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Published October 27, 2025

# Tasks to Outsource to a Virtual Assistant – What to Delegate

Read about the best tasks to outsource to a virtual assistant. Learn what to delegate and boost your productivity now.



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4 min

The page features a large, bold title 'What Can a Virtual Assistant Do for You?' in white text on a dark blue rectangular background. Above the title, there's a navigation bar with links: 'Why us?', 'Roles', 'How We Hire', 'Resources', 'Careers', and 'Get Started'. The 'How We Hire' link is highlighted with a yellow background and white text. To the right of the title, there's a decorative graphic element consisting of several overlapping blue puzzle pieces.

## In this article we'll cover:

- What is proper integration: clear expectations + the first 30 days of onboarding.
- How to measure success: KPIs for response time, initiatives, and deliverable quality.
- Optimal communication: daily stand-ups + weekly 1:1 meetings.
- The most common mistake: setting micro-controls instead of goals.

# Tasks to Outsource to a Virtual Assistant

Running a business means juggling endless responsibilities, and you can't do it all. That's where a

virtual assistant steps in. A VA can handle the

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Startup founder or an established entrepreneur,  
knowing which tasks to delegate can transform your  
productivity and free up your time for what truly matters.

## What Can a Virtual Assistant Do for You?

Virtual assistants can perform a surprising range of duties. Think beyond basic admin work. These professionals tackle everything from customer service to digital marketing, often with specialized skills that would cost significantly more to hire in-house. The key is identifying which business activities drain your energy without moving the needle forward.

Start by listing tasks on your to-do list that are necessary but don't require your unique expertise. VAs excel at handling routine tasks that follow clear processes, allowing you to focus on strategic decisions and building your brand.

## Administrative Tasks That Free Up Your Day

Administrative work eats up hours you could spend on revenue-generating activities. A virtual assistant can help with calendar management, ensuring your schedule runs smoothly without double-bookings or missed appointments. They'll coordinate meetings,

send reminders, and manage your inbox so you're not

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Data entry is another perfect task to outsource.

Whether it's updating a database, organizing a spreadsheet, or digitizing receipts during tax season, these repetitive jobs are ideal for delegation. Your VA can also handle booking travel arrangements, managing vendor relationships, and maintaining your filing systems.

## Customer Service Excellence Without the Overhead

Your customers deserve prompt, professional responses, but you can't be available 24/7. Virtual assistants can handle customer inquiries, process orders, and manage complaints. They monitor customer reviews across platforms, respond to customer feedback in real-time, and flag urgent issues that need your attention. A skilled VA becomes the voice of your business, maintaining your brand standards while ensuring every client feels heard.

## Marketing Assistant Capabilities That Drive Growth

Digital marketing demands consistent effort across multiple channels. Virtual assistants can manage your social media management by creating posts, scheduling content, and engaging with followers. They'll track your website and social media analytics, giving you reports that highlight what's working.

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design skills, and repurpose existing web content. They

can optimize your website for SEO by updating meta descriptions, checking broken links, and ensuring your site structure supports visibility.

Lead generation is another area where VAs shine. They can identify potential customers, build prospect lists, reach out to B2B contacts, and qualify leads before they reach your sales team. They'll also help with email marketing, from building your newsletter to managing your automation sequences.

## Bookkeeping and Financial Tasks

Money management is critical but tedious. A virtual assistant can help with finances by tracking expenses, categorizing transactions, and reconciling bank statements. They'll organize receipts, process invoices, and ensure your financial records stay current. While they shouldn't replace a certified accountant, VAs can handle the day-to-day financial admin that piles up, working with third-party accounting software and preparing documents for tax season.

# Tasks You Can Outsource to Scale Your Business

Growth means more complexity. Virtual assistants can

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Manage onboarding for new hires, and maintain documentation that supports scaling.

Market research is time-intensive but valuable. Your VA can analyze competitor strategies, compile industry reports, and identify trends that inform your decisions. They can also manage webinar logistics, coordinate marketing campaigns, and track which business activities deliver the best ROI.

For executive-level support, VAs can prepare presentations, manage partnerships, and handle various tasks that support your leadership role. They become an extension of your team, adapting to your working style and anticipating needs.

## How to Start Delegating





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someone who can help with everything from listing products online to basic customer service. Established business owners might delegate more specialized work like website maintenance or strategic content creation.

The tasks that you can outsource evolve as your company grows. What matters is finding someone who can help lighten your workload while maintaining quality. At Oceans Talent, we understand that hiring someone isn't just about filling a role—it's about finding the right match for your specific needs.

Many entrepreneurs would outsource more if they knew how capable virtual assistants are. The trick is starting small with clearly defined tasks to delegate, then expanding as trust builds. You'll quickly discover the return on investment speaks for itself. VAs can handle different tasks across your business operations, from running surveys and organizing contest entries to managing online tools and conducting market research.

Ready to optimize your productivity? The right virtual assistant can help transform how you work, giving you breathing room to focus on what you do best.

## Frequently Asked Questions

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VAs can manage administrative duties, customer service, social media management, bookkeeping, data entry, calendar management, email correspondence, content creation, and various marketing tasks. Virtual assistants can perform diverse responsibilities that adapt to your business needs.

## How do I know which tasks to delegate to a VA?

Look at your daily activities and identify repetitive, time-consuming tasks that don't require your specific expertise. Anything that follows a process or system is typically a good candidate for delegation, freeing you to focus on strategic growth.

## Is hiring a VA cost-effective for small businesses?

Absolutely. Virtual assistants work remotely and often on flexible schedules, eliminating overhead costs like office space and benefits. You pay only for the hours you need, making it a scalable solution that grows with your business.

## Can virtual assistants work with online tools my business already uses?