related files.

Additionally, a well trained VA can ensure efficient management of digital files, organizing them systematically for easy retrieval and seamless operations.

By entrusting VAeComm with this task, you can rest assured that your eCommerce store's document preparation and file management needs will be handled with precision and professionalism, allowing you to focus on other aspects of growing your business.





10. Developing Standard Operating Procedures (SOP's)

One of the biggest areas in your business that adds value as an asset is developing SOP's.

Standard Operating Procedures (SOP's) play a pivotal role in the success of eCommerce stores. By providing well-defined guidelines and processes, SOP's ensure consistency and efficiency in various operations. They streamline order management, inventory control, customer service, and other critical aspects of the business.

SOP's minimize errors, increase productivity, and facilitate training and onboarding of new team members. They also serve as a reference point for troubleshooting and resolving issues. Ultimately, SOP's contribute to a smooth and organized workflow, resulting in improved customer satisfaction, optimized operations, and a solid foundation for scaling and growing the e-commerce business.

VAeComm Virtual Assistants specialize in developing comprehensive Standard Operating Procedures (SOP's) tailored specifically for eCommerce stores. Our VA's are trained to diligently create detailed guidelines and protocols that outline step-by-step processes and best practices across the various tasks that they perform within your online business.

These SOP's cover areas such as inventory management, order processing, customer service, marketing activities, and more. By leveraging VAeComm's VA's, your eCommerce store can benefit from standardized and efficient workflows, ensuring consistency, enhancing productivity, and promoting seamless operations.





So, there you have it. These are the ten things that you should outsource in your eCommerce business.

By outsourcing these essential tasks, you can save over 50% of your time. This allows you to focus on running effective advertising campaigns, driving more traffic to your store, generating increased sales, and ultimately growing your business.

To determine if your online business is ready to benefit from a dedicated and fully trained Virtual Assistant, schedule a short discovery meeting with us below!

[SCHEDULE A CHAT](#)

