



Welcome to the 2024 summer edition of the School is Easy marketing and promotion toolkit!

The goal of the toolkit is to support you in maximizing your local and online marketing and promotional efforts throughout the season. Here you will find valuable tools and resources to help you seize every marketing opportunity. As we head into summer, we're excited to provide this resource to aid you in your marketing and promotional strategies.

Within this toolkit you'll find:

- **Comprehensive Guides:**
 - Google Ads 101 - A Quick Course on Everything You Need to Know About Google Campaigns
 - Google Ads: Launch Your Own Ad Campaign in 5 Simple Steps
 - MailChimp: Getting Your SIE Web Leads Into MailChimp
 - Social Media: The Art of Tagging on Social Media
- **Why You Need to Take Advantage of Social Media to Grow Your Business and Increase Revenue**
- **Welcome Message to the Curated Collection of Ready-To-Publish Social Collateral**
 - Noteworthy Dates: Holiday Social Collateral
 - Ready to Post: Social Media Assets
 - Motivational & Educational Quotes for Social Media
- **School is Easy Assets**
- **Editable Assets with Canva + Instructions**
- **Marketing Collateral**
 - Facebook & LinkedIn Cover Photos
 - Social Media Bio Photos
 - Virtual Backgrounds for Teams & Zoom meetings
- **Photo Submission Form**
- **Print Collateral**
 - Editable Flyers
 - Birthday Invites
 - News Articles + Blogs

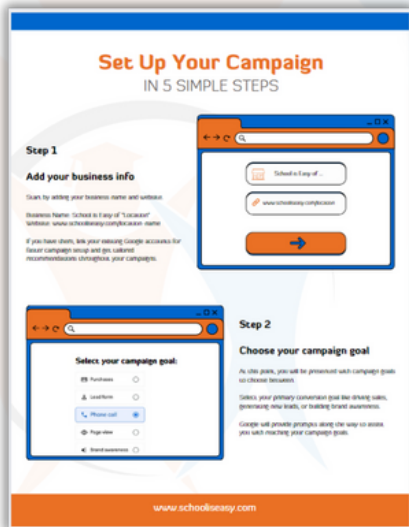
Get Started WITH GOOGLE ADS

Find solutions and generate leads

Google Ads can help you boost your local and online presence while driving new leads, inquiries, and student enrollment. We understand that the idea of where to get started and how to be successful in digital advertising can be daunting, which is why we've created two essential guides just for you.

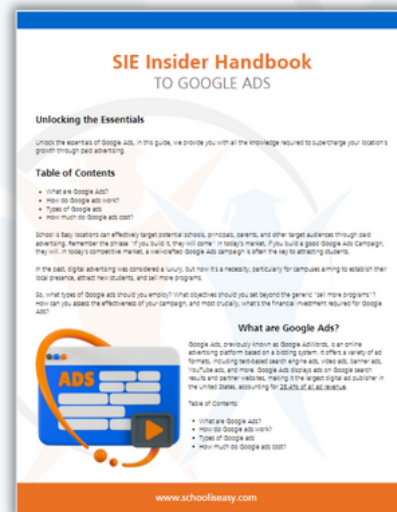
The first guide delves deep into the world of Google Ads, covering everything from keywords to ad extensions, providing you with a solid understanding of the platform. The second guide breaks down the process into five simple steps, so you can create compelling campaigns with ease. These guides are here to support you in maximizing your online impact.

Google Ad Campaign - Launch Guide for SIE



[Download this Resource](#)

Google Ads 101 - The SIE Insider Handbook



[Download this Resource](#)

Check out these resources from Google:

1. Connect with a Google Ads Expert

If you're planning on launching your first Google campaign it's FREE to connect with a Google Expert.

- Learn more about Google Experts: [click here](#).
- Schedule a meeting: [click here](#).
- Or call Google to schedule a meeting: Call 1-800-838-7971 during these hours: MON-FRI, 9 AM-9 PM ET

2. Google will help you get started with ads by giving you \$500 in ad credit when you spend \$500.

Read Google's terms and conditions - Then Claim their Offer: [click here](#).

Level Up Your Online Game

ADDING WEB LEADS + TAGGING TACTICS

Adding subscribers to your MailChimp audience dashboard

Many of our SIE partners utilize MailChimp for their email marketing and newsletters. If you're wondering how to easily transfer your web leads' contact details into your MailChimp audience dashboard to stay connected with them, look no further. We've prepared a quick and easy-to-follow guide for adding each subscriber individually, ensuring you can maintain direct communication with your audience.



[Download this Resource](#)



[Download this Resource](#)

Unlock the power of social media tagging

A guide on the art of tagging in social media! Effective tagging can significantly enhance your social media presence, increase engagement, and expand your reach to a wider audience. Mastering the art of tagging will help you maximize the impact of your content. In this downloadable resource, we'll explore everything you need to know about tagging, from best practices and strategies to creative ways to leverage tags. Get ready to take your social media game to the next level!

Why You Need to Take ADVANTAGE OF SOCIAL MEDIA



We live in a digital era.

The most-used aspect of our digital lives has become social media. The School is Easy network needs to build its brand and marketing locally on social media. Here are some of the main reasons why you need to be taking advantage of it:

Your customers and target audience are there!

- Yes, that's right, your target audience is online using social media to make decisions and purchases. Use it to wow your audience, grow your market share, and boost enrollment and sales.

Your competition is on social media, too.

- Your not being on social media is only giving them more market share as you quickly get left behind and create a gap that will be difficult to catch up with.

It's an easy way to get seen by new people.

- Get discovered by people anywhere in the world—all at your fingertips! Social media is the way for your business to get seen by new people and possibly a lot of them at scale. Building a brand on social media is like having a sales team work for you 24/7/365.

It builds opportunities for connection.

Social media is meant to be—you guessed it!—social. Use the opportunity to connect with others both locally and globally. Create online connections that you can then turn into new inquiries and customers.

Provide excellent customer service.

- By responding to comments and messages in a timely and helpful manner, you can build trust and loyalty with your customers.

Showcase your expertise.

- It's the ideal platform for showcasing your expertise and thought leadership. By sharing valuable content, engaging in discussions, and participating in the social media dialogue, you can position yourself and your SIE location as the local Mutors for shools,, parents, and future students. This can help you attract more leads and customers and build trust and credibility with your audience.

Drive traffic to your website.

- By sharing links to your local SIE web pages on social media and using social media advertising to promote your content, you can increase your website traffic. This can help you attract more leads and customers and grow your business.

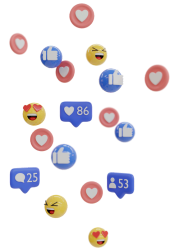


Welcome to our curated collection of ready-to-publish social collateral!

Explore and enjoy a diverse range of content, meticulously curated to enhance your social media presence. From new SIE content to noteworthy dates, study tips, quotes, and more, our collection offers something for everyone. Whether you're looking to engage your audience with educational insights, share inspiring quotes, or simply add a touch of creativity to your posts, you'll find everything you need right here.

Noteworthy Assets

BRANDED POSTS & HOLIDAY COLLATERAL



It's time to get busy on your social media pages! Posting content on important dates and holidays isn't just about staying current; it's about leveraging the connections and shared experiences that these moments bring. It's a chance to connect with your audience through engaging content and build your brand locally. So, mark your calendars and start planning your holiday and branded posts today! Your audience is waiting to celebrate with you.

May, 2024 - June 28th, 2024

- May 27th, 2024 – Memorial Day
- June 16th, 2024 – Father's Day
- June 17th to June 23rd - National Week of Making
- June 28th - Tau Day

July 2024 - September 2nd, 2024

- July 4th, 2024 – Independence Day
- August 12th - International Youth Day
- September 2nd, 2024 – Labor Day



Noteworthy Dates Collateral: [Download here](#)

Ready to Post Now

SOCIAL MEDIA ASSETS

Study Tips: For Social Media [Download here](#)

Study Tips

Organize notes in an outline:
Use an outline format to structure your notes for better memory recall.

Rewrite notes in your own words:
Simplify important information by paraphrasing it to aid in comprehension and memorization.

Highlight key points:
Use a highlighter to emphasize important information and familiarize yourself with the content.

School is Easy TUTORING

Memorization Tricks

Rewrite notes:
Rewriting notes or course material can improve memory. Say it out loud while writing and visualize concepts for better retention.

Use mnemonics:
Mnemonics are helpful for memorization. For example, associate the first letter of each concept with something important. Songs and rhymes can also aid memorization, like the Alphabet song for learning letters.

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TIME MANAGEMENT STUDY TECHNIQUES

Try the Pomodoro Technique: Break your study sessions into shorter time intervals. Set a timer for 20 or 25 minutes. When it rings, take a 5-minute break. Stretch, walk around, then restart the timer and resume studying.

Use the Eisenhower Matrix to prioritize tasks based on their urgency and importance. Focus on completing important and urgent tasks first, delegate or schedule less important tasks, and eliminate tasks that are neither urgent nor important.

Try the Chunking method to break down large amounts of study material into smaller, more manageable chunks. Focus on studying one chunk at a time, which can improve comprehension and retention.

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Quotes: For Social Media [Download here](#)

Transform Learning Challenges into Triumphs

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“Education is not preparation for life; education is life itself.”

John Dewey

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“The Best way to predict your Future is to create it.”

Abraham Lincoln

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Learning MADE Fun Again

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“The more you know, the more places you'll go.”

Dr. Seuss

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“The more that you read, the more things you will know. The more that you learn, the more places you'll go.”

Dr. Seuss

School is Easy TUTORING

Introducing Canva Assets

EDITABLE SIE-BRANDED TEMPLATES



Maximizing your reach, impact, and opportunities in the digital age

It's important when posting on social media that you follow SIE's approved brand guide (fonts, styles, colors, imagery, etc.). We also understand the importance of diversifying your content. Sharing a variety of types of content is one of the best ways to extend your reach with social algorithms. So if you want to continually grow your social media visibility, you should diversify your posts.

Meet our editable Social Media Assets

We've developed editable templates to help you efficiently diversify your social content while maintaining brand consistency. These editable templates empower you to craft professional and eye-catching collateral and see just how easy it is to make remarkable social content for Facebook, LinkedIn, and Instagram – Enjoy!



Welcome to your How to Use Canva and the Editable Templates Guide: [click here](#)



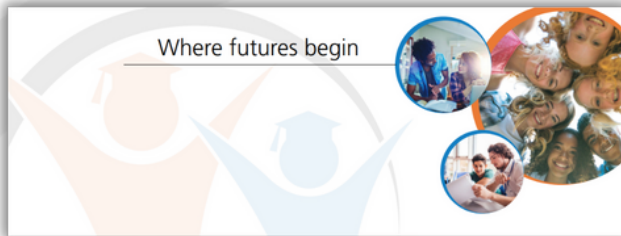
- [SIE Corner Logo Template](#)
- [SIE Hero Graphic Template](#)
- [SIE Infographic Template](#)
- [Instagram Reel Logo Overlay](#)

Marketing Collateral

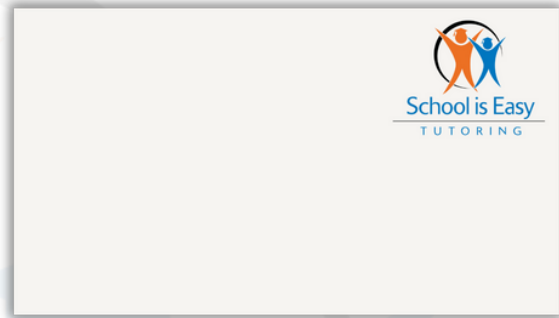
BE ON BRAND



Facebook Banner / Cover Photo for Social Media



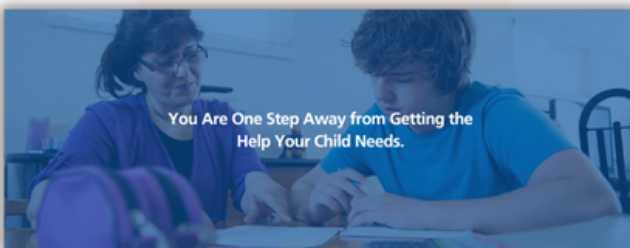
SIE Branded Backgrounds for Teams / Zoom Meetings



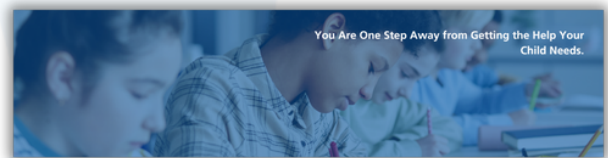
Facebook Cover Photo



Facebook Cover Photo



Editable LinkedIn Cover Photo



Social & Marketing Collateral:

[Facebook Banner](#)

[LinkedIn Banner](#)

[Video Chat Background](#)



Send In Your Photos!!

AND GET FEATURED



Get featured in the SIE monthly newsletter...

Each month the SIE monthly newsletter goes out to the entire School is Easy database and network.

The benefits of being featured:

- Be seen
- Generate new leads + phone inquiries
- Reach a wider audience
- Drive traffic to your website
- Showcase your local expertise
- It's a free way to reach your target audience and customers
- And more!

Use your phone to capture photos and then send them to us to be included in the next mailer. Let us help **geap**. We hope to see you there!

Photo & Video Ideas: Capture learning moments, kids studying, candid and happy moments, action shots, study materials, tutors working with kids, photos of you in your local community putting up SIE signs, your SIE branding at pop-up events, your tradeshow exhibits and networking events, everyday learning, special events, you name it we want to see! Upload your images by clicking on the link below:

[Photo Submission Form](#)



Local & Print Collateral

MARKETING HANDOUTS, LAWN SIGNS, AND BLOGS

Marketing Handouts [Download here](#)

Lawn Signs:



In-home and online tutoring.

- Gr. 1-12 all Subjects • Special Ed (autism funding)
- Highly qualified tutors • Award Winning Service
- Pay as you go option (or package pricing)
- Services in English, فارسی, 中文

FREE SESSION!

604-9001-604 | sina@schooliseasy.com

*Subject to purchase +10 hours package upfront

schooliseasy.com

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

In-home and online tutoring.

- Gr. 1-12 all Subjects • Special Ed (autism funding) • Highly qualified tutors
- Award Winning Service • Pay as you go option (or package pricing)
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1-ON-1 TUTORING
in-home and online

CALL 587-355-9755
schooliseasy.com

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

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Online & In-home Tutoring

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).

News Articles + Blogs:

Innovation in Tutoring: Using Technology to Enhance Learning

School is Easy Tutoring • April 5, 2024



Exploring the Dynamic Role of Technology in Modern Tutoring with Instructor Kathryn Fisher

In today's rapidly evolving educational landscape, technology plays an increasingly crucial role in transforming learning experiences. From interactive apps to online platforms, innovative tools are reshaping how students acquire knowledge and skills. This article explores tutoring methods and the integration of technology to enhance the learning experience. [Read more.](#)

Study Success: Practical Strategies for Overcoming Common Study Challenges

School is Easy Tutoring • March 27, 2024

Study Success: Practical Strategies for Overcoming Common Study Challenges



Overcome Study Challenges with the Best Strategies

Looking for help with your studies? Don't worry, study challenges happen to everyone and [School is Easy](#) is here to help. From making better use of your time to taking notes effectively, we have some of the best ways for your study success. [Read more.](#)

Teaching Kids About Space Using Movies

School is Easy Tutoring • March 25, 2024



There are many complicated processes happening outside of the 'safe haven' of the Earth's orbit. Many adults sometimes have a hard time engaging their heads around them. It's no wonder it might be an even more difficult task for children. Teaching kids about space using science fiction movies, however, can help them make their first step at understanding physics, astrophysics, and biology. Not to mention, it's a lot of fun compared to textbook learning!

The Iron Giant (1999): A Great Sci-Fi Kid's Movie for a Historical Perspective

The heartwarming children's film *The Iron Giant*, children are introduced to several wonderful themes, such as family, trust, doing what's right. This movie also gives a fascinating look at an era in time called "The Space Race," which started the year this film took place: 1957. This was an ultra-competitive time between the Soviet Union and the United States, when both countries raced to produce more advanced space travel in an attempt to see which side was more scientifically advanced.

An overall fun film with a great message, you and your children can experience the complex emotions people had right when the launch of the world's first artificial satellite, Sputnik 1, by the Soviet Union, laugh, explore, and experience the space race that swept the nation during the late 1950s.

View the articles by clicking below:

- Innovation in Tutoring: Using Technology to Enhance Learning: [click here](#)
- Study Success: Practical Strategies for Overcoming Common Study Challenges: [click here](#)
- Teaching Kids About Space Using Movies: [click here](#)