

The Delegation Handbook: A List of Tasks Companies Should Delegate to Fuel Growth and Boost Productivity



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CEO GrowthAssistant

As a CEO and mom of two young kids, I don't have a choice: I have to delegate.

Growing [GrowthAssistant](#) to way over \$5MM ARR within two years, taught me a ton. One core lesson was the power of letting go and trusting my team to handle the tasks delegated to them.

Obviously, since we specialize with GrowthAssistant in finding outstanding offshore talent and utilizing them for rote, repetitive tasks the whole topic of delegation is core to our team. Every department heavily uses Growth Assistants and it's fair to say that our whole business is run by them.

A question that comes up a lot is when to delegate. My opinion: Start early, start easy. We are creating a whole guide on this topic, which we will publish over [Twitter](#).

So without further ado, a long list of tasks that we (or our clients) delegate to GrowthAssistants. For some tasks I provided more context and even some examples.

Click on anything that interests you or keep scrolling:

01 **Data & Reporting**

02 **Design**

03 **Marketing Generalist**

04 **Email Marketing**

05 **Paid Ads (Social Media + Google Ads)**

06 **SEO**

01

Data & Reporting

Nowadays everyone has access to a ton of data. The best businesses use data to their advantage. But it's hard, annoying and time-consuming to always have the right data in the right format available.

So delegate it.



What you will find in this section



Prepare all reports



Enhance lead data



Ensure data quality



Prepare all reports

Identify the KPIs that you as a leader need and make sure you can access them. For me it was #new customer, #meetings held, #meetings scheduled, pipeline overview and #cancellations.

Check the example on the right to see how it looks like:



Enhance lead data

The more you know about your leads the better. But form conversion rate tanks if we would ask all the questions we want.

So for every lead, we have GA do some research and add additional data points to our CRM.

Currently, we are adding:

- Amount of employees
- Industry
- Funding
- Persona (we differentiate between multiple target personas)
- Age of company

Yes, there are tools that can do it. But GAs are **better** and **cheaper**.

#data-reporting

☆ | 👤 4 | 🔖 1 | ✎ Add a topic

🔗 Add an app | 👤 Add people | 🔗 Share channel

Jane APP 5:20 PM
Hey guys, here's my updated report.
Let me know if you have any questions.

KO Completed MTD	16	6 New, 10 Expansion - 13 SW, 1 KB
GAs in Placement - current month	2	2 Overdue
CC Auth MTD	41	28 GAs already placed
Hot Deals	31	0 SW, 0 KB
Active Replacements	5	4 SW, 0 KB
Cancellations MTS	8	6 SW, 0 KB

A Growth Assistant (GA) is pulling a report, manually tweaks some data and shares above's screenshot in Slack.



Ensure data quality

While we are still very much a scrappy startup, we have developed a lot since we started roughly two years ago. Back then I as the CEO was doing all Sales calls and why we already used a CRM the sales process looked way different.

Long story short, our old leads have a horrible lead quality. Core information is not tracked properly.

Our GAs identified leads with missing or obvious wrong data. They then read through old emails, reached out to the Sales or Customer Success team and did research to track down missing information. Now our data quality is close to **100%**.

Some other common tasks around data and reporting:

- Display data from various sources in one report (e.g. Google Analytics, Shopify and Facebook Ads)
- Track UTMs used in our channels (e.g. Twitter) and aggregate to reports
- Color code items in reports based on rules (e.g. highlight when ROAS is above 3)

100%
Data Quality

CRM is always up to date
with correct data

02

Designer

Your brand can't thrive without great design. Growth Assistants can help you with all your design needs.



What you will find in this section



Social Media posts



Ad creatives



Landing pages



Emails



Packaging



Videos



Presentations

Below are some examples of designs created by Growth Assistants

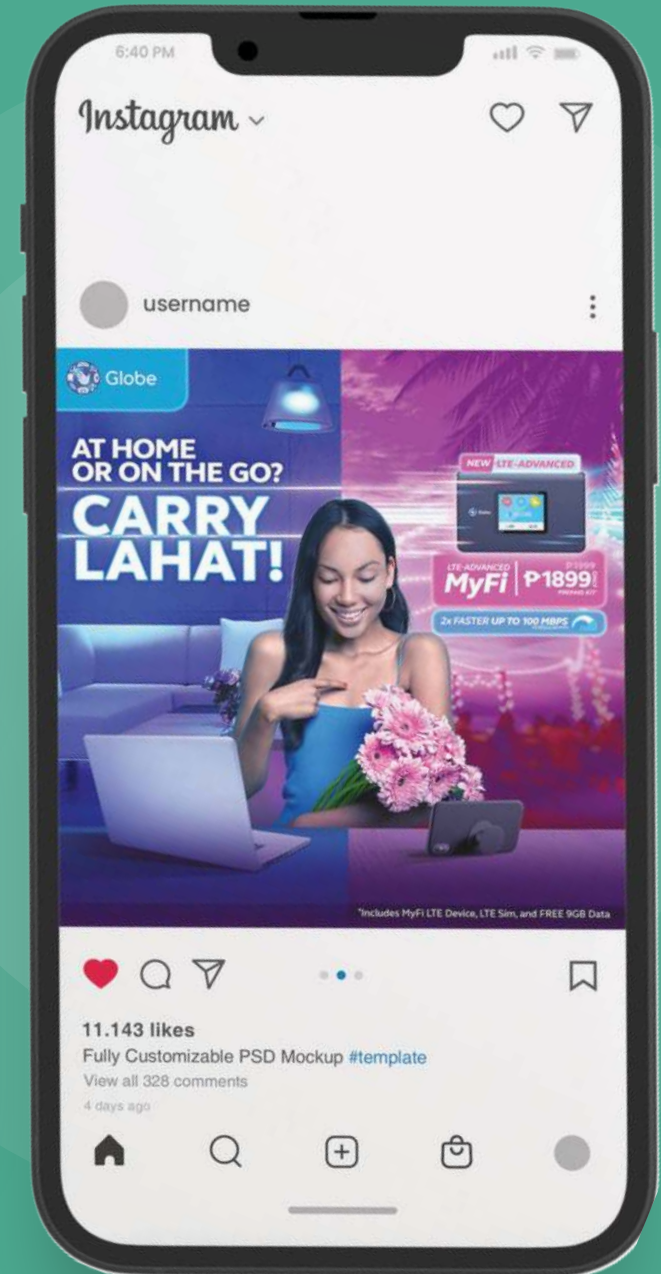


Social Media Posts



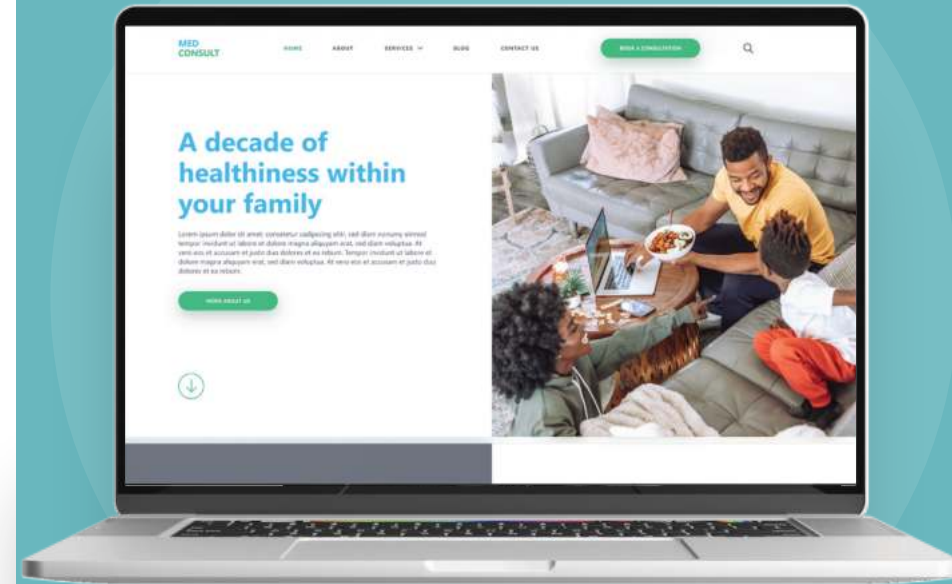
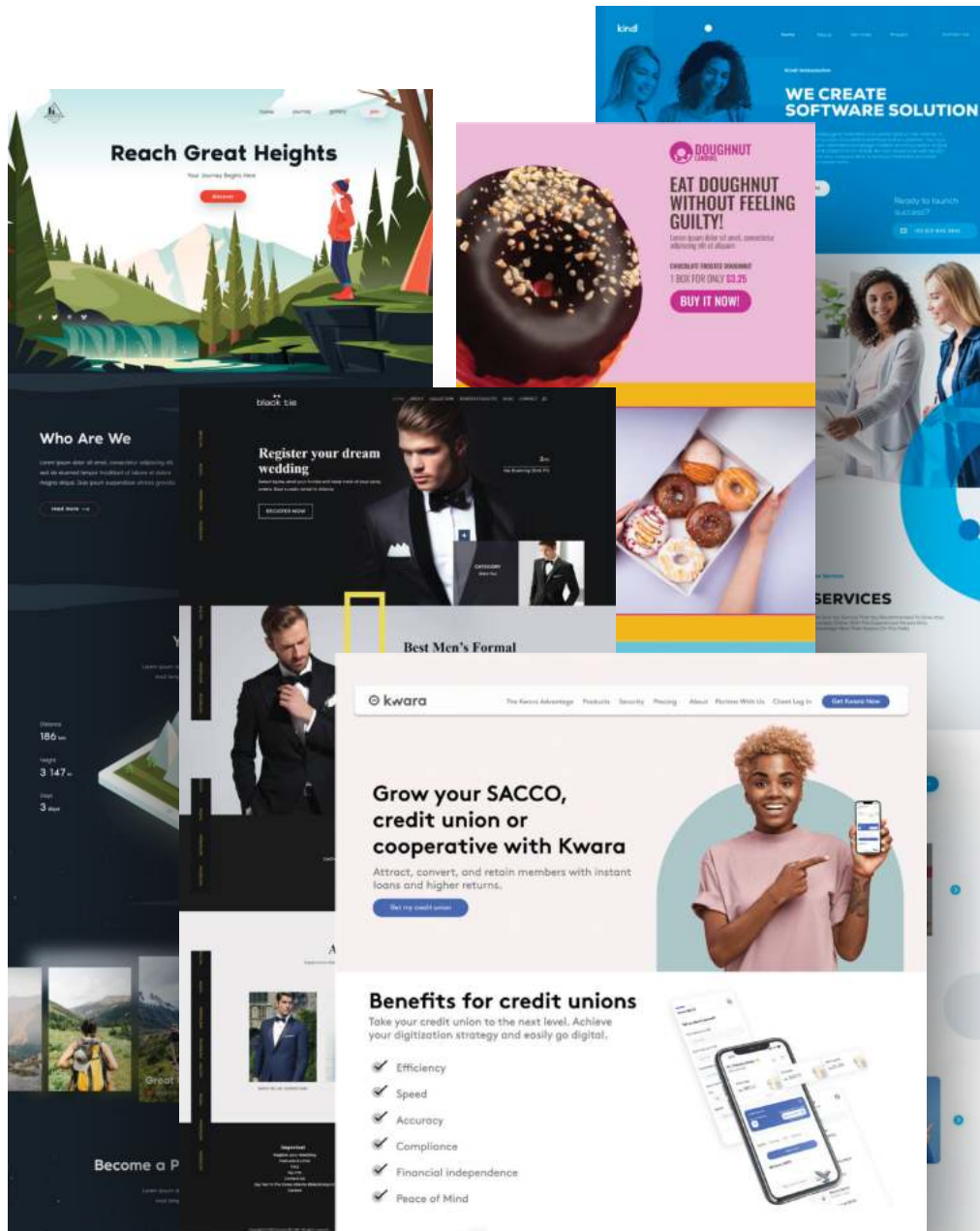


Ad creatives



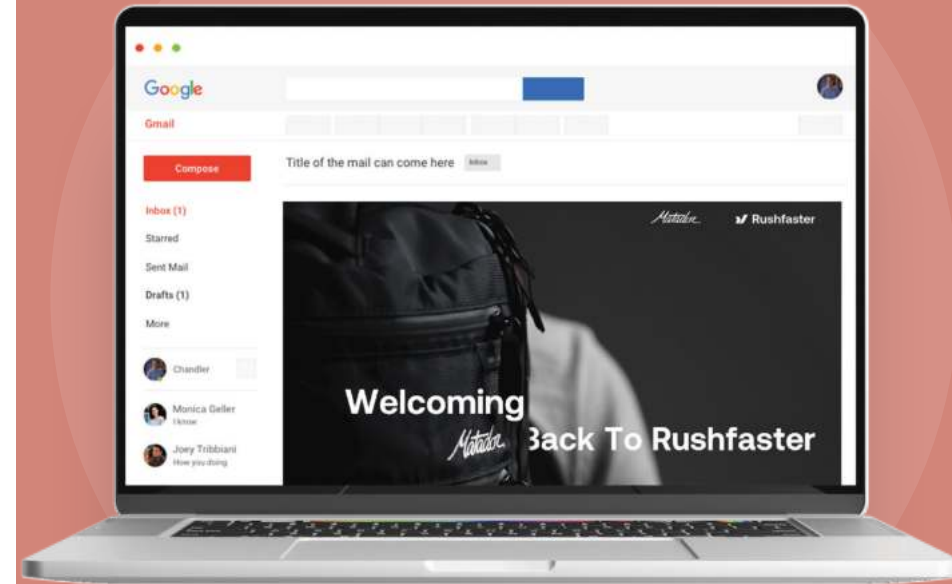
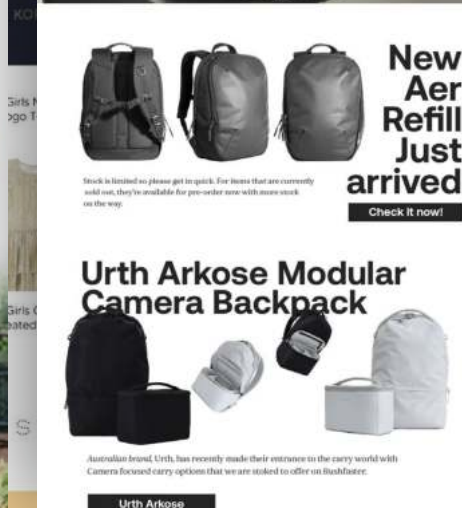


Landing pages





Emails



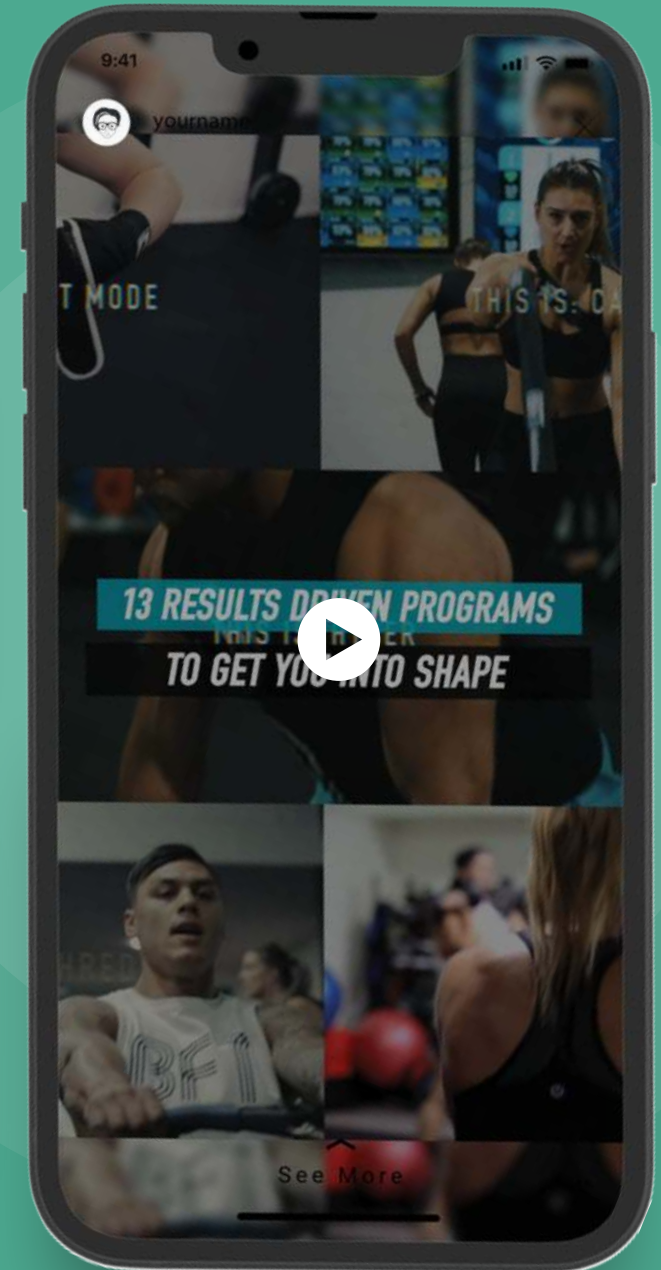
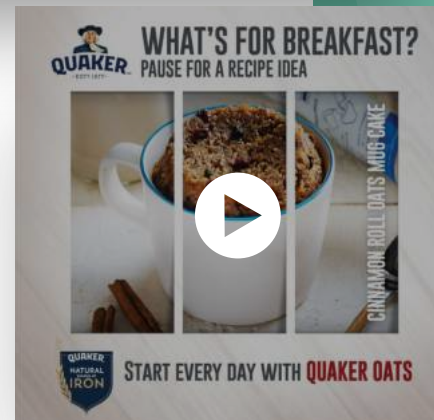


Packaging





Videos





Presentations



03

Marketing Assistant

Marketing Assistants is the most common, but also most versatile role. Here is how we are using our Growth Assistant to support our marketing efforts and generate more awareness within our core target audiences.

You will also find a sample task list of a Marketing Growth Assistant working for a D2C company.



What you will find in this section



Social Media Engagement



Outreach to potential clients



Outreach to media publications



Miscellaneous



Social Media Engagement

Twitter is our biggest channel. Our team manages to create a lot of awareness through it. But we amplify our success by having our GAs follow a simple playbook.

Content Scheduling

While they don't create our posts, all posts are scheduled by our GAs. A simple thing, but frees up some time.

“VIP” Engagement

Somebody with more than 1000 followers interacts with our content or follows us? We follow him / her, put the profile name on a list and engage with his content if naturally possible some days later.

DMs

Mostly done by GAs, with important messages getting flagged for further review.

Lately we offered people to send them more information if they reach out via DMs. This is all handled by our GAs.



Comments

We have some general guidelines, so our GAs can reply right away. If the comment seems important (or is aggressive), they will ping our Marketing lead.

Social Listening

We also monitor influencers in our niche, competitors and overall interesting profiles. This helps us to see what topics are relevant right now, stay on top of trends etc.

Engage with bigger accounts

Have your GA find all big influencers relevant to your business. Create simple rules of engagement (e.g. send DM, comment when they post). When done consistently and in a helpful, human way it's a great way to build relationships.

Leverage free marketing channels

We did not do any paid ads and most of our leads still come from Twitter





Outreach to potential clients

A tactic that was very successful for us in the beginning. We identified 100+ target companies we knew would massively benefit from our solution.

A GA would then go through our LinkedIn network, find shared connections with leaders from our target companies and add them to a simple Google Sheet. We then used this Google Sheet to ask for strategic intros from our network.



Outreach to media publications

We used a similar approach to get us in contact with podcast hosts, blogs and more “media” contacts. Our GAs identified good opportunities and reach out using our playbook.



Miscellaneous

Marketing is big. So we created individual segments for Email Marketing, Paid Ads and SEO. But first, a sample list of tasks from a Marketing GA:



GrowthAssistant's founder Jesse as a guest on
"The Michael Girdley Show"

Every company is different and every GA has different skills. That's why we source each GA **individually** based on the needs of our **customers**.

Sample task list of a Marketing Generalist working for a D2C company

Learning

- ☐ Daily & Last 7 Days Reporting (25 minute explanation video)
- ☐ FB Ads Manager Launching of Ads and Ad sets task (13 minute explanation video)

Occasional to-dos:

- ☐ Affiliate/Tiktok Reports
- ☐ Add 1TP Tag to Orders 2x a month
- ☐ Send packages to Influencers
- ☐ Affiliate Outreach
- ☐ Troubleshoot Amazon Issues
- ☐ Assess DMA Applicants' Tests
- ☐ Shopify Operations

Overall Operating Cadence

- ☐ Daily Report (Daily Task)
- ☐ Last 7 Days report (Daily Task)
- ☐ Update WTD, MTD and Last 7 Days report (Daily Task)
- ☐ Monitor TW and Shopify for daily orders for tomorrow's report (Daily Task)
- ☐ Monitor Amazon Health + Messages (Daily Task)
- ☐ Check shopify orders fulfillment (Daily Task)
- ☐ Freshdesk and calls + FB chats and comments + Klaviyo Conversations (Daily Task)
- ☐ Process refunds and cancellations (Daily Task)
- ☐ Email Weekly Report

04

Email Marketing

Email Marketing done right in an automated way is incredibly powerful. Not a lot of companies (including us!) are doing it right.

A Growth Assistant can help you get going by taking on the following tasks:



What you will find in this section



Set up nurture sequences



Manage and segment lists



Design emails



Launch A/B tests



Set up nurture sequences

The core of email marketing is leveraging automations. Tools like Klaviyo, Marketo, ConvertKit, Pardot, Hubspot or Mailchimp all allow a sophisticated set of triggers, rules and workflow to get the right message to the right person at the right time.

But setting those up is hard and messy.

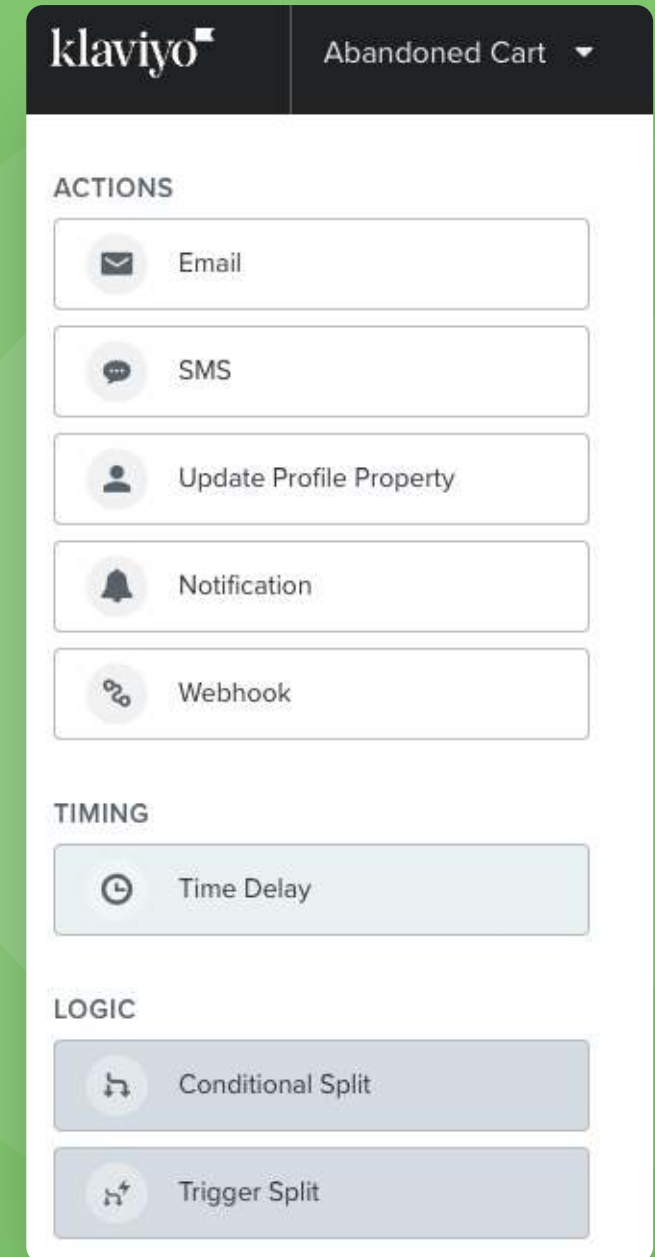
Leverage automated emails

Automate email sequences and segmentation will lead to email marketing success



Manage and segment lists

For the automation to properly work, you need great segmentation and clean lists. As a D2C brand it would be quite awkward to send a 20% voucher to someone who bought two days ago from you instead of someone who bought a year ago.





Design emails

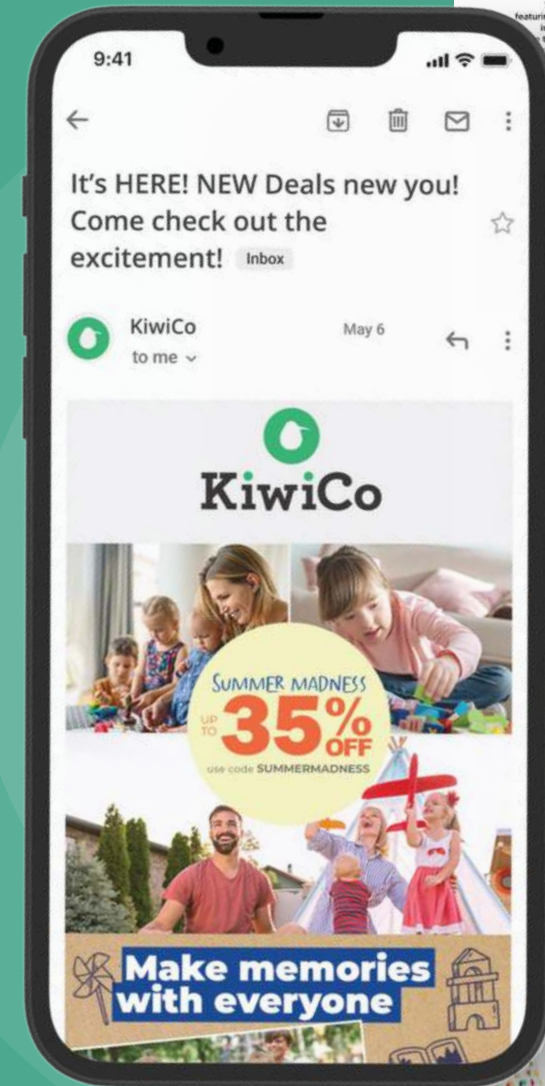
A lot of Email Marketing Growth Assistants also support the design part. Sometimes this just means implementing a Photoshop Design as HTML design in the email. Sometimes it might even mean designing the whole email from scratch.



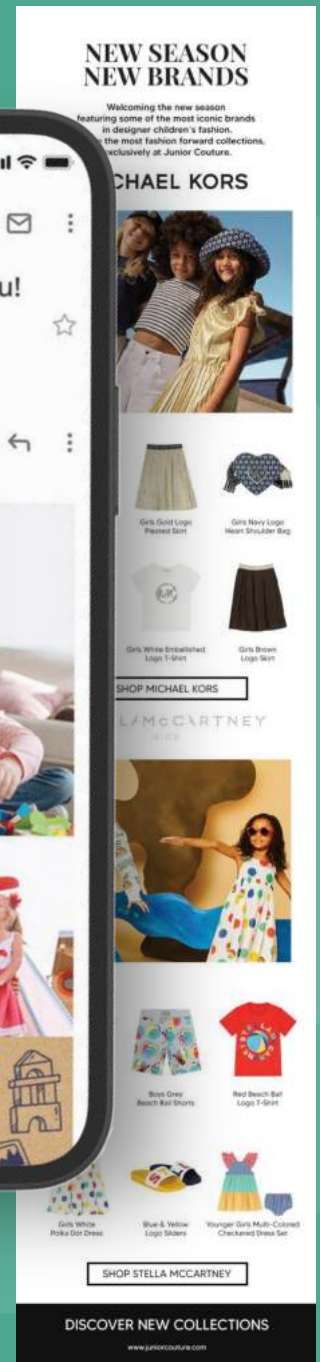
Launch A/B tests

Most email tools are bad when it comes to A/B testing. Especially in automated sequences. Sure, there are workarounds and hacky things one can do to navigate the limitations.

But when done right, A/B testing can easily double the performance of your email marketing.



Example of email designs done by Growth Assistants



05

Ads Social Paid + Google Ads

There are so many steps when it comes to launching, monitoring, optimizing and evaluating paid ad campaigns. Some tasks are critical. They need a high level of creativity and experience. Some tasks are easy plus repeatable and just need time.



What you will find in
this section



Launch ads



Tracking



Reporting



Ongoing tweaks



Launch Ads

Some platforms make launching ads easy. The Google Ads Editor is a great example here. Facebook is tolerable. LinkedIn is just plain horrible: no bulk edits, manually add UTMs to individual campaigns etc.

Provide your GA with the creative, copy and instructions. They can then QA your ads and set everything up.



Tracking

Apple made Facebook / Instagram ads so much harder and a proper tracking setup so much more important. Tools like Triple Whale help, but it all relies on having the right pixel fire at the right time.

For Google Ads Offline Conversion tracking is so important (especially for B2B), but many companies still shy away. Have a GA maintain it: Ideally you automate it, but very often manually adding down funnel conversion data back to Google Ads is a viable option.

**Boost productivity of
your marketing team**

GAs can take on
most of the manual,
repetitive tasks



Reporting

Once the tracking is reliable and working, it's about using the data. GAs can combine data from multiple sources (e.g. FB Ads, Google Ads, Google Analytics and Shopify) in one report, color code outliers and send you a daily overview of your core KPIs.



Ongoing tweaks

So many things here...

- Stop ads that fall below certain thresholds
- Monitor and add negative keywords
- Improve quality score of ads
- Ensure proper naming conventions
- Insert labels
- Monitor spend and budgets

Beat Apple's iOS 14.5 update

Apple made it harder to see the true performance of ads. GAs can help by manually combining data from multiple sources.

06

SEO

Everybody loves free traffic. Growth Assistants can help you follow SEO best practices to get the Google love you deserve.



What you will find in this section



Keyword Research



Create content silos



Ensure onpage best practices



Content refresh



Optimize for Featured Snippet



Backlink Outreach



Keyword Research

No blog article should be created without proper keyword research. Tools like ahrefs are making keyword research so easy.

Just give your GA some guidelines and you will receive a full list of relevant keywords to go after with your articles.



Create Content Silos

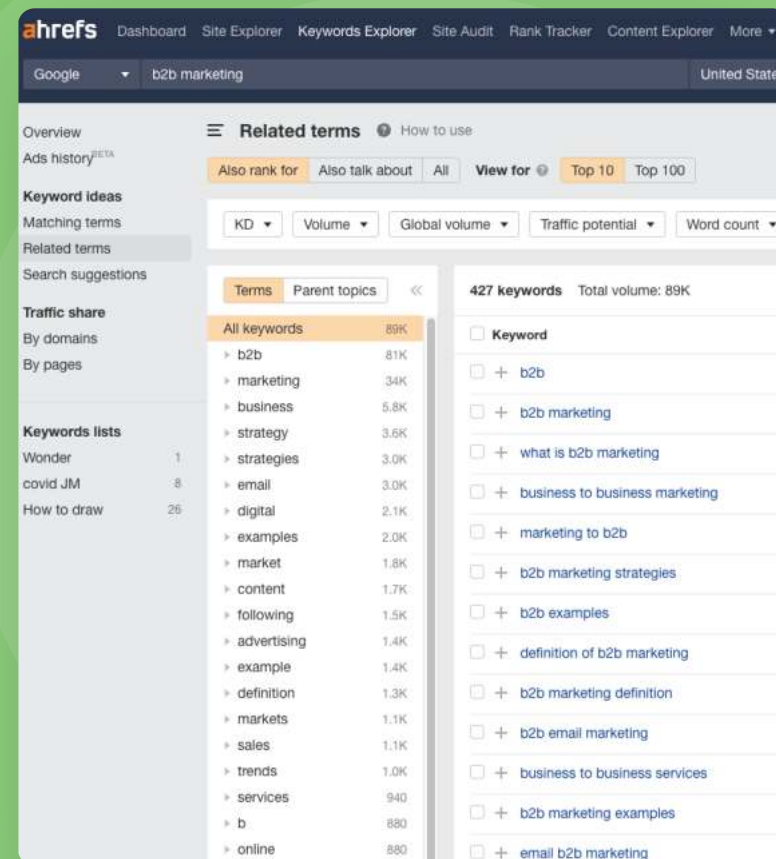
Once you have your keywords, they need to be structured. What keywords deserve their own article? What keywords can be grouped in a bigger content piece?

Instead of just posting articles about a variety of topics, you should think about creating content silos / pillars. Focus on one silo for topical relevance, use proper interlinking and your rankings will rise.



Ensure onpage best practices

Meta Title, H1, headlines overall, URL Slug, internal links and proper use of media is all part of On-Page SEO. While table stakes, it needs to get done for every piece of content.





Content refresh

If your content is old and outdated, your rankings might decrease. An easy hack is to regularly update your existing content.

GAs are great in identifying what articles need a refresh and running the whole process.



Optimize for Featured Snippet

The share of “no-click searches” is rising and featured snippets are becoming more important.

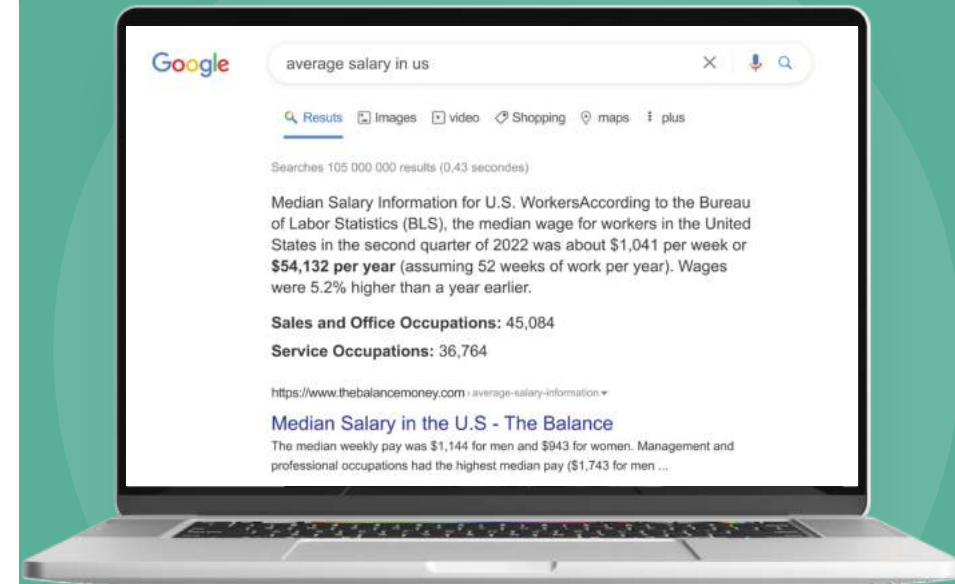
It's fairly easy to optimize and steal those featured snippets. But it's also very time consuming.



Backlink Outreach

Without strong links, it's still hard to rank. Creating great content is a good way to attract links from other websites.

You can accelerate this process immensely by actively reaching out to other websites that would benefit from linking to your article. Backlink outreach is one of the most effective ways to leverage your GA for SEO.



Example of featured snippet

Unlock your company's growth with Growth Assistants

Over the last 20 pages you have seen some of tasks a Growth Assistant could take on. We are convinced that every company benefits from getting a team of Growth Assistants.

Top talent can only do great work when they have the time to do it. Growth Assistants take the rote work off their plate so you and your team have more time for strategy and moving the needle.

Growth Assistants are full-time, college-educated offshore growth marketers with relevant experience. Every Growth Assistant is sourced individually based on your personal.

Ready to get your Growth Assistant?

Join our waitlist now!

Our team of experts will align with you to make sure we find the perfect candidate for your business.

