

Seasonal Marketing Toolkit: Winter 2022/Spring 23



Overview

Fall is upon us and winter is fast approaching, which means it's a great time to jump into the holiday marketing season, preparing parents, students, schools & tutors, for the new year!

What is a toolkit?

Three times a year, we release a collection of marketing assets and resources to assist you in marketing your School is Easy business. We package these materials together into *Toolkits* and release them to you before the start of each new school semester/term. Toolkits allow you easy access to valuable School is Easy content, for use in your marketing campaigns throughout the year. All Toolkit resources are accessible via the [SIE Support Centre](#). However, Toolkits are also easy to store locally on your hard drive, for quick access to content. The assets in our toolkits may vary from one release to the next, based on program launches, our strategic priorities, or feedback from the network.

Within this quarter's marketing toolkit you'll find:

- Noteworthy dates
- Hero Programme
- Canva Help
- Social Media Campaigns/Audit
- Digital Social Media Graphics
- Blog articles and content-rich graphics

Important: Please make sure to click the link to download the full-sized graphics before using them. If you try to save the images directly from this PDF, your graphic may not display correctly when shared.

Noteworthy Dates

November, December, January

Below you will find a list of noteworthy dates for the upcoming quarter. You can plan social media content around these dates or organize special events and webinars to celebrate with your customers and build relationships in your community.



November

November 6th, 2022 – Daylight Saving Time Ends

November 13th, 2022 – World Kindness Day

November 24th, 2022: Thanksgiving Day [DOWNLOAD](#)

December

December 11th, 2022 – International Children's Day [DOWNLOAD](#)

December 18th, 2022 – First Day of Hanukkah [DOWNLOAD](#)

December 25th, 2022 – Christmas Day [DOWNLOAD](#)

January

January 1st, 2023: New Years Day [DOWNLOAD](#)

January 17th, 2023: Martin Luther King Day [DOWNLOAD](#)

February

February 2nd, 2023 Groundhogs Day [DOWNLOAD](#)

February 14th, 2023 Valentines Day [DOWNLOAD](#)

Marketing Tools for this Quarter

Hero Programme

Lots of you will have heard about our new School is Easy HERO programme. We will be creating and releasing related marketing content over the coming weeks, in order to provide you with resources to engage parents, students and schools in your territories. We are proud to release a number of our HERO programme resources in this Toolkit and you will find links to 3 new pieces of print marketing collateral for parents and schools below.

*All documents are available in US and UK English versions. (See the 'Digital Social Media Graphics' section for our new Hero social media graphics and infographics)

Printed Marketing Collateral- A4 & A5 [DOWNLOAD](#)



Empowering K-12 students to succeed

Since the pandemic began in 2019, our children have struggled with huge educational challenges. The disruption to education has seen learning loss climb to unprecedented levels, with children's classroom confidence missing in the opposite direction.

Happy, confident learners
School is Easy believes every child deserves the opportunity to become the hero of their own story, with the skills and motivation to achieve their dreams. We understand how fundamental it is for parents to see their children grow with the confidence that only academic achievement provides.


Tap into their potential
At School is Easy every student is a hero, regardless of their background or ability. Our family of amazing tutors provide personalised one-to-one support whenever you need it, and will be right by your side every step of the way. To help your child become the hero of their own story again, contact us and reignite their learning journey today.

Contact us today to find out more.

phone number
email address



schooliseasy.com



Setting K-12 students up for success

The effect of the Covid-19 pandemic on our schools was significant, and often overlooked. The efforts of teachers in adapting to new ways of educating children overnight, while maintaining the highest of standards are exemplary.

Happy, confident learners
School is Easy specialises in partnering with educational institutions, to supplement the amazing work they do every day. We work closely with teachers and support staff to help make students the heroes of their own story!

Tap into their potential
Evidence suggests targeted support is one of the most of effective ways to combat the effects of pandemic learning loss and narrow the achievement gap between advantaged and disadvantaged students.


Where bright futures begin
School is Easy works within your institution's framework for access, to provide personalised one-to-one and small group tutoring, aimed at building back grades and restoring public confidence and enthusiasm for learning.

Contact us today to find out more.

phone number
email address



schooliseasy.com



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Printed Marketing Collateral- A6 [DOWNLOAD](#)



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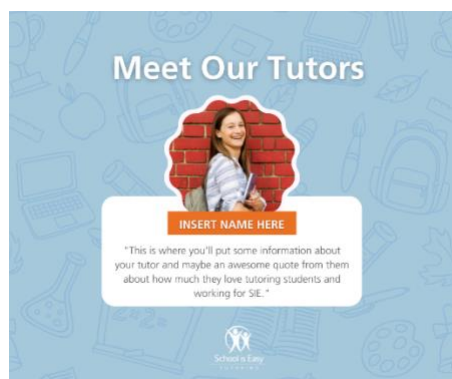
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Marketing Tools for this Quarter

Canva

Launched in 2013, Canva is an online design and publishing tool with a mission to empower everyone in the world to design anything and publish anywhere. The basic version is free to use and does not require you to download a program to your computer.

In order to provide editable social media graphics, we're testing the template feature within this platform. Below you'll find a template that can be used to create fun graphics to feature your tutors on social media or other digital marketing campaigns.



Meet our Tutors Graphic Template for Canva [DOWNLOAD](#)

Featuring your current tutors on social media is a great way to get more personal on social media and showcase what you have to offer. We encourage you to share your tutor's stories or get a quote from them.

[If you need assistance using canva, you can find a range of tutorials and support documents here.](#)

Community Marketing Activity [DOWNLOAD](#)


This document is a summary of the community marketing activities that you can use in School is Easy to drive leads and generate visibility for your business out in the community. Use it to help plan your marketing activity for 2023!



Marketing Tools for this Quarter

Social Media Campaigns 2022

This document is a summary of the School is Easy social media campaigns from 2022. Use it to run the campaigns on your social media platforms if you haven't already, or to give you ideas for creating new campaigns!



Campaign #1 (April 2022) – What makes School is Easy Special?

What makes School is Easy special?

We're launching a new campaign to boost engagement across all of our digital advertising platforms to provide more exciting content for your social media. We're asking the whole network to participate in this campaign and create two short video clips answering two separate questions about your SIE business. Your video clips should answer the questions:

1. Why did you choose School is Easy? Your video should begin with "I joined School is Easy because..."
2. What makes School is Easy special and why should people choose us?

Guidelines:

- Video clips should be filmed vertically from a smartphone device.
- Clips should be between 15 and 30 seconds in length.
- Each question above should be filmed separately and your answers to each question should not be the same.
- You should be wearing branded logo apparel that contrasts with your background.
- Your face should fill the majority of the frame – selfie mode!
- Your background should be free from distractions and well-lit. Good environments include in your office, learning center, school, or outdoors.

Campaign #2 (May 2022) – Learning Loss is Real

Spread the word! Learning Loss is Real.

As part of our next marketing campaign, we're aiming to educate parents about the real issue students are facing this year. Learning loss. The goal of this campaign is to share with families how tutors can provide relief and help get students back on track. We'll be releasing a series of information, graphics, and blogs that you can share with your audience.

Blog topics:

- What is learning loss and why does it matter?
- How can a tutor help students suffering from learning loss?
- What impact does learning loss have on schools and teachers?

Social Media Audit

Use this handy checklist to ensure you're ticking all the boxes when it comes to your social media platforms. It's especially useful before you run a campaign, to ensure you maximise its effectiveness.



SOCIAL MEDIA AUDIT

GENERAL

- Make a list of all your social accounts. You can create a password protected PDF document to keep these in a safe place.
- Identify networks where you may not have a presence and determine if you should add them.
- Make notes of potential future ideas.
- Identify if any of your usernames or handles are inconsistent, you should aim to have them match across all platforms so people can find you easier.

FACEBOOK

- Make sure your profile photo and cover photo are on brand and fit the correct image size requirements.
- Make sure all information is correct in your About section.
- Make sure your @ handle is spelled correctly.
- Click on all your links to make sure they go to the correct website.
- Check that your contact information is all correct.
- Do you have pinned posts on your page? Are they up to date and accurate?
- Evaluate past posts and find the top three based on those metrics: Engagement, Reach, & Impressions. This should be considered when planning your social media strategy. If you have no posts yet, skip this step.
- Look for patterns in past posts – time of day, do people respond to the same type of posts?
- Create a schedule
- Start posting!

INSTAGRAM

- Make sure your profile photo and cover photo are on brand and fit the correct image size requirements.
- Make sure all information is correct in your bio and it's captivating.
- Make sure your @ handle is spelled correctly.
- Click on all your links to make sure they go to the correct website.
- Check that your contact information is all correct.
- Add highlight covers to your story highlights.

 LaunchLife
Page 1

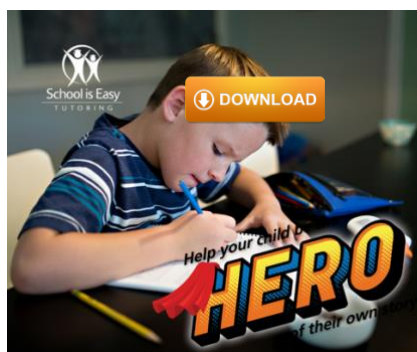
Digital Social Media Graphics

HERO Images [DOWNLOAD](#)



Brand Approved Images [DOWNLOAD](#)

A collection of stock images that can be used in any of your marketing campaigns.



Infographics [DOWNLOAD](#)

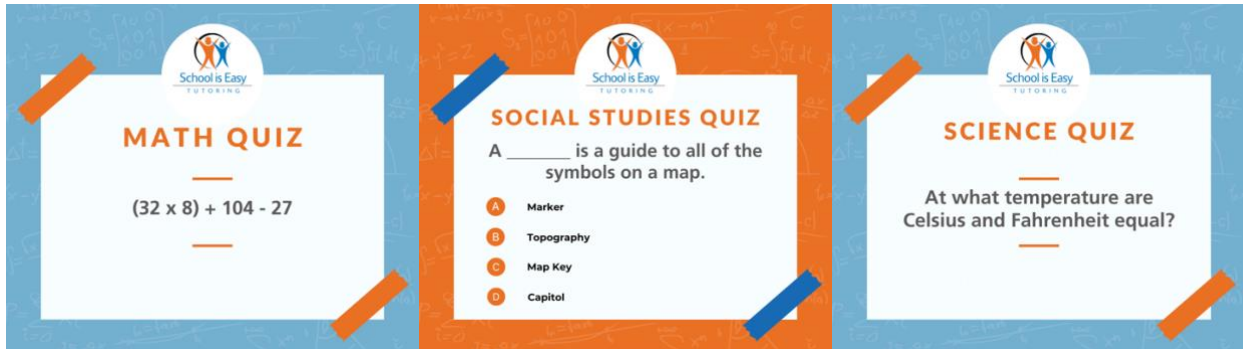
A collection of digital graphics that are ideal for paid promotions on Facebook or other social media channels. The square ratio easily fits across various platforms, and the content of these ads is geared toward obtaining leads or finding tutors.



Digital Social Media Graphics

Engagement & Quiz Questions [DOWNLOAD](#)

A collection of digital graphics that can be shared across all social networks to build engagement with your audience. These images are designed to encourage followers to leave comments on your post.



Quotes [DOWNLOAD](#)



Blog Articles and Content

We produce regular blog articles on the School is Easy website. These articles can be shared on social media, used in your email and newsletter campaigns, or even printed and used as resources to give to your students. These articles help to boost our SEO and increase our brand's visibility on Google.

How to Study Effectively – the Best Study Strategies for Your Child

Link: <https://www.schooliseasy.com/tutor/tutor-blog/how-to-study-effectively-the-best-study-strategies-for-your-child/>

How Can I Support My Child With a Learning Disability or Neurodivergence

Link: <https://www.schooliseasy.com/tutor/tutor-blog/how-can-i-support-my-child-with-a-learning-disability-or-neurodivergent/>

Guest Blog: Start The New School Year Right with a Child-Centered Routine

Link: <https://www.schooliseasy.com/tutor/tutor-blog/guest-blog-start-the-new-school-year-right-with-a-child-centered-routine/>

Reading List – Great Books for Second Graders (Ages 7-8)

Link: <https://www.schooliseasy.com/tutor/tutor-blog/reading-list-great-books-for-second-graders-ages-7-8/>

Summer Reading – Best Books for 9-10 Year-Olds

Link: <https://www.schooliseasy.com/tutor/tutor-blog/books-for-9-year-olds-books-for-10-year-olds/>

5 Ways to Save Money on School Supplies This Year

Link: <https://www.schooliseasy.com/tutor/tutor-blog/5-ways-to-save-money-on-school-supplies-this-year/>

How Tutoring Helps Kids Combat Pandemic Learning Loss

Link: <https://www.schooliseasy.com/tutor/tutor-blog/how-tutoring-helps-kids-combat-pandemic-learning-loss/>

Education Trends to Help Students Excel in 2022

Link: <https://www.schooliseasy.com/tutor/tutor-blog/education-trends-to-help-students-excel-in-2022/>

7 School Supplies That Will Help Kids Stay Organized

Link: <https://www.schooliseasy.com/tutor/tutor-blog/7-school-supplies-that-will-help-kids-stay-organized/>

Editable Marketing Collateral

We've reorganized some of the materials on the School is Easy Marketing Hub to make items easier to find. From posters to trifold and flyers, these materials are editable using a PDF editor such as [Adobe Acrobat](#) or other free tools that can be found online.



[Toolkit SharePoint folder](#)