



# VaVa Virtual Assistants

DECATUR, GA

“

Facebook ads have enabled us to reach people that we would never have been able to reach otherwise.”

— Lauren Gall, Co-Owner,  
VaVa Virtual Assistants

Lauren Gall and Melanie Ammerman entered a restaurant as acquaintances, but after discussing Lauren’s entrepreneurial idea over lunch, they left as business partners. During the meeting they even chose a name for their new venture—VaVa Virtual Assistants.

The opportunity had occurred to Lauren in 2011 while working in a sales job where she spoke regularly with small business owners. She found that many had a significant need for a personal assistant so they could focus on growing their business, but most couldn’t justify the cost of hiring one in-house.

While working to get their virtual services established, Lauren and Melanie gained a new perspective on how hard it is for small business owners trying to handle everything themselves. They hesitated to bring on a new team member, but once they did, their revenue quickly doubled—which proved their own value proposition, gave them the confidence to press on and enabled them to help even more fellow business owners.

The duo has continued building their business with help from Facebook ads—one of which reached more than 77,000 people. “The growth we’ve experienced through our personalized ads has been exponential,” Lauren said. “The number of potential clients at your fingertips is astronomical.”