

## How a Publicity Virtual Assistant can help to promote your livestock.

In order to sell livestock, it is important to connect with your target audience. This can be done by working with a Publicity Specialist Virtual Assistant who will write and distribute press releases and articles about breed associations and individual producers. A Virtual Assistant will be able to get the news out about people and events faster through the internet than by using traditional methods. So how can a Publicity Specialist Virtual Assistant help you?

- ✓ Virtual Assistants are experts in writing effective press releases and articles that will get noticed by your customers and by local and national media. By working with the individual or organization, the Virtual Assistant will gather relevant information, put it into an article, and distribute it to applicable media outlets. By having a Virtual Assistant write about upcoming sales and functions within the associations, attention will be drawn to that event and work towards promoting the breed. This can also encourage potential customers to find out more about you, the producer, and your breeding program.
- ✓ A Virtual Assistant can write articles that will motivate people to visit with producers and their breed association's web site. More people are going on line to search for products and services instead of driving to each farm or business. Once something attracts them, a potential customer can easily contact the owner for additional information. This can be extremely helpful for producers who want to market their quality seedstock.
- ✓ Publicity Virtual Assistants can be helpful for those in the livestock industry as they will work to attract and encourage customers to learn more about a producer's unique breeding programs. This goal can easily be met by having a Virtual Assistant write promotional articles about upcoming sales and shows. You will be able to inform these clients about your superior genetics that are producing females that consistently raise bigger calves and bulls that pass on the traits for maximum gain to their offspring.
- ✓ When a Virtual Assistant launches a publicity campaign for a producer or association on a regular basis, they will find that their websites will appear on those first few pages of a search. When you are striving to be noticed, this can be very important.
- ✓ A Virtual Assistant will work with the client on a schedule that will fit their needs. A publicity campaign can have articles written and distributed weekly, monthly or on an as needed basis, depending on what is happening for the business. The Virtual Assistant will be in contact on a regular basis to check to see what upcoming events will be occurring, record the details and write articles in a timely manner. These would be distributed so the public will have access to them and have it fresh in their minds when the event occurs. This would mean that livestock shows, sales or promotional displays will get noticed and emphasize the points that should be highlighted about the event.

Working with a Virtual Assistant Publicity Specialist is as easy as picking up the phone or sending an email. There are Publicity Specialists that are just a mouse click away. Contact one now to promote your company.

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