

Community Marketing Activity

This guide is an overview of the School is Easy community marketing activity, that will form the foundation of your business's 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 tutoring provider" in our communities.

The activities below should be used to create a well-balanced 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 p/week of activity + 1 event p/week – New business
- 10-12 hours p/week of activity + 1 event p/week – Established business

School is Easy Marketing Activities

● Events

We define events as any opportunity we have to get our table/tent up and engage with potential customers. These range from simple "pop-up" events at local venues, such as health clubs, gyms, bowling alleys, sports clubs, rec centres, soft-plays, cafes, etc, through to larger paid event space in supermarkets, shopping centres and fairs/carnivals. Our target is to achieve a minimum of 4 leads per event.

- Event Crashing – attending larger shows/events as a visitor, to generate interest from other attendees
- 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:

- School Gates – hand flyers to parents at drop off/pick up times
- Residential – deliver to local homes (see "The Art of Flyer Distribution" guide)
- High Footfall Locations – hand out at shopping malls, high streets, rec centres
- Events – distribute flyers to attendees whilst running your event
- Car Windscreens – leave flyers on vehicles in parking lots



- **Business Visits**

Business visits present opportunities to generate direct leads, partnerships, events, visibility, and even tutors for our business.

- Small Business – leave leaflets on the counter, posters on notice boards, business cards, speak with owner/manager, prospect for event opportunities
- Large Business – leaflets in staff room/canteen, staff notice board, speak with manager about promoting to employees, prospect for event opportunities
- Business Partnerships - joint marketing opportunities (e.g. reciprocal leafleting), discounts/special offers for their clients/staff, financial incentives
- Tutor Recruitment – speak to customers/staff in businesses (such as cafes, bars, shops, sports centres, gyms, libraries) about tutoring opportunities

- **School Visits**

School visits are key to promoting School is Easy as a trusted community education partner. See our Schools Marketing Guide for more information. There are 2 key approaches we use with schools:

- Direct Business – schools use our tutoring services (through various forms of government funding, school budgets, etc.) to support their students
- Partner Opportunities – we engage with schools to generate good will and referrals for private business, by participating in activities such as sports days, school fairs, PTA events, parents' evenings, homework clubs, and donating 'unused' tutoring hours for disadvantaged students

- **Local Authority / Council Visits**

Speak to relevant department heads in local government, who are responsible for local education, e.g. Virtual School Head Teachers (UK), Heads of Special Educational Needs, Child Services, etc. Often, these individuals will have access to funding for multiple schools or even an entire school district.

- **School Radius Marketing**

SRM incorporates 5 or 6 of our recognised community marketing activities, that can be delivered in one "hit". We use School Radius Marketing to take advantage of a planned trip to a school(s) to conduct a school visit (see above), where we can market to not only the school, but to parents/students, businesses and homes in the vicinity of the target school at drop off/pick up times:

- Park wrapped vehicle at school
- Leaflets/Flyers/Door Hangers to nearby homes
- Leaflet parents at the school gate
- Business visits to shops/stores in the immediate area
- Put signs up in the school vicinity
- School visit

- **Parking Wrapped Vehicle**

Our wrapped vehicle is our "moving billboard" and can generate high volumes of leads and visibility for your business.

- Park your car in high footfall areas
- Drive your car in busy areas and at peak times, such as rush hour
- Use your vehicle at your events as part of your display, to draw attention
- Use your wrapped vehicle for all of your day-to-day business activity, such as travelling to consultations, tutor interviews, visiting schools, etc.

- **Event Prospecting**

Event prospecting is an effective way of generating free and low-cost “pop-up” event opportunities for your business. These kinds of events are important, as they will not only drive direct leads and visibility (see Events), but they will also supplement your higher-cost events and help you to achieve your one event per week target.

- Approach local businesses to ask for event opportunities (gyms, health clubs, bowling alleys, sports clubs, sports centres, soft-plays, trampoline centres, laser quests, cafes, etc.) Incentivise owners and managers with offers of staff/client discounts, or a slice of your profits from any of their clients who you manage to enrol
- Explain to owners that your tutoring services will be highly valuable to their customers/members, and the business will benefit from any good will.

- **Social Media**

Social media activity is a valuable means of driving client engagement in your territory, and it is an essential element of your community marketing campaign.

- Facebook Group Networking – join relevant local Facebook groups to build relationships with other members who may need tutoring services
- Create your own local tutoring/educational Facebook group – social selling to generate business from your group members
- Create regular engaging content for your Facebook and Instagram business pages – post a healthy mix of organic photo and video content
- Post regularly to X, TikTok, Snapchat and any other platform you feel will promote your brand locally
- Boost FB Posts - reach new people & get more messages, views, leads, calls

- **Networking Groups**

Networking is another valuable marketing activity and similar to Events, it allows you to get in front of people and tell them all about your business. Join large in-person networking groups such as BNI and 4Networking, or smaller local groups to help you to generate indirect leads, business partnerships, event opportunities and visibility.

- Think what other marketing activity you can achieve whilst attending a networking session (e.g. park your wrapped car, visit nearby businesses, put up lawn signs and do some residential leafleting in the local area). Think along the same lines as School Radius Marketing (see above)

- **Guerrilla Marketing**

Guerrilla marketing could be categorised as any unique, “pop-up” activities that drive high levels of engagement and interest in your business. These kinds of activities are often eye-catching or thought-provoking and are usually highly memorable for prospective clients.

- Painted Bicycles – paint an old bike(s) in School is Easy colours, with your business contact details. Chain it up in a high footfall location
- Rock Painting – rock painting has become a popular trend in recent years. Paint a rock(s) in SIE colours and display it prominently in a high footfall area
- Costumes – dress up in a whacky costume with sandwich board/sign, megaphone, (and a mischievous attitude!) and shout about your business!



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