

How to Hire, Onboard & Train A Marketing Assistant

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RepStack



How to Hire the First Marketing Assistant for your Digital Agency

Do You Even Need A Virtual Assistant?

Here are the top five reasons to hire a virtual assistant:

- 1) Frees up time by letting you step back from the day-to-day activities:** Virtual Assistants can perform your core activities, you have more time to focus on growing your business. Rather than wasting time and resources in doing day-to-day operations, you can invest in thinking strategically and activating massive growth.
- 2) Reduced costs:** Most business owners and entrepreneurs hire Virtual assistants to reduce their overhead costs. This means lower salaries and operating costs.
- 3) Quickly scale your business operations:** Virtual assistants can also help you scale up your business operations quickly.
- 4) Strengthen weak areas:** Entrepreneurs like to be in control and doing things themselves. Let's face it: It's not possible to be the jack of all trades! With Virtual assistants, you can make up for the skill gap in your organization. It'll provide you a pipeline of extra skill sets.
- 5) Offer 24/7 Customer Service:** Most VA's can work in international time zones.

Feel free to check out our **2021 Virtual Assistant Checklist** which will identify your need to hire. [View Now](#)

Do You Need To Hire A Virtual Assistant?

Goal: Identifying the need to hire an elite entry-level manager to fill one of these positions: Sales Rep, Marketing Assistant, Account Manager.

- Are you making at least \$10,000 in monthly agency revenue?
- Do you have at least two full time employees (including yourself)?
- Do you want to hire a full-time employee without thinking of long-term contracts, W-2 etc.
- Are you interested in hiring a paid advertising specialist i.e. social media marketing?
- Are you looking for an Agency Sales Representative who can close 5 figure deals?
- Are you handling all Inbound & Outbound sales calls yourself and need to fire up time?
- Do you want to focus on the strategic aspect of your business, while letting your VA manage all client-facing activities?

*you need to hire a Virtual Assistant if more than 3 were ✓
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Marketing Assistant

Position Overview

The Marketing Assistant role is a key role for your agency designed to continue the marketing engine on an ongoing basis without breaks. This person will report back to the agency owner or the marketing manager if you have one and should be able to do the following tasks:

- Run cold outreach campaigns
- Take care of your social media profiles and post regular updates
- With time launch and manage paid ad campaigns
- Manage the CRM system to assist the sales and marketing teams

Example Job Post:

[Example 1](#)

[Example 2](#)

Marketing Assistant:

We are looking to hire an enthusiastic Digital Marketing Assistant to assist our busy marketing team. You will be reporting directly to the Digital Marketing Manager and assisting with all related tasks. You may be required to perform administrative tasks, conduct market research, update the system database, create marketing ad copies, and foster strong relationships with our clients.

To ensure success as a Digital Marketing Assistant, you should have in-depth knowledge of digital marketing techniques, excellent interpersonal skills, and be able to work to strict deadlines. Ultimately, a top-level Digital Marketing Assistant provides valuable assistance to the marketing team and boosts the company image.





Digital Marketing Assistant Responsibilities:

- Supporting the Marketing Manager and marketing team with project organization.
- Performing administrative tasks to ensure the functionality of marketing activities.
- Conducting market research and analyzing marketing surveys.
- Employing online marketing analytics to gather information from web and social media pages.
- Updating databases, spreadsheets, and inventory lists.
- Preparing promotional presentations and organizing promotional events.
- Composing and posting online content for the company's social media page and website.
- Writing marketing copy for company brochures and press releases.
- Building strong relationships with customers.

Digital Marketing Assistant Requirements:

- Bachelor's degree in Marketing, Business or related field.
- In-depth knowledge of marketing techniques and databases.
- Proficient in MS Office and marketing software.
- Knowledge of CRM tools, Google Ads, and online analytics.
- Understanding of advanced marketing principles.
- Ability to multitask and meet strict deadlines.
- Excellent communication and interpersonal skills.
- Good understanding of office management.
- Ability to follow instructions and work independently on projects.

TARGETS & BENCHMARKS YOU SHOULD EXPECT

- Leads generated (combined marketing)
 - 5-10 per day
 - 25-50 per week
 - 100-200 per month
- Appointments Booked (Sales Rep)
 - 3-5 Per week
 - 15 Per month





Hiring Process Comparison - Freelancers Vs. RepStack

S#	RepStack	Fiverr, Upwork, Onlinejobs.ph
#1	Book a Discovery Call You Book a free discovery call with us on our Calendar, where we'll discuss your business model, your requirements etc.	Define A Budget Keep in mind that many freelancers are business owners; they pay their own taxes, insurance, and overhead. So their hourly rates may be slightly higher than an employee's. A USA-based VA usually starts at \$20/ hour. Offshore quality VA will be between \$11 and \$18/ hour.
#2	Leave The Rest To Us We will take care of the rest. No need to worry about hiring the right VA. Rest assured, we will provide you with our best talent	Create a Job Description Be extremely clear on your job description so you can attract the right people. RepStack can provide these JDs upon request
#3	R1 - The Hunt After building a Job Description, we start sending out requests according to the needs of the client	Start Shortlisting After you post your job description, it is time to start shortlisting candidates for your business. This process can be time-consuming.
#4	R2 - Second Interview Here all the unqualified leads are sorted to find the perfect VA for the position.	Find The Best Start interviewing your shortlisted candidates, by setting up a time and date and then scheduling a meeting.
#5	R3- Third Interview Here the sales team join in on the selected candidates and checks if the clients' requirements match the candidates' skills	Assess Their Abilities Conduct an interview. Most freelancers work remotely, so this may be the only time you'll ever "meet" the person. When you conduct a video interview, you can gain a better sense of the person's abilities and fit than just talking to them over the phone. We also recommend a Slack-based interview so you can check their written communications.
#6	Dry Run - Fourth Interview The Dry run is a kind of simulation interview where we ask pressure questions and identify any red flags.	Hire The Freelancer When discussing project details, understand that both of you are negotiating an agreement that covers when the person can start, what they'll deliver, when those deliverables are expected, and payment terms. Unlike an employee, you don't manage or tell freelancers



		how to do their work, they control all that themselves.
#7	<p>Intro Call With Client</p> <p>This is your first meeting with your future Superstar VA. 95% of the time we get a yes for the VA we bring forward to meet you.</p>	<p>Create & Sign A Contract</p> <p>Make your agreement official with a contract. Good contracts are detailed, yet concise so they're very clear. Your contract not only protects the business and the talent, but it also serves as proof to the IRS that you're not violating any worker classification laws.</p>
#8	<p>Pre-Boarding - Repstack Only</p> <p>We onboard the VA, start them on their learning paths you picked and open a communication channel with you. This 20 hours of intense training is free of charge for you and designed to pick out any final red flags before the VA onboards with you.</p>	<p>Rinse & Repeat Process (If It doesn't work out)</p> <p>You'll have to repeat the whole hiring process if you encounter any issues, for example, your freelancer being a no-show, financial issues (bank transfer), scam, etc.</p>

Key: We'll do it for you



Key: You're on your own



Marketing Process

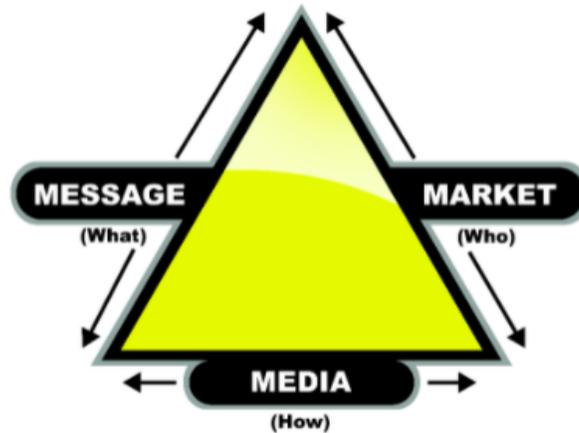
The Fundamentals

Before we dive into Internet Marketing, SEO, and Social Media Marketing, let us discuss the fundamentals of the marketing process. You should keep this in mind when hiring your first marketing assistant.

As we've placed over 100 VA's in digital marketing agencies all across the US and Canada, we've come to the realization the vast majority of you tend to skip straight past the basic fundamentals of your marketing strategy and dive headfirst into tactics (Pay-Per-Click advertising, SEO, Social Media, etc.).

So, what do we mean when we say "Fundamentals"? All marketing has 3 core components:





- Message (what)
- Market (who)
- Media (how)

You have to have a unique “Message” (who you are, what you do, what makes you unique, and why someone should hire you rather than another business offering the same service), a specifically defined “Market” (who you sell to and who your best customers are), and then look at “Media” (where you can reach those best customers). The tactics (Pay-Per-Click, SEO, Social Media, Direct Mail, etc.) fall into the “Media” category.

If you focus solely on the Media or Tactics, you will likely fail regardless of how well-selected that Media is. With that being said, you need to scale back to the fundamentals. Invest the time and energy in fleshing out your “Message” and figuring out who your “Market” is. By doing so, ALL of your Media choices will be vastly more effective.

Here is an example of our VA's in this role: [Rabbiya - Oscar](#)

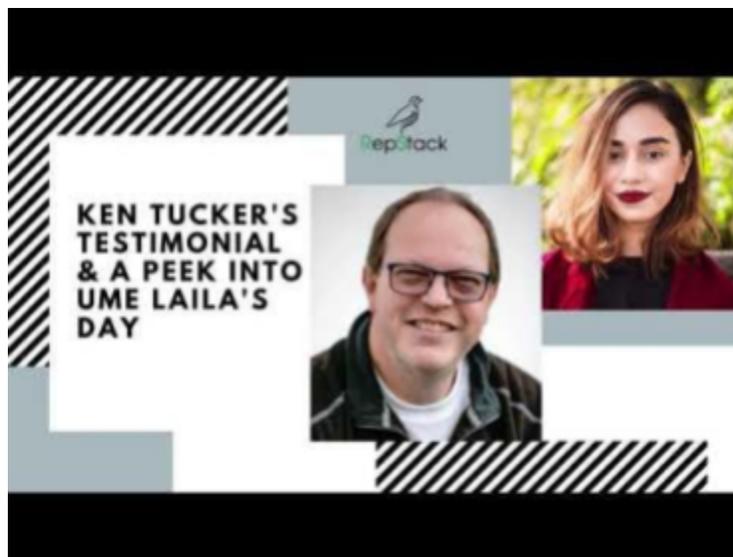




[Rija - Joh Victoria](#)



[Ume Laila - Ken Tucker](#)



[Other Example Video](#)

Skills You Should Look Out For:

A marketing assistant must have a good understanding of the content requirements for their client's online marketing efforts. They will be working across all forms of social media and understanding various marketing strategies at a high level while observing and understanding dynamic shifts in the paid advertising industry. You should look out for the following skills:





- Content Marketing
- Social Media
- Video editing
- Graphic Design
- Marketing Strategy
- Sales Experience is a plus!

Skills Explained:

- **Content marketing.** Content marketing is a vital piece of the digital marketing puzzle, and you need a virtual assistant who understands the basics. They should be able to pitch in with managing a social media content calendar, help you with blog creation, understand the different types of content you can create, and be able to manage them all with an eye for detail.
- **Keyword research.** So much of digital marketing these days comes down to the keywords you research. This helps you find an audience that's looking for *your* service. A virtual assistant should understand the top keyword research tools and how to use them.
- **Social media management.** Social media is just as indispensable as any CRM tool you use. That's why it helps to have a virtual assistant who can help with lead generation via LinkedIn, Twitter, and more.
- **Strategy.** Can your virtual assistant handle overarching strategy on your latest marketing campaigns? A marketing assistant can be more than a personal assistant here. They can be a member of the team that leverages their experience and expertise to optimize your campaigns.
- **Project management.** Serving out the project manager role often requires a specific talent for leadership and organization. But as you expand your team, there's no reason a virtual marketing assistant can't help out. They can organize marketing activities, help coordinate a remote team, and otherwise serve as the personal assistant to an entire marketing team.
- **Lead generation.** How do you bring in new leads to your business? Is too much time spent focusing on lead generation rather than doing great work for those clients you already do have? If so, hiring a virtual assistant can be a way to "shortcut" your lead generation so you're free to focus on other elements of your business.



The VA Hiring Process (Repstack):

- You Book a Discovery call with us.
- We hand-pick either a Sales Rep, Marketing Assistant or Account Manager (as per your requirement):

R1 (Round 1) - The Hunt	We build a JD according to the client's needs and start sending in requests.
R2 (Second Interview)	All unqualified leads are sorted to find the perfect VA for the position
R3 (Third Interview)	Our Sales team joins in on the selected candidates and checks if the client's requirements match the candidate's skills.
Dry Run (Fourth Round)	We look for any red flags that pop up in intense questions and answers sessions to check if they (the VA) can work under pressure.
Informal Meet & Greet	Meet and Greet explaining the company culture and vision.

- During our Pre-boarding process, your shortlisted VA goes through a minimum of 5 interviews with our internal team.
- We provide our VA with any additional training materials (short courses, training webinars) as per your requirement.
- Intro-call Booked with your VA.

Pre-Screening Process:

- Have them send a video/voicemail intro to ensure they have strong enough spoken English speaking skills & that the accent won't be an issue.
- The accent would be especially important for Appointment Setter and Account Manager roles.
- Have them take a [Kolbe Assessment](#) (RepStack offers one free Kolbe Assessment if you choose to work with us).



The Interview:

- Tell me a little about yourself. Where you are from. What your hobbies are. What's important to you?
- What were you doing most recently? Why did you leave?
- What are your strengths...what do you feel like you do best?
- What type of work have you done with others in the past?
- What does your work environment look like? Do you have a quiet dedicated place to work? Do you have high-speed internet? What about your computer...
- What interested you in this position?
- Are you looking for a short-term or long term role?
- If we contacted your last employer & asked them to rate you on a scale from 1-10 (with 1 being terrible & 10 being the best). What would they rate you & why?
- If you choose to work with RepStack all the above questions are pre-verified during multiple vetting interviews.

Expectations to communicate

1. **Responsiveness.** Be quick to reply when I send a message and on top of the ball. To me, that is the most important aspect of this role. If I send a message during work hours and don't hear back quickly I will question how engaged you are in the position.
2. **Be resourceful.** I'll share with you what I need to be done and how to get around, but if you are stuck on something try to solve it yourself before asking me or another team member. If it's something you could have solved by contacting support or doing a Google search first...then do that.
3. **Honesty.** Just be honest & forthcoming in all our dealings.
4. **Innovate.** We are an extremely fast-growing business. As you go about your job, we want you to find ways to improve things, make suggestions and enhance the way we operate.
5. **Work hard.** There is a lot to do. I'll need you by my side proactively learning, innovating and getting things done.
6. **Ask for help.** If you need direction, resources, support don't hesitate to ask...I want you to be happy, clear and fulfilled in your role. This should always be a win-win situation.



Pre-Onboarding - RepStack Exclusive Process

Currently only offered by RepStack, if you can get this process introduced using other sources it will add one more step to ensure you are getting the right VA. However, it may turn away some of the talents on Upwork.

16 to 20 hours of Pre-OnBoarding training (not billed to you) includes:

- Complete a customized 90-day learning path for the VA. The VA and RepStack build out the first draft and you approve it. Here is a template for such a plan: [90-Day Training Plan](#)
- VA gets introduced to company culture, our work ethic etc.
- Baseline training and assessment for the CRM of your choice completed by the VA
- Setup of all tools and software before day 1
- VA starts communicating and reports back to you daily so you can gauge communication style
- Stress-test work from home setup;
 - Internet speed, minimum 15mbps
 - Power backup in place
 - Work laptop with the right hardware provided to the VA
 - Any additional hardware needed to do the job provided
 - VPN
 - Home Office Setup verified
 - Setup of time doctor for the VA
 - Camera and lighting

OnBoarding

- What tools need to be set up for them? Who will set those up? Create a checklist.
- What will their orientation process look like?
 - Initial Day
 - Accessing Tools / Software
 - Communication Expectations
- How will they be trained in what you expect them to do?
 - Orientation on the roll
 - Training on the day-to-day
- What will they be expected to report daily/weekly / monthly?
- How will you gauge their performance
- Communicate the expectations!



Ongoing Training, Management & Accountability

When will they meet with you for feedback?

How will you continue to train & develop them?

Below are RepStack only processes, but you should have something similar present if you hire outside of RepStack:

- Bi-Weekly Training by Jeff Fisher - Coach at The Seven Figure Agency
- Bi-Weekly Training by RepStack
- Weekly CRM Training with Andrew Cass - Founder of PipelinePro.
- Udemy, Coursera Courses for VA's.
- Weekly VA Check-ins
- Monthly Client Check-ins
- Time Tracking Application: RepStack uses Time Doctor, while Upwork uses its native software.
- Tracking EOD reports
- Marketing Trainee program for fresh hires

Performance Benchmarks - RepStack

Below is a sample process that RepStack conducts on your behalf.

Daily VA reporting, here are some sample day end reports for

- Marketing Assistant:
<https://docs.google.com/document/d/1BvKIH3dun1flB4rpB4PcyLt2-IGORhUq8Lbf4GNFQh8/edit>

Additional Resources

- [The Ultimate Hiring Checklist for Marketing Assistants](#)
- [Book a free Discovery Call](#)

