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E X P A N S I V E®

The Benefits Of Having A Virtual Assistant

by Norys Insua | Business Tips, Productivity

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What is a virtual assistant?

So what does a virtual assistant do? A virtual assistant is an independent contractor that offers administrative services to a company remotely. The term “virtual assistant” emerged in the 90s to describe the burgeoning trend of virtual work—thanks to major technological innovations, workers could begin sharing documents and taking important business calls from outside their offices.

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you with a specific function or department of your business. Below are just a few examples of the different types of virtual assistants available:

- 1. Bookkeeper** – Great with accounting and tracking budgets for various projects.
- 2. Administrative Assistant** – Schedules meetings, completes routine reporting, and handles communication between executives and outside entities.
- 3. Scribe** – Types notes during meetings or presentations.
- 4. Social media manager** – Handles the company's various social accounts.
- 6. Designer** – Designs presentations, infographics, logos, flyers, and other visual collateral.
- 7. Research Analyst** – Conducts research tasks or interviews and analyzes business data.

The role of a virtual assistant can also change depending on the business. Some companies may even hire virtual assistants that handle multiple responsibilities at once.

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Many of the tasks undertaken by virtual assistants tend to be somewhat tactical or repetitive, such as taking notes or submitting weekly or monthly expense reports. These tasks can take away from more pressing issues, such as client meetings or lead generation. When leaders delegate time-consuming tasks to virtual assistants, they can focus on the more important tasks on their agenda.

Greater work efficiency

Leaders aren't the only ones that benefit—other team members may also have a lot on their plate and need either temporary or more regular assistance. Social media managers, for instance, are most effective when they can assign writing, research, or graphic design to assistants, allowing them to focus on editing and delivery.

A healthier, more flexible work environment

Remote work has the potential to transform the culture of your company. Letting your team members work from wherever they are can have a tremendous impact on

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Finance, accounting, and data entry are certainly organized information, whether it's a balance sheet or the results of a large-scale study. While the act of data entry is relatively simple, it can be monotonous, particularly if your skills are better applied elsewhere. Having a dedicated virtual assistant to focus on data entry can free up your schedule while developing a more accurate means of data collection.

Customer service

According to Microsoft, 96% of consumers say customer service is an important factor in their choice of loyalty to a brand. Customer service, despite its necessity in modern business, continues to be a secondary priority for many organizations. As a result, potential leads and loyal customers risk having negative experiences that can significantly impact their brand loyalty and satisfaction. Having someone, even if a virtual assistant, facilitate these customer inquiries can have real impact on a company's reputation.

Administrative tasks

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processes are often major time investments. Many virtual assistants are trained to handle cold calling, email campaigns, and other logistical efforts. Since many of these tasks can be done over the phone or on a laptop, it can be the perfect job for a virtual assistant.

Social media management

Despite the widespread use of social media in today's society, many business leaders still fail to see its value – often this is because it takes so much time to deliver truly engaging content, consistently. A virtual assistant dedicated to social media can make all the difference—ensuring your company maintains an online presence while creating a two-way channel for loyal customers.

How Much Does A Virtual Assistant Cost?

Virtual assistant fees can vary greatly depending on several factors, including type and frequency of work, level of professional experience, country of origin, and

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Marketing VA, Customer Service, Accounting Support

Description: Copywriting, budgets/accounting, marketing support, customer support, CRM software experience, email marketing, social media marketing; software like PowerPoint, Quickbooks, Salesforce, WordPress, etc.

Average Hourly Rate: \$20 – 35+

Average Monthly Fee (20 hrs/wk): \$1,600 – 2,800

Average Monthly Fee (40 hrs/wk): \$3,200 – 5,600

Advanced VA, Consultant, Executive Assistant

Description: Business consulting, content management, project management, advanced IT/site management, web development, and server management

Average Hourly Rate: \$38 – 50

Average Monthly Fee (20 hrs/wk): \$3,040 – 4,000

Average Monthly Fee (40 hrs/wk): \$6,080 – 8,000

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Upwork

With over 12 million freelancers around the world, [Upwork](#) has built a reputation as the largest freelance marketplace in the world. With that status, however, comes a few challenges. For one, Upwork has a notorious support system that fails to assist both freelancers and companies in the event of a contract breach. Companies on Upwork will also have to deal with a tricky algorithm that prioritizes high-paying jobs. Nevertheless, you won't find a more substantial pool of talent to source your next virtual assistant. We recommend carefully reviewing their profile and work history before contracting a VA to work.

Fiverr

Based in Tel-Aviv, [Fiverr](#) is another freelance platform that has become a household name. Fiverr freelancers offer a host of services, including website design, translation, copywriting, SEO, data entry, and much more. The platform is frequently

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also effective ways to find virtual assistants with specific talents.

Virtual Assistant Agency

Working with an agency is one of the quickest, most efficient, and reliable means of connecting with a virtual assistant. Places like [Zirtual](#) and [VA Networking](#) offer easy access to countless skilled assistants and have even been featured on Entrepreneur, StartupNation, Inc., and Reader's Digest. Many VA agencies also provide additional resources, training, and coaching for these freelancers, so they will likely be more prepared and better fits for the job than someone you may find elsewhere.

How To Hire & Manage A Virtual Assistant

Set expectations from the start

Always start with the scope of the project and the responsibilities expected of the virtual assistant. How much time should the project take? How will the VA be paid?

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work or checking in. Because virtual assistants are not physically present in the office, it can be challenging to ensure they stay on task or communicate clearly. Speak with the virtual assistant about their availability, and find overlaps between your company schedule and their schedule. If they live overseas, you'll also have to take the time difference into account.

Define a budget

One of the most compelling reasons to hire a virtual assistant is cost—virtual assistants are by far more affordable than full-time hires. But without a budget, you can easily spend more than you intend to. In setting up a project for a VA, create estimates for how long each task should take, and accordingly, how much each task will cost based on the VA's rate. Be as upfront as possible about your budget, and you can avoid potential fallouts or disagreements regarding compensation.

Track time and tasks

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To truly support and push your virtual assistants to improve, provide them with monthly or even quarterly reports; this can be as simple as a quick one-on-one conversation, but it is most important to address the greatest strengths and opportunities for improvement. Your virtual assistant will appreciate the honesty and repay the gesture through their efforts.

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Over the last twenty years, the notion of working does not only revolve around 8-5 day jobs at the office. Thanks to the more connected world the Internet and the ever advancing technology has to offer, workers can perform tasks wherever, whenever.

This phenomenon came along with the rise of virtual assistants, which may be classified as an employee, freelancer, or independent contractor who works online and performs a variety of tasks to help individuals or businesses.



Virtual assistants can offer a lot of services an in-house secretary would traditionally handle: data

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The infographic is divided into several sections:

- Top Left:** An illustration of five people wearing headsets, representing telecommunicating employees.
- Top Right:** Text stating: "In fact, in the US, a boom of 79.7 percent increase in the number of telecommunicating employees who have identified themselves under the category of virtual workers."
- Middle Left:** Text stating: "However, there is a common misconception that virtual assistants are some kind of "luxury" only affordable by the big companies to outsource projects that require less management but are considered an overhead." Below this is a quote: "The truth is, it is quite the contrary."
- Middle Right:** An illustration of a city skyline with various skyscrapers.
- Bottom Left:** An illustration of a man in a suit holding a clipboard and a large clock, with a red circle containing an exclamation mark.
- Bottom Center:** Text stating: "Small companies and start up businesses resort to hiring virtual assistants as a solution to the limited time they have available."
- Bottom Right:** A blue double-quote mark graphic.
- Bottom Text:** Text in a blue double-quote mark graphic stating: "But why is there a sudden boom in this industry? Here are some of the trends why hiring or being a virtual assistant may be a good idea:"

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Companies also save money on taxes by hiring freelance virtual assistants instead of full-time employees.

However, this may not be a pro for the VAs who wouldn't get the benefits of their office-based counterparts.

However, some companies are generous enough to still provide even if they are not mandated by labor laws.

An illustration of a person sitting at a desk with a laptop, surrounded by books and a lamp. A hand holds up a document titled "BENEFITS" with several checkmarks. This visual supports the statement about companies providing benefits even if not mandated by law.

Increased Productivity

Research shows that remote workers are more productive because they have a better control of their

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A horizontal infographic slide with a light blue background. On the left, there's a small graphic of a globe and a sun. In the center, text reads: "Virtual assistants also benefit from fewer office distractions and the ability to work longer hours at home." Below this, in orange text, is: "They can structure their schedules around other responsibilities to complete more tasks." To the right, there's a green circle with a white checkmark, a black clock face with a yellow minute hand, and a blue calendar page showing the number "01".

FOR THE (POTENTIAL) VIRTUAL ASSISTANT



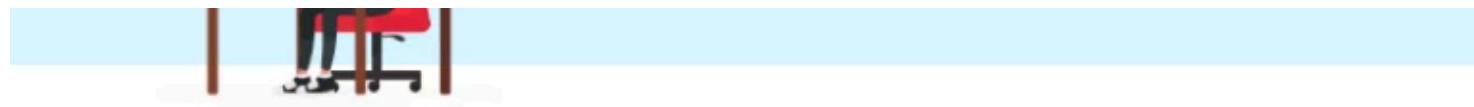
The office is wherever

One of the main benefits and selling points of working as a virtual assistant is that there's no dependency on a physical location.



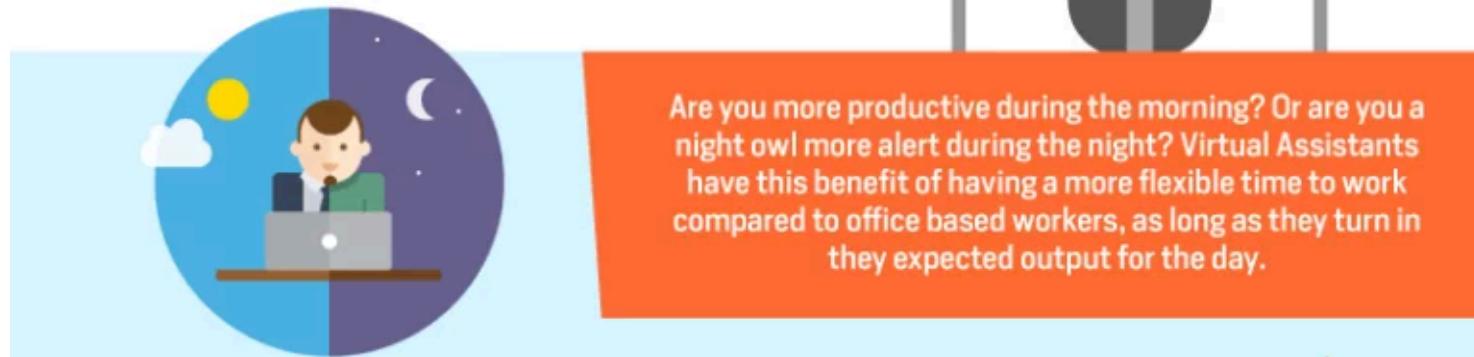
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Controlled working time

Every person's most productive time is different, as well as their preference when to work varies.



Are you more productive during the morning? Or are you a night owl more alert during the night? Virtual Assistants have this benefit of having a more flexible time to work compared to office based workers, as long as they turn in they expected output for the day.



The workforce no longer clock in religiously for a eight to five, Monday to Friday.

Most businesses and companies have opened

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<https://expansive.com/what-is-a-virtual-assistant/>
<https://smallbiztrends.com/2017/03/hire-a-virtual-assistant.html>
<https://allwork.space/2014/05/the-rising-demand-for-virtual-assistants-within-the-flexible-working-landscape/>

Source: OVA Virtual

Virtual assistants are more than just remote workers. They can form the backbone of your business even as you work on other tasks. Their work may not always impact the bottom line directly. Still, their presence can be felt by everyone on the team, particularly when they can shift their focus from more repetitive tasks (such as social media or data entry) to other priorities. Give them the proper goals and guidance, and virtual assistants can genuinely transform the way your team operates.

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