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
Febuary 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**


Printed Marketing Collateral- A6 **DOWNLOAD**

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.
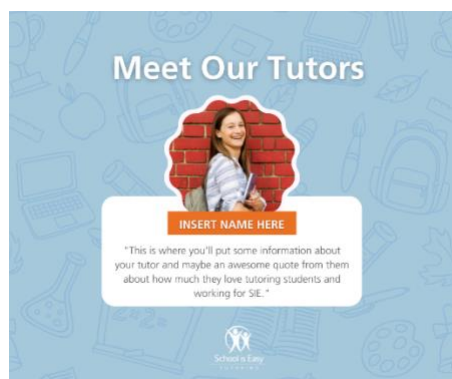
Meet our Tutors Graphic Template for Canva DOWNLOAD

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   ⬇ DOWNLOAD

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!

Social Media Audit   ⬇ DOWNLOAD

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.

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.
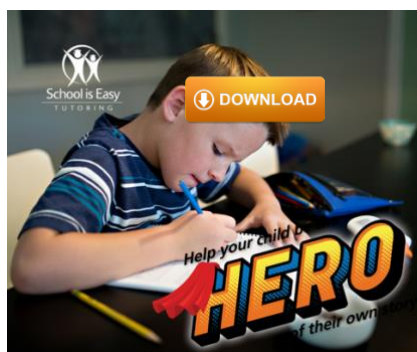
Infographics ⬇ DOWNLOAD

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.
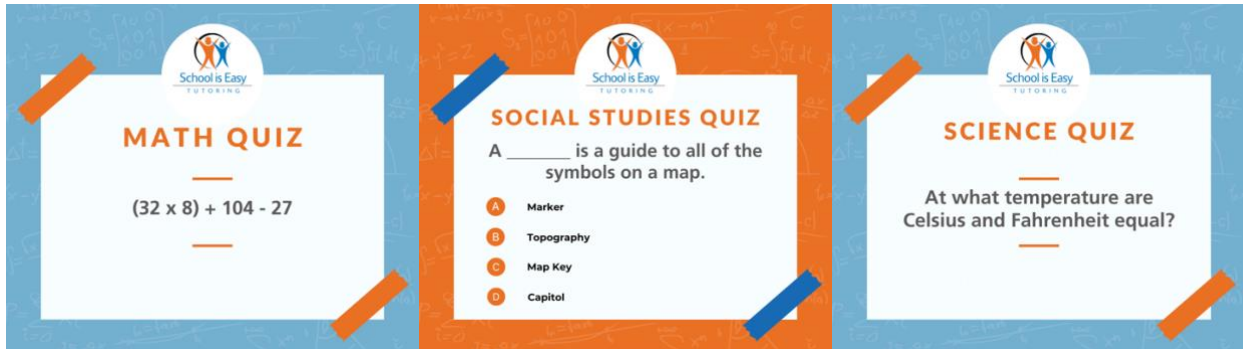
Quotes [DOWNLOAD]

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 trifolds 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