Outsourcing Tips for Antique Dealers

Do what you do best - and outsource the rest! There's only one of you to go around. Many entrepreneurs and small business owners outsource important functions and roles that are traditionally performed by employees such as payroll, public relations, marketing or advertising. Outsourcing benefits for antique dealers include saving money, increasing efficiency and improving productivity.



Tasks and Jobs Antiques Dealers Can Outsource

- [ ] Website Design and Updates: You may have the skills and interest to build your own website - but do you have the time?
- [ ] Graphic Design: Creating a logo, creating social media templates, business cards, posters and other collateral materials.
- [ ] Product Photography: If your antique business sells online, you will need high quality photos that show the features and flaws of all the pieces you are selling.
- [ ] Content Writing and Marketing: Are you good at talking about antiques - but bad at writing product descriptions, website pages, social media posts and blogs?
- [ ] Social Media Marketing: Once you have your product photos and descriptions and they're all loaded on your website, to sell online you need to promote your inventory on social. Tip: You can also outsource uploading your inventory to your website!
- [ ] Virtual Assistant: A VA can do many different tasks from hiring your freelancers to scheduling your antique sourcing trips to handling your social media to designing business cards to writing your blogs. A good VA may be expert at one task - or at many tasks that your antiques business needs.
- [ ] Antique Sourcing: Yes - AD&CO provides antique sourcing and buying services in Europe, Asia and the US! Ask Toma: toma@antiquesdiva.com

Learn How To Make Your Passion For Antiques Profitable from Experts Who Understand The Business of Antiques https://antiquesdiva.com/training-program-for-antique-dealers

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