

# Spring 2024 toolkit



Help your child be the  
**HERO**  
of their own story

We are excited to present the new *School is Easy Marketing Toolkit – Spring 2024*. In this toolkit, you'll find a collection of valuable marketing resources to help drive leads and visibility in your business. This includes content and information for use in both your community marketing campaigns and your digital advertising.

## What is a Marketing toolkit?

Three times a year, we release a collection of resources to assist you in marketing your School is Easy business. We package these materials together into *toolkits* and release them to you ahead 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 and they are easy to store locally on your hard drive, for quick access. Toolkit resources and themes may vary from one release to the next, based on new program launches, availability of new content, our strategic priorities, or feedback from the network.

## In this Marketing toolkit you will find:

- New Digital Advertising Partner
- Community Marketing Guides
- Schools Marketing Process
- Image One Uniforms
- Car Wrap Brochure
- Photo Submission Form
- How to Guides
  - Creating a Google Business Profile
  - From Likes to Leads: Facebook and Instagram Integration for Business
- Lawn Signs
- New Blogs
- Social Media Templates

# New Digital Advertising Partner



We are excited to introduce our new digital advertising partner. **Imagine Productions** already provides PR services to the School is Easy network and many of you will be familiar with their work. Imagine Productions understands the School is Easy business and is invested in the brand, currently working closely with our leadership team on marketing strategy.

Moving forward, Imagine will provide high quality pay-per-click digital advertising campaigns, for those who wish to embed this valuable marketing stream into their business.

Please view the proposal document and reach out to Imagine directly to set up a meeting.

David Sirotý

(908) 337-5865

[David@imagineprstrategy.com](mailto:David@imagineprstrategy.com)



## SCHOOL IS EASY FRANCHISEE DIGITAL ADVERTISING PROGRAM

Welcome to the School is Easy Digital Advertising Program!

We have worked with our partner Imagine Productions to create a cost-effective local advertising program that saves you time, energy, and money. Imagine Productions understands our business, is already invested in the School is Easy brand and works closely with our leadership team on marketing strategy including the creation of marketing assets.

Franchisees are free to work with any digital advertising firm and for those who need assistance, Imagine Productions is a great resource.

### THE PROGRAM

Imagine Productions has developed a customized program for our franchisees that utilizes digital advertising channels (i.e. Google, Facebook, Instagram, etc.) to drive the "right" local consumers to your website, with the goal of increasing your revenue. The program includes:

- Initial planning session with you, which includes identifying target audiences and timeliness of advertising efforts.
- All up-front technical work including access to your Google Analytics and Facebook pages (for reporting needs).
- Initial review of Google Keyword strategy, along with continuous optimization of most productive terms.
- Engaging with **Lapobluje** marketing team to ensure delivery of appropriate digital advertising collateral for a variety of initiatives including:
  - Promotion of various programs
  - General branding

1 1009 Coolidge Street, Westfield, NJ 07090 [www.imagineprstrategy.com](http://www.imagineprstrategy.com)

- Highlighting competitive advantage and benefits of your School is Easy franchise
- Areas of expertise
- Tutoring
- Implementation of multi-channel advertising across search and social platforms (i.e., Google, Facebook, Instagram)
- Retargeting initiatives
- Monthly reporting with individual franchisee
- On-going updates to program to ensure success

### YOUR COST

- USD \$500 per month
- \$300-\$500 per month per market based on seasonality is the suggested MINIMUM advertising spend (billed directly to franchisee's credit card as no agency markup is taken)

### ABOUT IMAGINE PRODUCTIONS

Imagine Productions is the PR Agency of Record for School is Easy. The company works with the School is Easy leadership team on a variety of activities, including digital advertising efforts.

The company offers a wide array of services that help organizations of all sizes compete in today's fractured marketing environment. Led by the experience of founder David Sirotý, who has spent more than 35 years in major brands, real estate, TV, sports, education and agencies, Imagine Productions is skilled at delivering successful "modern PR" programs, which includes content creation and social media advertising.

The company has a proven track record of strategically identifying and targeting potential clients and driving them to take action.

If you have questions about working with Imagine Productions on your local digital advertising campaign, please contact [David@imaginePRStrategy.com](mailto:David@imaginePRStrategy.com)

The contents of this document are strictly confidential and are based on the understanding that they will be held confidentially and not disclosed to third parties without the prior written consent of Imagine Productions.

2 1009 Coolidge Street, Westfield, NJ 07090 [www.imagineprstrategy.com](http://www.imagineprstrategy.com)

Click [HERE](#) for PDF

# Community Marketing Guide + Videos

These resources outline the School is Easy community marketing process and how to embed an effective CMA campaign into your business.

Use both guides to build a robust CMA campaign and generate a higher volume of leads and visibility for your business.

## Written Guide

The written guide summarises community marketing and why we use it as the foundation of our lead generation. It also contains a full list of the activities available to us.

Click [HERE](#) to access



The image shows a document titled "Community Marketing Activity" with a blue header. The document contains several sections of text and a list of activities. At the top right of the document, there are three circular images showing people at an event. At the bottom right, there is a small logo for "School is Easy".

**Community Marketing Activity**

This guide is an overview of the School is Easy community marketing activity, that will form the foundation of your business lead generation. Your community marketing campaign will be critical to the success of your business, and it should be regarded as the platform that everything else is built on.

Community marketing and engagement is an integral part of the School is Easy franchise model, because it helps to position us as the "local supporting provider" in our communities.

The activities below should be used to create a well-substantiated and robust marketing schedule, that can be executed consistently throughout the year in your territory. When done correctly, your community marketing campaign will generate direct leads and visibility for your business, whilst also driving customers towards your online presence (such as your digital advertising, your School is Easy website and your social media platforms).

Our community marketing activity combines with other effective streams of lead generation, such as PPC, Google ads, social media advertising, referral generation, promotional campaigns and other forms of advertising, to drive our businesses forward.

**Minimum requirement for community marketing activity:**

- 15-20 hours per week of activity = 1 event per week - New business
- 10-12 hours per week of activity = 1 event per week - Established business

**School is Easy Marketing Activities**

- **Events**  
We define events as any opportunity we have to get our tablet/hand up and engage with potential customers. These range from simple "pop-up" events at local venues, such as health clubs, gyms, bowling clubs, sports clubs, ice centres, soft play, cafes, etc. through to larger paid event space in supermarkets, shopping centres and fairs/festivals. Our target is to achieve a minimum of 8 leads per event.
  - o Event Crashing - attending larger show/events as a visitor, to generate interest from other attendees.
  - o Event Prospecting (see below)
- **Lawn Signs**  
Branded and unbranded signs (generally 18"x12" or 24"x18") are used to drive a high volume of leads. They can be placed in the ground (using wire or wooden stakes) or attached (using cable ties) to lamp posts, railings, poles, fences, trees, etc.
- **Leafletting**  
The 5 "buckets" of leaflet/promotional collateral distribution:
  - o School Gates - hand flyers to parents at drop-off/pick-up times
  - o Residential - deliver to local homes (see "The Art of Flyer Distribution" guide)
  - o High-Footfall Locations - hand out at shopping malls, high streets, ice centres
  - o Events - distribute flyers to attendees whilst running your event
  - o Car Windshields - leave flyers on vehicles in parking lots

## Video Guide

The 2-part video guide, provides an overview of the CMA process from the planning stage, through to data tracking. Part 2 walks through each activity in greater detail.

Part 1 -Click [HERE](#) to access

Part 2 -Click [HERE](#) to access

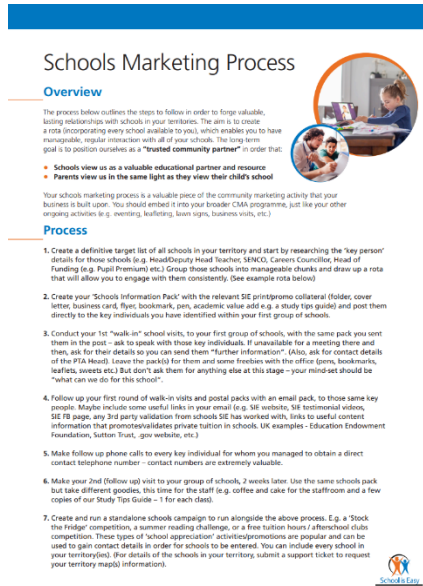
# Schools Marketing Guide + Videos

## Written Guide

This guide outlines how to maximise the interaction and impact you have with schools in your territory. The process combines a number of marketing activities, which allow for regular

engagement with all of your schools, helping you to position your School is Easy business as a trusted schools partner in your community.

Click [HERE](#) to access



**Schools Marketing Process**

**Overview**


The process below outlines the steps to follow in order to forge valuable, lasting relationships with schools in your territory. The aim is to create a rota (incorporating every school available to you), which enables you to have manageable, regular interaction with all of your schools. The long term goal is to position ourselves as a "trusted community partner" in order that:

- Schools view us as a valuable educational partner and resource
- Parents view us in the same light as they view their child's school

Your schools marketing process is a valuable piece of the community marketing activity that your business is built upon. You should embed it into your broader CMA programme, just like your other ongoing activities (e.g. evening, breakfast, leave signs, business visits, etc.)

**Process**

1. Create a definitive target list of all schools in your territory and start by researching the 'key person' details for those schools (e.g. Head/Deputy Head Teacher, SENCO, Careers Councillor, Head of Funding (e.g. Pupil Premium) etc.) Group those schools into manageable chunks and draw up a rota that will allow you to engage with them consistently. (See example rota below)
2. Create your 'Schools Information Pack' with the relevant SIE print/promo collateral (folder, cover letter, business card, flyer, bookmark, pen, academic value add e.g. a study tips guide) and post them directly to the key individuals you have identified within your first group of schools.
3. Conduct your 1st "walk-in" school visits, to your first group of schools, with the same pack you sent them in the post - ask to speak with those key individuals. If unavailable for a meeting there and then, ask for their details so you can send them "further information". (Also, ask for contact details of the STA Head). Leave the pack(s) for them and some goodies with the office (pens, bookmarks, leaflets, sweets etc.) But don't ask them for anything else at this stage - your mind-set should be "what can we do for this school?".
4. Follow up your first round of walk-in visits and postal packs with an email pack, to those same key people. Maybe include some useful links in your email (e.g. SIE website, SIE testimonial video, SIE FB page, any 3rd party validation from schools SIE has worked with, links to useful content information that promotes/validates private tuition in schools, UK examples - Education Endowment Foundation, Sutton Trust, gov website, etc.)
5. Make follow up phone calls to every key individual for whom you managed to obtain a direct contact telephone number - contact numbers are extremely valuable.
6. Make your 2nd (follow up) visit to your group of schools, 2 weeks later. Use the same schools pack but take different goodies, this time for the staff (e.g. coffee and cake for the staffroom and a few copies of our Study 'Tip Guide' - 1 for each class).
7. Create and run a standalone school campaign to run alongside the above process. E.g. a 'Stock the Fridge' competition, a summer reading challenge, or a free tuition hours / after-school clubs competition. These types of 'school appreciation' activities/promotions are popular and can be used to gain contact details in order for schools to be entered. You can include every school in your territory(ies). (For details of the schools in your territory, submit a support ticket to request your territory map(s) information).



## Video Guide

These how-to videos accompany the written activity guide and walk you through the process step by step.

Part 1 - Click [HERE](#) to access

Part 2 - Click [HERE](#) to access

## Image One Uniform

We are thrilled to share some exciting news with you! As part of our ongoing efforts to support your success, we have launched a brand-new promotional products website exclusively for School is Easy franchisees. The Image One platform has been designed to streamline your ordering process for promotional items and apparel, making it easier than ever to enhance your brand presence and drive leads into your business.

The new site has a diverse selection of items, including branded shirts, pens, banners and more. Access the new site [here](#).



Zara 14 Oz Stainless Steel/Polypropylene Mug  
**\$9.00**

⊖ Minimum 50    ♦ 4 Colors



USA Made Flat Tote Bag All Over Print  
**\$15.00**

⊖ Minimum 100    ♦ 14 Colors



2oz. Fun Dough  
**\$1.75**

⊖ Minimum 150



Cap America Original Poly/Cotton Snap Back Cap  
**\$12.00**

⊖ Minimum 25    ♦ 10 Colors



COLORTONE Multi Tee  
**\$18.00**

⊖ Minimum 25

## Car Wrap Brochure

The brochure contains our new School is Easy full-body car wrap designs, which can be applied to any vehicle. It also contains details of our wrap vendor (Astley-Gilbert), who will guide you through each step of the process, including creating and installing your car wrap.

For help embedding this valuable marketing stream in your business, please contact your support manager to book a session.

Download the new brochure from Support Centre - [Brochure Link](#)





## Photo Submissions

Please send us new photos of your tutoring sessions, to help drive visibility and engagement across our network! Photos can include any tutoring sessions, (providing you have the appropriate permission from parents), for example, your tutors with their students, a group session, or even a school class or student graduation ceremony.

Whether it's everyday learning, or special events, you name it, we want to see!

[School is Easy Photo Submission Form](#)

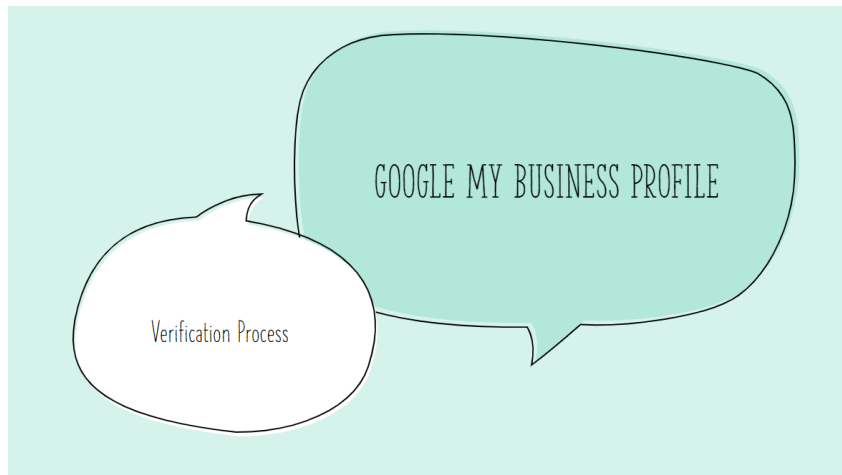
### Picture Examples:



## How to Guides

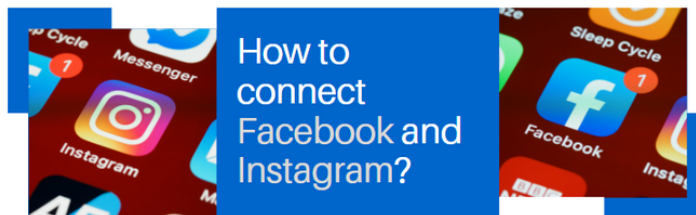
### Verifying Google Business Profile

Click [HERE](#) to access



## From Likes to Leads: SIE's Comprehensive Guide to Facebook and Instagram Integration for Business

Click [HERE](#) to access



### From Likes to Leads: SIE's Comprehensive Guide to Facebook and Instagram Integration for Business

Connecting your local School is Easy's Facebook Page and an Instagram Profile offers several benefits for business, as both platforms are owned by Facebook, and their integration can enhance your online presence and marketing efforts. Here are some of the key benefits:

- **Cross-Platform Promotion:** When you connect your School is Easy Facebook Page and Instagram Profile, you can easily cross-promote your content between the two platforms. This means that you can share Instagram posts to your Facebook Page and vice versa, increasing the visibility of your content and reaching a broader audience.
- **Simplified Posting:** Managing both platforms from a single dashboard can streamline your social media efforts. You can schedule posts and advertisements simultaneously, saving time and effort.
- **Access to Instagram Insights:** Once your accounts are connected, you gain access to Instagram Insights, which provides valuable analytics about your Instagram audience and engagement metrics. This data can help you better understand your audience and tailor your content accordingly.
- **Unified Branding:** Consistent branding across both platforms can help reinforce your brand identity. By sharing your Facebook Page's profile picture, cover photo, and other details on Instagram, you create a cohesive and recognizable brand presence.
- **Ad Campaign Integration:** If you run Facebook Ads, you can easily extend your campaigns to Instagram.

## Lawn Signs

We have created a fantastic new collection of School is Easy lawn signs for use in your community marketing activity. There is a mix of traditional School is Easy designs, and our new *HERO* images – all of the designs look great and are currently producing a significant number of new leads for franchisees out in territory!



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in-home and online

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[schooliseasy.com](http://schooliseasy.com)

Sign artwork is available in the School is Easy [Support Centre](#) and for purchase via our School is Easy portal in [Safeguard](#). (See Safeguard section below).

## New Blogs

We produce regular blog articles which are available on the School is Easy website. They 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, parents and schools. These blogs help to boost our SEO and increase our brand's visibility on Google.

- 6 Study Habits of Successful Students | [Blog](#)
- Our 5 Favorite Tips for Raising Critical Thinkers | [Blog](#)
- What Is Inclusive Education, and How Can It Be Implemented | [Blog](#)
- 6 Effective Teaching Methods and How to Use Them | [Blog](#)
- Math Mania: Exciting Math Games to Supercharge Learning | [Blog](#)
- Strategies to Help Your Child Excel on Exams | [Blog](#)
- 5 Benefits of One-on-One Tutoring for Students of All Ages | [Blog](#)
- 8 Tips for ESL Students: How to Improve Listening and Speaking Skills | [Blog](#)
- Homework Help: How to Support Your Child Without Taking Over | [Blog](#)

## Social Media Templates

Click the links to access templates on Canva

[SIE Blog template](#)

[SIE Hero Logo Template](#)

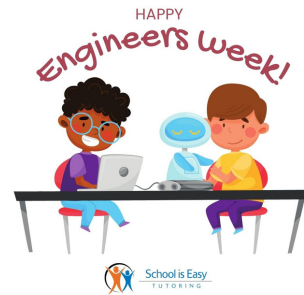
[SIE information Template](#)

[Student Spotlight Template](#)



# Extra Graphics and Templates

Get ready to simplify your marketing efforts and amplify your impact with these designed and ready-made social media assets. Find Graphics and template links under displayed graphics.



Find Graphics [here](#) and Templates [here](#)