



Marketing VP's Promoting Your Message With Virtual Professionals

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Marketing VPs: Promoting Your Message With Virtual Professionals

By Daniel Ramsey

All the information I asked you to document in the last chapter to help you scale with virtual sales development reps also applies to virtual marketing coordinators and marketing design professionals. When marketing professionals have an iron-clad understanding of your elevator pitch, positioning documents, and value proposition, they can distill that message down for social media, video, photos, infographics, and really all kinds of things that help them to market your product or service and your message.

Also, if they have a clear idea of potential objections your customers might have, they can subtly address those through their work. Having those written pieces as concrete, concise, and clear as possible will yield as much benefit for marketing professionals as it will for sales professionals.

With this understanding about your company's message in place, there are many things a virtual marketing professional can do for you to supercharge your company's scalability. Focus your talented marketing professionals on the above sales tools and also on ideal client targets. If you know who buys from you and why, your marketing virtual professional can really help drive your message out to the marketplace.

Branding

I have already shared with you that it was my first virtual professional, Lily, who designed our MyOutDesk logo and put it into action. We have discovered that having signs can be a very powerful tool for your business. Among our own folks, whenever they go on vacation or have something amazing happen, they will pull out one of our banners and snap a picture, saying, "Thank you, MyOutDesk for helping us do this!" We have thousands of people carrying around our banner, and it is very powerful. They show up on Facebook, in text messages, and in thank-you cards. This is an example of the kind of marketing collateral and professional branding those virtual marketing professionals can create for you.



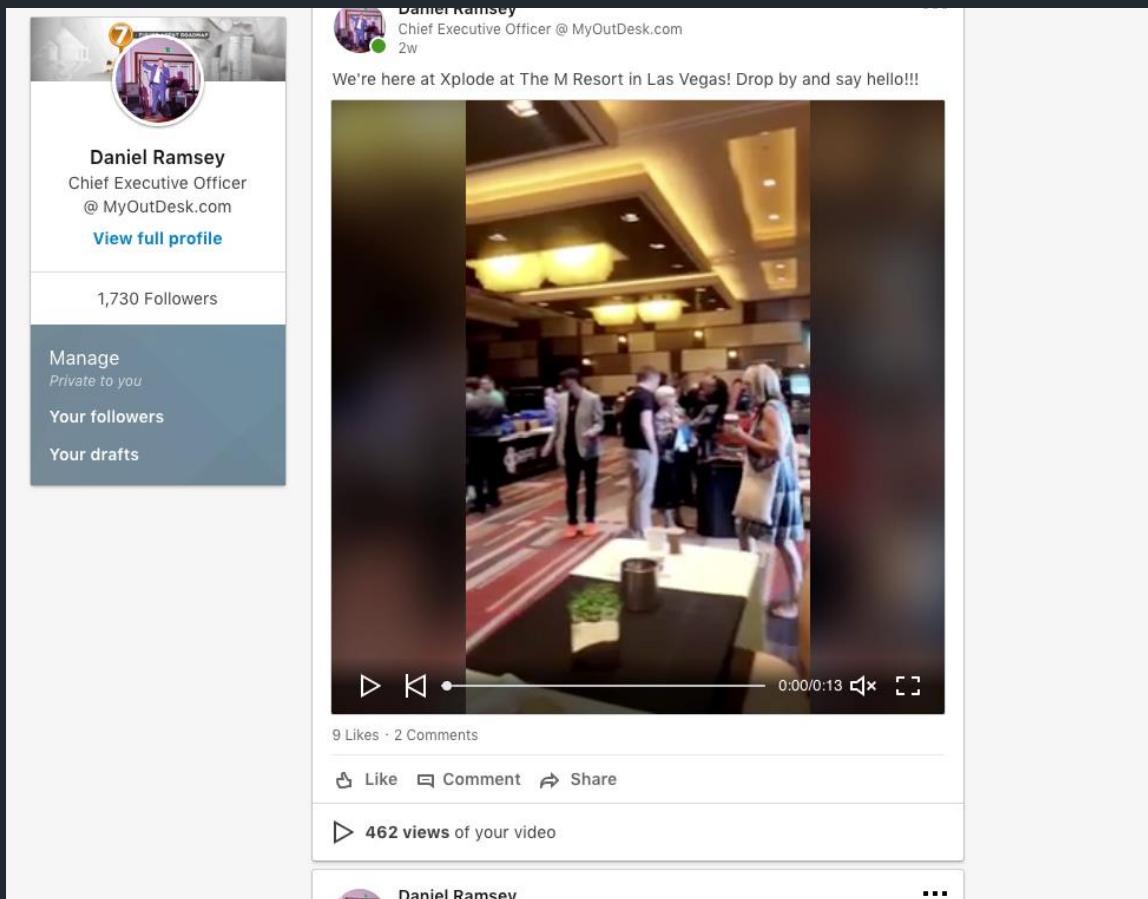
Design Coordination

Below is an example of a marketing piece we have done for our company. Your virtual design coordinators can put together pieces like this, so you can promote your business with clarity out in the world. This is a banner from our company fiesta party where we had more than a thousand virtual professionals and their families show up to celebrate our 10-year anniversary. It was a special event.



Repurposing Content

One virtual marketing coordinator role that will benefit your business is repurposing content. When you create a blog post, for example, and put it on your website, you can have someone to syndicate that content and multiply its effect. You can tweet about it. You can put it on LinkedIn. You can send video content to YouTube. There are so many ways your unique content can be proliferated out in the world when you have someone to do that cyber-legwork for you. If there is a call to action to schedule a consultation, subscribe to a newsletter, to get more information, download something, or whatever your lead-gathering strategy might be, your marketing coordinator can put more eyes on it. This is a tried-and-true driver of new business.



Events

I love client referral events. Having your virtual professionals track referral events can be a huge part of your growth. If your business is operating well, you probably have 25–50% of your business coming from referrals, but as an entrepreneur and business owner, tracking them is not necessarily something you should be spending your time on. Have a virtual professional do it for you.

Social Media

Social media has gone from being a useful business tool to a critical and mandatory focus in recent years. Every social media platform has a different format and that means that it takes time, energy, and effort to create different content for those formats. There is a medium for every form of content and we have virtual professionals who are expert at optimizing your exposure through those platforms for you.

For example, let's say you have 5,000 Facebook friends. How do you know that these are the best 5,000 to have? You can have your virtual professional put them through a process where people you've engaged with are coming up more and more on your screen. You're driving more and more referrals through your community and creating posts. All of a sudden, you are a bit of

a local celebrity! But again, you don't want social media to consume your own time, so you can delegate it to a virtual professional.



Marketing Automation

Marketing automation is a very big deal and is a vital aspect of scaling along the 7-Figure Business Roadmap. Everyone at the They Do It stage has some sort of marketing automation in place. Running a marketing automation system involves a lot of work inputting information into a CRM, setting up email campaigns, and setting up drip campaigns. Luckily, all that can be done virtually as well.

Impressed with what our sales and marketing virtual professionals can do? Wait until you see how operations and administrative professionals can transform your business.

About MyOutDesk

To learn more about MyOutDesk, visit our website at www.myoutdesk.com or call 1 (800) 583-9950 and we will reach out to you to schedule a personalized one-on-one consultation.