

THE VIRTUAL ASSISTANT  
EXPERIENCE

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**THE POWER OF  
SOCIAL MEDIA.**

**HOW IT CAN HELP  
YOUR BUSINESS  
THRIVE.**

BY THE VAE

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# What to Expect

FLOW



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The Power of Social Media  
Why Social Media?  
Social Media Platforms  
Benefits of Social Media  
The Importance of Branding  
The Importance of Campaigns  
The Importance of Planning  
The Importance of Strategy  
Simple Strategy Techniques  
The Importance of Trends  
Facebook  
Instagram  
TikTok  
LinkedIn  
Pinterest  
Youtube  
Twitter  
Clubhouse  
What Platform is best for my business  
About The VAE

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## What is Social Media and Why is it so powerful?

Social media is usually an App/ Web-based form of connection with other people from around the world.

Starting out as a place to connect with your friends online, has now grown into the biggest and most effective marketing tool a business can use.

# The Power of Social Media

Used wisely Social Media can increase sales for business, up to 1000%

Marketing is now, most effective online and where better to advertise your product/ service, than on a platform where people spend most of their free time?

**CLAIM YOUR POWER**



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# Why Social Media?

Since 2004 and the launch of Facebook - the world has collectively been obsessed with Social Media. It has been a great tool to keep in touch with friends and family, share our lives and now it is a key tool in Business Marketing.

We spend our lives scrolling - for pleasure and ways to enhance our lives. It's an effortless way to identify what we may need in our lives and an informal, yet highly effective way to communicate with consumers.

Aesthetic is a key factor in social media - an eye catching image, concise and captivating copy, social media users have a short attention span and competition is immense - so any output needs to be carefully crafted and strategically marketed. Is it a lot of effort? Yes. Is it worth it? Absolutely.







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*"Targeted, Social Media Advertising is even more effective than ad's that you may see on the TV or Newspaper's. This is an opportunity for business of all sizes to be able to put their product/service out to market in an accessible and affordable way."*

Hannah, The VAE

THE BASICS



# Social Media Platforms



For Business Marketing



- Build relationships.
- A great way to connect with your customers anytime
- Share your expertise.
- Inspire, Entertain, Promote, Educate
- Increase your visibility
- An opportunity to educate yourself
- Easily measurable
- A chance to market your product
- A chance to network with likeminded people
- Rapid Growth

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## **Benefits of Social Media**

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# The Importance of Branding

When you build a business - it's important to form a Brand Identity.

Brand Identity is so paramount - as this is the consumers, first encounter with your business, thus curating a psychological perception of who you are and what you are offering.

Your colour, design, logo will help the consumer distinguish your brand in their mind.

Does your brand speak to the audience that you are trying to attract? How do you want your customer to feel when interacting with your Brand?

Consistency is key - this enables the consumer to identify with who you are and ultimately trust you.

For example my branding is quite feminine and has been described as crisp, yet relaxed. I want to work with women - who are strong but value wellbeing. So I am hoping that my branding speaks to them.

I am also a believer that your brand should represent your personality and that is why my colour palette is pink - as pink is my favourite colour.

Also, you will see through my website and then social media - everything matches. The only difference is my SM is a bit more playful as I want to show my fun personality, whereas my website is more professional for business.

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# The Importance of Campaign's

PR and Campaigning is not a new form of strategic marketing. It has been going on since the 1920's.

So if you are using Social Media for marketing you should be thinking about Campaigns.

Every year, we have holidays - such as Christmas, Easter, Valentine's, Mother's Day, Father's Day - these are holiday's that maximise on consumerism - so why shouldn't your business be thriving off them too. How can your business develop a campaign running up to these holiday's to up increase sales and profit?

Even if there is no holiday - you can run your own campaign to generate interest in your product or service. For example you might want to launch a new product or service - so why not create some hype on the lead up to the launch date?

There are other campaigns to work with too - such as Mental Health Awareness Week, Sleep Awareness Week etc - how can you work these campaign's into your business marketing? Are you a health practitioner - what do your services do to help mental health? This is your chance to scream from the top of the mountains and cause a scene - what does it do? Increase your visibility and engagement, therefor boost's your sales.

I've got four words for you to think about - John. Lewis. Christmas. Campaign.

In order to profit successfully - it take's careful planning and strategy...



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# The Importance of Planning

Planning your Social Media in advance is a must.

If you are still reading - I am guessing you are genuinely interested how Social Media CAN work for your Business.

I am here to tell you honestly, that if you want to maximise from it successfully - it takes time and it can cost money.

Yes, you can do it yourself - I would strongly advise that you plan ahead, so you don't get overwhelmed and distract yourself from the actual running of your business.

A useful tool is a Content Calendar - this would detail all the campaigns that you have decided to run with that compliment your business. From there you can strategically plan what content you put out. From there you can carefully craft content that will Educate, Inspire, Entertain and Promote your Product/ Service.

I also advise client's to allocate a Content Creation Day to their schedule. This allows you to fully focus on your output. A day focused curating valuable content, whether that's photography, writing or graphic design.

Then you could invest in a Social Media App such as Later or Planoly - to schedule and publish your content automatically.

If all this sounds overwhelming - then investing in a Social Media Planning Consultation could be a rewarding avenue to try.

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# The Importance of Strategy

A Marketing Strategy gives you goals and purpose and can provide your business with a clear direction and aim.

The main questions to ask yourself when curating a Marketing Strategy are:

- Who are you trying to attract?
- How are you going to attract them?
- What do they want to see from you?
- When are they online? So you know your content reaches them.
- Where are you going to post your advertising? Where does your target demographic spend their time?
- Why should they engage with you?

This approach should allow you to engage and therefor attract your ideal consumer. Without a strategy you may as well be firing blanks, as you could be wasting a lot of valuable time advertising to the wrong audience, therefore missing out on sales.

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- Connect with your audience
  - Quality content - clear imagery, concise copy
  - Campaign
  - Educate, Inspire, Entertain, Promote
  - Plan ahead - use a Content Calendar
  - When writing - write to your ideal client
  - Learn how to use Canva - for stand out graphics
  - Understand and utilise trends
  - Network with your industry
  - BE YOURSELF
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**Simple Strategy  
Techniques**

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# The Importance of Trend's

As if all that isn't enough - let's add Trends into the mix!

Trends are a Theme/Movement that consumer's thrive off.

For example: Tiktok is very Trend heavy. There maybe a certain piece of music used, the creator may then, interpret their story to that particular "trend"

If done well and it appeals to the audience that you are trying to attract, this could pay off and you could end up having a huge following overnight - which in business terms means more sales.

I have seen Small Business's with only a few followers, have overnight success by following a particular Trend and then having 1,000's of sales the next day.

Understanding Trend's can be very time consuming - but highly rewarding.

Engaging, as a consumer yourself, to understand the humour and attraction would be the first step i'd recommend in acknowledging Trends.

If you are interested how this could work for your business, I'd advise a Social Media Trend's Consultation.







# Facebook

## Facebook Mission Statement

Founded in 2004, Facebook's mission is to give people the power to build community and bring the world closer together. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

## Should I be using Facebook for business?

Absolutely. Facebook still has a huge following and is great for connecting and networking. In 2020, Facebook did lose some of its users due to the inaccurate spread of information and it has also been said to have impacted consumers' wellbeing. However - it still stays at number one for user interaction.

## Why should I use Facebook for business?

Amazing connections. Groups are great if you're offering a service and marketplace is great if you're offering a product.

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# Instagram's Mission Statement

Capture and Share the World's Moments

## Should I be using Instagram for business?

Absolutely! Instagram is like a digital catalogue for business. Used correctly, with planning and strategy - this is one of the best platforms for business marketing. Think of it like one big Argos catalogue. A visual compilation of all services and products.

## Why should I use Instagram for business?

You can gain high visibility with the right strategy. You can put a face to the brand, tell your story, become more personable with the consumer - therefor increasing sales. You can build casual connections - which could lead to professional relationships and opportunities. If you can create a beautiful aesthetic page - you can use that as a digital catalogue to show potential customers/ clients.

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# Instagram



# TikTok Mission Statement

TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy.

## Should I be using TikTok for business?

100% YES. I have seen small business's with only a few followers - blow up overnight. I would say this could be most effective and a most efficient way to increase sales, than any of the other platforms. It's like free TV advertising.

## Why should I use TikTok for business?

Again used strategically and correctly - TikTok could turn your small business into and global phenomenon. Although, you can't just point the camera and shoot though. You need to be up to date on the current trends, music and styles of shooting. It can be quite time consuming - but totally worth it.

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A close-up photograph of a person's hands holding a black smartphone. The phone's screen displays the TikTok app's main interface, featuring the white TikTok logo and the word 'TikTok' in white text. At the top of the screen, there are navigation options: 'Following', 'For You', and a profile icon. At the bottom, there are icons for home, search, and post. The person holding the phone is wearing a white ribbed sweater. The background is slightly blurred, showing another person wearing a light-colored hat.

# TikTok





# LinkedIn

## LinkedIn's Mission Statement

Connect the world's professionals to make them more productive and successful.

## Should I be using LinkedIn for business?

Yes! Again another great app for networking, hiring and also finding work.

## Why should I use LinkedIn for business?

Great for email marketing and reaching out to a number of people at once. Another place to build professional connections and meet likeminded business people. Strategically build a network of people around you that can support and promote your business.

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# Pinterest

## Pinterest Mission Statement

Pinterest is the visual discovery engine. Our mission is to bring everyone the inspiration to create a life they love.

## Should I be using Pinterest for Business?

Great for product based business. Again think of it as an online visual catalogue where you can showcase your products.

## Why should I use Pinterest for business?

Consumers purposely use pinterest when they are looking to buy. They create boards of what they envision to buy. So why not get your product on there. Maybe someone will add it to their dream board.

Strategic planning and campaigns are helpful.

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# Youtube



## Youtube Mission Statement

Our mission is to give everyone a voice and to show them the world. We believe that everyone deserves to have a voice, and that the world is a better place when we listen, share and build a community through our stories.

## Should I be using Youtube for business?

Again, like TikTok another free TV form of advertising. Youtube is great to have on a website or a link to another form of social media - to showcase your product or service in more detail.

## Why should I use Youtube for business?

Why not. Its a free tool. If you have an amazing product or service that you want to talk about - make a video, upload it and then share on your other platforms.

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# Twitter

## Twitter Mission Statement

To give everyone the power to create and share ideas and information instantly without barriers.

## Should I be using Twitter for business?

Yes. Twitter is great for PR and Campaigns. For example: are you a restaurant - is it National Pizza Day - Announce on Twitter that you're giving away free pizza's and watch your business boom.

## Why should I use Twitter for business?

One successful Twitter campaign could put your business on the map. You have the power to go Viral within minutes. Again - strategically create the right network around you. Your ideal clients, your industry allies, your cheerleaders. People that are going to spread the your business by digital word of mouth.

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# Clubhouse

## What is Clubhouse?

Drop in audio chat - with members around the world. Split into "rooms" of different discussions.

## Should I be using Clubhouse for business?

100% yes. If you are "lucky" enough to get an invite to this app - I would take it and join any group that resonates with your business. You don't have to speak - you can just listen - and pick up valuable info and then when feeling more confident use it to network.

## Why should I use Clubhouse for business?

Networking with likeminded people from all over the world - imminently and directly. I have heard musicians get their music into the hands of top producers - just because of a quick chat on this app. It is powerful - used correctly and professionally. Just be yourself and attract the right people.

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*"Like on TV or in Newspaper's -  
great advertising doesn't come  
cheap and you get what you pay  
for. So you have to ask yourself -  
how do I want to represent my  
brand and do I want it to  
thrive?"*

Hannah, The VAE



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# What platform is best for my business?

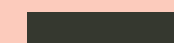
**In order of, what platform would benefit your business:**

**Product based:**

Instagram  
TikTok  
Pinterest  
Facebook  
Twitter  
Youtube  
LinkedIn  
Clubhouse

**Service based:**

Instagram  
Facebook  
TikTok  
LinkedIn  
Clubhouse  
Twitter  
Youtube







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*"Don't let the fear of  
making the first move,  
prevent you from  
making, what could be,  
the greatest move of  
your life"*

Hannah, The VAE

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# What do I do now?

There are numerous ways you can go from here with The Vae Social Consultancy:

- Book a 121 Introductory Meeting to Social Media
- Book a 121 Branding and Strategy Meeting
- Book a 121 Campaign Strategy Meeting
- Book a 121 Content Calendar and Planning Meeting - with free Content Calendar.
- Book a 121 Trend Advice Meeting
- Hire a Social Media Manager to manage your account

*\*My personal proficiency is in Instagram, TikTok and Clubhouse. However, I am connected to other's who have expertise on the other platforms.*



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Hi, my name is Hannah. I have been assisting, managing and developing business and projects for 18 years. First starting in the Hollywood Film industry, in London, I was an Assistant Director to many high profile Directors, Producers and VIP's, then moving onto business leaders and entrepreneurs. After dedicating over 10 years to the movies, I decided to take a break and work remotely. I had the opportunity to surf around the world and lived in Portugal, Morocco, France, Indonesia, SE Asia and Australia. Now I am based in the UK and I have started my own Virtual Assistant company, called The Virtual Assistant Experience.



# About THE VAE

I assist entrepreneurs, business leaders and companies. Whether I can provide you with admin assistance, scheduling, planning your next holiday, creating a website or managing your social media. My aim is to make your life easier and relieve your workload.

## WHAT I DO

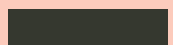


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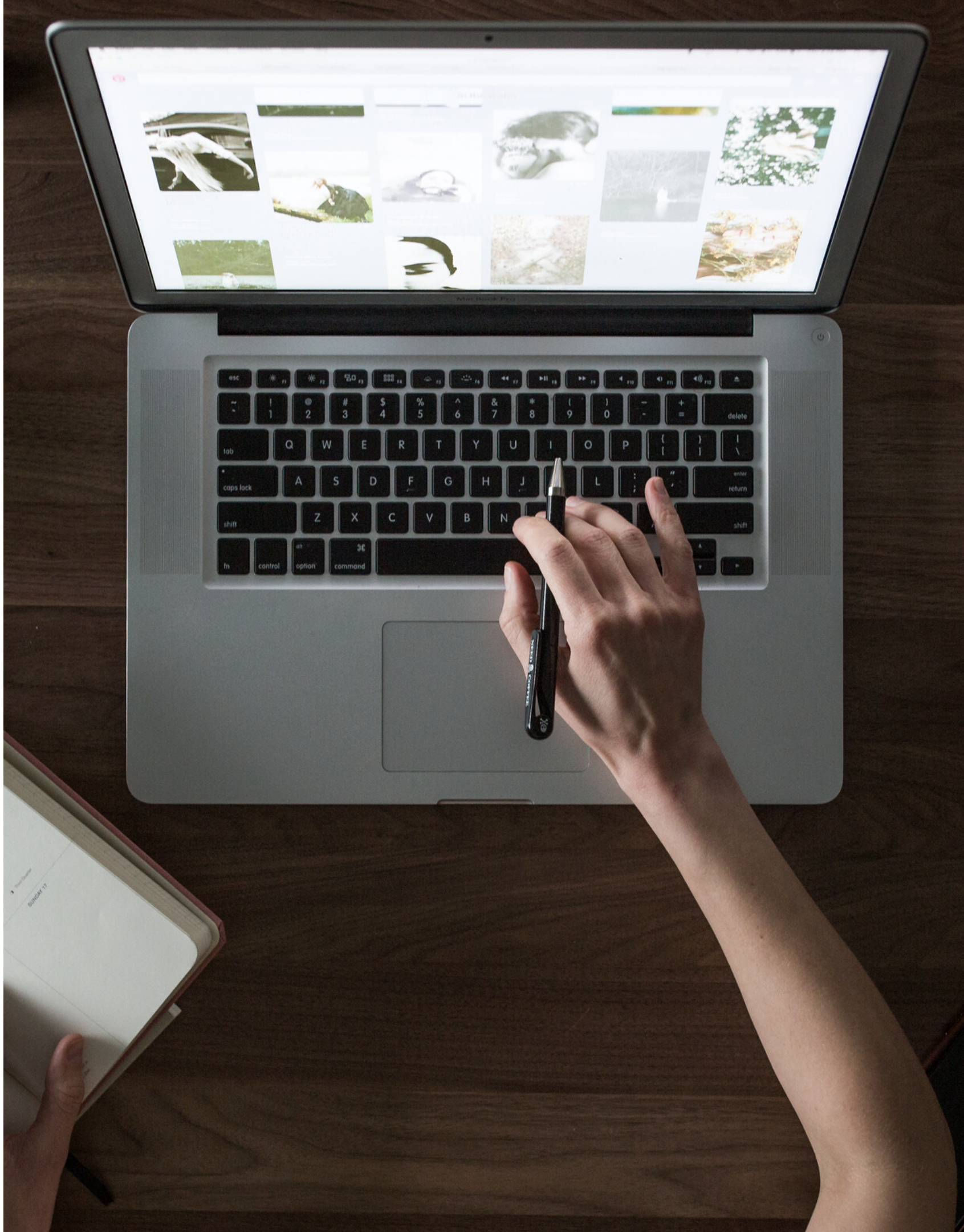
The Virtual Assistant Experience will offer four ranges of service:

- **Personal Assisting**
- **Administration**
- **Online Marketing**
- **Professional Film Production**

# Services







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## PERSONAL ASSISTANT

Diary and Calendar Management  
Email Management  
Event Coordination  
Expenses  
Holiday Management  
General Lifestyle Management  
Wellbeing Assistance

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## ADMINISTRATION

Emails  
Spreadsheet Creation and Updating  
HR Recruitment and Administration  
Document Formatting  
Content Writing  
Business Development  
Designing Presentations

WHAT CAN THE VAE DO?





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## ONLINE MARKETING

Website Design  
Social Media Set up and Management  
Photography  
Pinterest Board Creation  
Website Content Updates  
Trend Advice  
Online Marketing Strategy

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## FILM PRODUCTION

Access to a Network of Industry  
Professionals  
Production Management

WHAT CAN THE VAE DO?



We will set up an initial Discovery Zoom meeting and discuss what services you are interested in.

This is a complimentary service in order for us to get to know one and other and an opportunity for me to understand how much time would be needed to dedicate myself to your business.

Once we have reached an agreement - we can get started!



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**How it works**

## GUIDE PRICING

**10hrs per month: £320**

**15hrs per month: £465**

**20hrs per month: £600**

**40hrs per month: £1,120**

**1st Consultancy Meeting - £50**

**Bespoke 1-2-1's: Starting at £100**

**Bespoke Packages: Starting at £295**

**Website Design: POA**

**AD HOC £35**

**\*All enquiries will be assessed and given a bespoke price, after a discovery call.\***

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# Guide Pricing



Website

[www.thevae.co.uk](http://www.thevae.co.uk)

Phone Number

07384 590 448

Email Address

[hello@thevae.co.uk](mailto:hello@thevae.co.uk)



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**THANK YOU FOR YOUR TIME AND CONSIDERATION**

**MY CONTACT DETAILS**