

ECOM  
BASICS

**THE**

**ECOMMERCE**

**VIRTUAL ASSISTANT**



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# INTRO

Many entrepreneurs are new to commerce and finding early success with building brand and niche ecommerce stores. But the day to day operations eventually become overwhelming.

Some will withdraw, burned by all of the work and their sales will slowly decline as they are buried in administrative tasks instead of focusing on growth. But there is another way. Giving up some control, can free up a lot of time a store owner would typically spend on mundane tasks.

**After years of working with hundreds of ecommerce store owners, we have identified a few roles that are easily outsourced to Virtual Assistants.**

## CUSTOMER SERVICE

This is the most obvious role to outsource, that often consumes the most time. Answering emails, telephone calls, and live chat messages, can be such an interruption to your workflow, that handing it over to a Virtual Assistant frees up a ton of time to work on other things.

The other benefit to outsourcing customer service is one often forgotten - sometimes the entrepreneur takes negative feedback and criticism personally, while the Virtual Assistant can have a better disposition to deal with negative or irate customers.

For years, companies have outsourced customer service to the Philippines, which has created an entire category of experienced workers already trained in dealing with customers from various countries. As an entrepreneur, you've already answered tons of customer service inquiries, all you need to do is map out the common questions and answers, create a knowledge-base or wiki, and provide a resource for a customer service rep to handle this side of the business.



# SOCIAL MEDIA

Keeping up with social media posts, engagements and messages is a time consuming task, especially in a world where a 24 hour response time just won't cut it. Just like customer service, a Virtual Assistant can be easily trained to manage social media. With the use of automated posting tools, a VA can queue posts in batches, for the entrepreneur to review, until they have proven their ability to post without heavy oversight.

# ORDER MANAGEMENT

If you're working with drop-ship vendors, print on demand vendors, or third party logistics, a Virtual Assistant can easily take over the task of making sure orders are timely placed with suppliers, managing progress, communicating with customers and notifying you if there's a problem.

If you're manually exporting orders and modifying CSV files or spreadsheets, to send to a supplier, just know that someone else can be hired to manage that task, and they will likely do a better, more efficient job, because they aren't distracted by a million other tasks that need to be done to run an ecommerce business.

# PHOTO EDITING

If you've ever diddled with the magic eraser, or layer masks or erasing the background from photos, or editing photos for your website, just know there are tons of affordable, experienced graphic designers that can easily handle this task.

In this day and age, unless you are an absolute photoshop expert, there's no reason you can't hire a part or full time graphic designer to manage your photo editing. This person can also create social media images and advertising images for your business. You can also have a graphic designer assist with product and packaging design, if you need that skill set in your business.



# AMAZON LISTINGS

If you've ever said something like "I've been meaning to list my products on Amazon/Etsy, but I just haven't had the time, you should hire a Virtual Assistant. Migrating products from an ecommerce platform to Amazon is a tedious process, and while there are many tools to automate the cross-posting, they don't write the descriptions for you.

Selling on third party marketplaces often requires adjusting product descriptions and sales copy to match the format of the marketplace, to get better ranking in the search/browse results and to get a better sell-through.

A virtual assistant can manage all of this for you, all you need to do is train them (or find a VA already experienced with the marketplace you're expanding to). There's no reason you should have to handle this yourself, when you can easily create a few listings, record the process, and train someone else to manage it.

While this is only a list of five roles you can outsource, you can easily outsource more once you're experienced working with Virtual Assistants. Start small, and grow from there. You'll be happy you did.



# RESOURCES



Basecamp



asana

Easily manage projects and time spent on tasks.



Manage team communication without cluttering your inbox.



Use Jing or Snagit to record training videos for your virtual assistants.

**LastPass**...

Share your passwords safely and securely, without worrying about insecure passwords and unauthorized access.



