

Top 10 Tasks Small Businesses Should Outsource

#1 - Marketing - By outsourcing this activity a business can put their efforts more into its products or services. Overhead marketing costs are cut by having professionals, who take less time to create or most often surpass the same outcomes, perform this duty with a variable budget and then increase spending as business improves. Outsourcing provides the best return on investment for this business function.

#2 - Administrative Tasks - Outsourcing administrative tasks, considered to be secondary activities or non-incoming producing time, a company can restructure their business efforts while simultaneously cutting unnecessary costs. Outsourcing allows management to focus more time and energy on improving their customer experience, service or product development, and strategic planning while relying on experienced individuals for secretarial duties.

#3 - Bookkeeping - Small business owners should do what they do best while leaving specific tasks to others. Finding and building a relationship with a bookkeeper and small business accountant is a great way to accomplish this. Bookkeepers can manage a company file while providing regular reports to be used before and during meeting with the owner's accountant. Peace of mind is a result knowing bills and employees are being paid, invoices are received and paid, and all accounts are reconciled with regular financial reports being provided.

#4 - Payroll - A small business with employees should always outsource payroll. Keeping up with changes to tax laws and filing requirements alone are reason enough for an owner not to have to allocate time to this endeavor. Depend on the experience of others to handle this responsibility for you more efficiently and effectively.

#5 - Blogging – Blogging not only takes time it is important that your messages support your brand. Business blogging is different from personal or professional blogging in that everything must tie to your business and provide value to your customers. Use professional writers to transform your thoughts and promotional ideas to create meaningful and respected content to get and maintain readers separate from your social media efforts.

#6 - Social Media – It takes effort just to create and update your own source information. Providing regular and timely customer interaction by responding to posts, tweets, and the like adds to distraction for owners based on their familiarity with their own personal use of social media outlets. Just think of all the time you spend on Facebook, Twitter, Reddit, YouTube, LinkedIn, Twitter, Google Plus+, and you will soon realize that creating and maintaining your social media interests can be a full-time job – not yours. Clear communication and direction will ease your anxieties about outsourcing this vital component.

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#7 - Writing/Editing/Proofreading - If you don't write often you're definitely slower than a pro and usually not as good. You could be spending that time on activities that grow your business. Whether you're creating an e-Newsletter, social media content, a promotional ad, or website content, trust your outsourced provider for professional results based on your specific input.

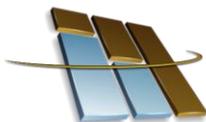
#8 - Website Maintenance and Updates – Maintenance and updates are crucial to the accuracy and sociability of this business tool and to the success of your business. Rely on support from those interested in your company's success so you can focus on your business, keep your costs down, protect your site from being hacked, and maintain proper search engine optimization to grow customer traffic.

#9 - Appointments, Scheduling, and Answering Phones – General or executive secretarial duties can now be outsourced to virtual assistants for most small businesses. While a receptionist may still be needed for some store fronts, outsource your heavy administrative burden such as customer relationship management through the entire lifecycle, e-mail and schedule management, research, reservations, data entry, sharing product and/or service information with your prospects, and other specific needs.

#10 - Website/Graphic Design - Your web design needs to reflect your brand image and must be designed effectively and responsively. A responsive website adapts to all mobile screen sizes and resolutions seamlessly and results in higher customer satisfaction no matter what source is used when visiting your website. Your site must be appealing to your customers and convert visitors to clients.

And as a bonus...

#11 - Office Cleaning Service – This is a no brainer! While marketing may top this list as one of the most important items to outsource, wasting your time or your employees time cleaning the office or home (for a home-based business) can be very beneficial to your bottom line saving you valuable time and supply costs.



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