

Top 10 Tasks to Outsource to a Virtual Assistant



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9 MINUTE READ

Outsource to a virtual assistant and save two of your most valuable assets: time and energy.

As a business owner, you probably wear multiple hats, managing everything from administrative tasks to customer support and marketing. But handling it all alone can quickly lead to burnout, reduced efficiency, and stalled growth.

That's where a virtual assistant can make a real difference. By delegating key tasks, you free up your schedule to focus on strategic decisions, business expansion, and the things that truly require your expertise.

Whether you're a startup looking to scale (<https://stripe.com/resources/more/how-to-scale-a-startup>) or an established company aiming to optimize operations, delegating responsibilities (<https://online.hbs.edu/blog/post/how-to-delegate-effectively>) to a skilled virtual assistant can significantly **boost productivity** and **help your business thrive**.

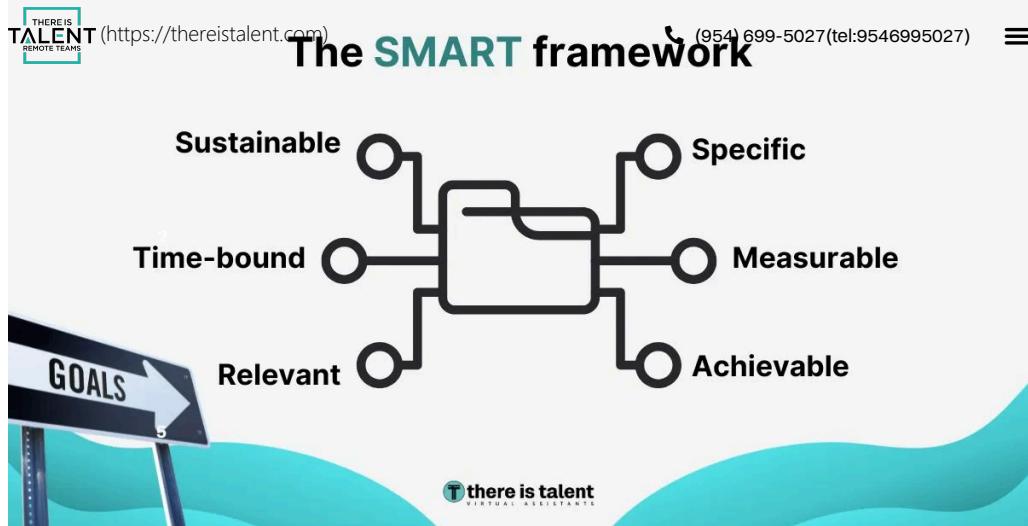
Success with virtual assistants means more than delegating. Smart outsourcing saves time and keeps things running smoothly. —Claudia Real, CEO of There is Talent.

Before we get into the specific tasks, let's take a moment to understand what makes outsourcing truly effective.

Making Outsourcing Work for You

Define Your SMART Goals

Before delegating tasks, establish clear, measurable objectives using the smart framework:



The SMART framework helps businesses manage virtual assistants (VAs) by setting clear and reachable goals. It stands for Specific, Measurable, Achievable, Relevant, and Time-bound.

This means clearly defining tasks, tracking progress, setting realistic workloads, making sure tasks match business needs, and setting deadlines. When companies outsource to a virtual assistant, using SMART goals ensures that tasks are well-structured, expectations are clear, and performance can be effectively monitored.

Using SMART goals helps businesses delegate well, keep track of VA performance, and make improvements, leading to better results.

Top 10 Tasks to Delegate to Your Virtual Assistant

1. Administrative Support

Streamline your daily operations with the support of a skilled virtual assistant. From **managing** your **calendar** and **emails** to handling **data entry** and keeping your **database** organized, a professional assistant can take care of the details that keep your business running smoothly.

They can also help with file organization, meeting coordination, and even booking your travel, ensuring everything is in place so you can focus on: growing your business (<https://thereistalent.com/grow-your-business-faster-with-a-virtual-administrative-assistant/>)

Check out this video to hear from a **happy client** who has benefited from our services. Their experience showcases our commitment to excellence. Take the leap and see how we can help you!

2. Customer Service Excellence

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Build and maintain strong customer relationships without the stress of handling everything yourself. When you **outsource to a virtual assistant**, they can take care of customer inquiries, manage support tickets and follow-ups, and keep track of feedback and reviews.

They can also update FAQ documents and monitor customer satisfaction metrics, ensuring your clients feel heard and valued while you focus on bigger business goals. Also, providing excellent customer support requires the right tools to keep communication smooth and efficient.

Virtual assistants use a variety of platforms to ensure customer inquiries are handled promptly, feedback is tracked, and relationships remain strong.

Some commonly used tools in customer service:

- **Help Desk & Ticketing Systems:** Zendesk (<https://www.zendesk.com/>), Freshdesk (<https://www.freshworks.com/latam/freshdesk/>), Help Scout (<https://www.helpscout.com/>)
- **Live Chat & Messaging Platforms:** Intercom (https://www.intercom.com/drlp/ai-customer-service?utm_source=google&utm_medium=sem&utm_campaign=17729254483&utm_term=intercom&utm_ad_collection=13881774&), Drift (<https://www.salesloft.com/welcome-drift>), LiveChat ([https://www.livechat.com/es/?a=PVDCS9SU0D&utm_source=PP&utm_medium=link&utm_campaign=pp_10off&utm_term=1-g-CjwKCAiA5Ka9BhB5EiwA1ZVtvHegs6Z9Mj8-sgf84t5drRweGIFPiAOZHd0k0mM8NMHbRL77BoC_rIQAvD_BwE&gad_source=1&gclid=CjwKCAiA5Ka9BhB5EiwA1ZVtvHegs6Z9Mj8-sgf84t5drRweGIFPiAOZHd0k0mM8NMHbRL77BoC_rIQAvD_BwE](https://www.livechat.com/es/?a=PVDCS9SU0D&utm_source=PP&utm_medium=link&utm_campaign=pp_10off&utm_term=1-g-CjwKCAiA5Ka9BhB5EiwA1ZVtvHegs7EAP-6Z9Mj8-sgf84t5drRweGIFPiAOZHd0k0mM8NMHbRL77BoC_rIQAvD_BwE&gad_source=1&gclid=CjwKCAiA5Ka9BhB5EiwA1ZVtvHegs6Z9Mj8-sgf84t5drRweGIFPiAOZHd0k0mM8NMHbRL77BoC_rIQAvD_BwE)),
- **CRM Software:** HubSpot (<https://www.hubspot.com/>), Salesforce (<https://www.salesforce.com/mx/?ir=1>), Zoho CRM (<https://www.zoho.com/es-xl/crm/>)
- **Survey & Feedback Tools:** Trustpilot (<https://www.trustpilot.com/>), SurveyMonkey (<https://www.surveymonkey.com/>), Google Forms (<https://workspace.google.com/products/forms/>)
- **Knowledge Base & FAQ Management:** Notion (<https://www.notion.com/>), Confluence (<https://www.confluence.com/>), Helpjuice (https://helpjuice.com/?gad_source=1&gclid=CjwKCAiA5Ka9BhB5EiwA1ZVtvKmEwnuCDKn0fCjrhlSvsAwBn1EOPlPjiUpXn91ZYElwPuD5dQ6dxoCEs)

3. Website Management

No matter what type of business you run, your website is one of your most important resources (<https://www.forbes.com/councils/theyec/2020/02/03/why-every-business-needs-a-website/>). It's often the first impression potential customers have of your brand, making it essential to keep it updated, professional, and running smoothly.

A virtual assistant can help by updating **content**, making simple **website edits**, and formatting **blog posts** to maintain a polished look. They can also track **website performance**, monitor **analytics**, and coordinate **tech support**, ensuring everything functions properly.

With a skilled VA handling these tasks, you can focus on growing your business while maintaining a strong and reliable online presence.

4. Social Media Marketing

Boost your online presence with the help of our expert virtual assistants (<https://theretalent.com/expertise/marketing-and-social-media/>). They can plan and schedule content, interact with your audience, and keep your social media active.

Plus, they'll track performance, share reports, and help run campaigns. Our team also specializes in **writing captions**, creating **hashtags**, responding to **comments** and messages, managing **collaborations**, and researching trends to keep your brand relevant and engaging.

Businesses that engage with their audience on social media see a 20-40% increase in customer spending

Virtual Assistant

5. Research and Analysis

Stay informed and ahead of the competition, a VA can help you with:

- **Market research** and competitor analysis
- Customer **demographics** studies
- Keyword research for **SEO**
- Industry **trend** monitoring
- **Statistical data** compilation

6. Content Creation

Keep your content high-quality and consistent across all platforms (<https://thereistalent.com/social-media-virtual-assistant/>) with the help of our expert virtual assistants. They can write and edit **blog posts**, create engaging **newsletters**, and even compile **e-books**.

Whether you need copywriting for marketing materials or repurposing existing content for different channels, our team ensures your messaging stays strong and professional.

Some tools virtual assistants can use to maintain consistent, **high-quality** content across all channels:

- **Blog Writing & Editing:** Grammarly (<https://www.grammarly.com/>), Hemingway Editor (<https://hemingwayapp.com/>), Google Docs
- **Newsletter Creation:** Mailchimp (https://mailchimp.com/es/landers/email-marketing-platform/?ds_c=DEPT_AOC_Google_Search_ROW_EN_Brand_Acquire_Omega_Manual-50off_T3&ds_kids=p81005570465&ds_a_lid=kwd-2285511033&ds_cid=71700000120288580&ds_agid=58700008803527148&gad_source=1&gclid=CjwKCAiA2cu9BhBhEiwA), Brevo (<https://www.brevo.com/es/>?gad_source=1&gclid=CjwKCAiA2cu9BhBhEiwAft6lxDAY5o4LFBFYzHxFLm5Hf_JgokjExJLGuYqghCq8NjM8ztz5BXh7xoCeLoQAvD_BwE) (formerly Sendinblue)
- **E-book Compilation:** Canva (<https://www.canva.com/>), Adobe InDesign (<https://www.adobe.com/co/creativecloud/renew/resubscribe-cci.html?gclid=CjwKCAiA2cu9BhBhEiwAft6lxAlo04bZQ8fB>), Scrivener (<https://scrivener.app/>)
- **Copywriting for Marketing Materials:** Jasper AI (<https://www.jasper.ai/>), Copy.ai (<https://www.copy.ai/>), Google Docs
- **Content Repurposing:** Descript (https://www.descript.com/?pscd=get.descript.com&ps_partner_key=c2VtYW50aWNsYWJz&sid=1-g-CjwKCAiA2cu9BhBhEiwAft6lxAxWuL_LqCqs4jMHmYHJO3iR8y5dwtSVj4_52UK8fb18L5ioo7NZiBoC8-oQAvD_BwE&gad_source=1&gclid=CjwKCAiA2cu9BhBhEiwAft6lxAxWuL_LqCqs4jMHmYHJO3iR8y5dwtSVj4_52UK8fb18L5ic0QAvD_BwE&ps_xid=GnHLCvJCdgoyCq&gsid=GnHLCvJCdgoyCq&gspk=c2VtYW50aWNsYWJz) (for transcribing videos into text), Canva (for turning blogs into social media posts), Notion (<https://www.notion.com/>) (for organizing content ideas)

7. Financial Administration

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Keep your finances organized and up-to-date with the support of a skilled virtual assistant (<https://thereistalent.com/expertise/accounting-and-finance/>). They can take care of **invoice processing**, track **expenses**, and assist with basic **bookkeeping**, making sure your financial records are always in order.

Additionally, they can prepare **financial reports**, monitor budgets, and keep an eye on cash flow, helping you make informed financial decisions. With a virtual assistant managing these tasks, you can stay focused on growing your business without worrying about the numbers.

8. Sales Support

A virtual assistant helps increase sales by handling lead generation, follow-ups, and admin tasks, so sales teams can focus on closing deals and growing revenue. To improve your sales process:

1. Set SMART Goals for Lead Generation

Example: "Get 50 qualified leads per week and follow up within 48 hours."

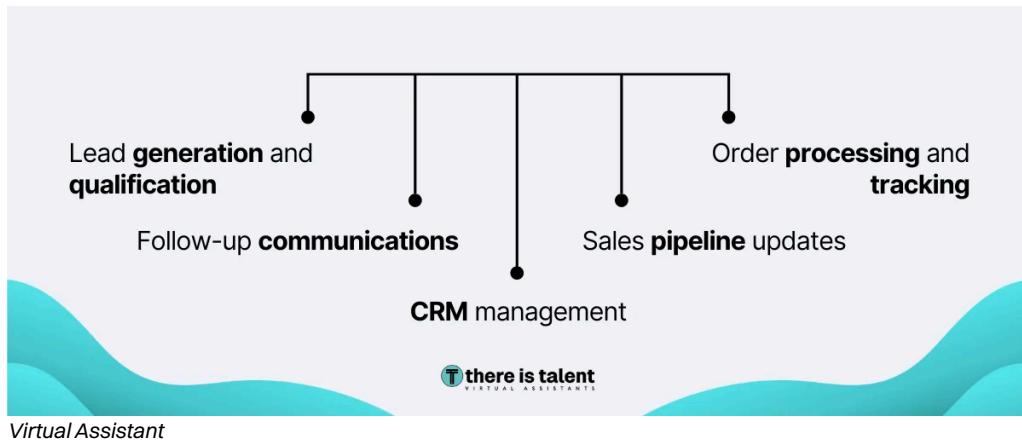
2. Track Follow-Up Efficiency

Example: "Send follow-up emails within 24 hours, aiming for a 30% response rate."

3. Delegate Administrative Tasks

Example: "Cut admin time by 20% in 30 days by automating scheduling and organizing leads."

By setting and tracking these goals, your sales team can focus on closing deals while the virtual assistant takes care of important tasks.



9. Multimedia Management

Keep your multimedia content polished and professional with the help of a virtual assistant. They can handle basic **video editing**, process **audio files**, and create or edit **images** to enhance your brand's visual appeal.

Additionally, they can design engaging **presentations** and keep your media library well-organized, ensuring you always have easy access to the right content when you need it.

10. Personal Task Management

Optimize your personal productivity (<https://thereistalent.com/why-you-need-a-virtual-assistant-for-personal-tasks/>):

- Personal **appointment scheduling**
- Online **research** and **bookings**
- **Gift** and **special occasion** management
- Travel **itinerary** planning
- Personal **email** management

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Every business has unique needs, and the right virtual assistant (<https://thereistalent.com/service/virtual-assistants/>) can make all the difference. While some VAs are versatile professionals, others specialize in specific areas like administrative support, customer service, or marketing.



Struggling to find the ideal Virtual Assistant?

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(<https://thereistalent.com/service/virtual-assistants/>)

The key is finding the perfect match for your business.

At **There is Talent** (<https://thereistalent.com/>), we don't just help you delegate tasks—we help you build a strategic partnership that frees up your time and keeps your operations running smoothly.

Let us connect you with a skilled virtual assistant who fits your exact needs, so you can focus on what truly matters: growing your business.

Ready to take the next step? Contact us today (<https://thereistalent.com/service/remote-talent/>) and discover how a virtual assistant can transform the way you work!

**Get started today.
Start getting more done.**

Book a call
(<https://calendly.com/thereistalent/30min>)