Jonathan Hayes

From:	Jonathan Hayes
Sent:	01 November 2022 17:56
Subject:	School is Easy Updates - November 2022
Attachments:	Social Media Checklist.pdf

Hi all

This is the first of our monthly School is Easy update emails. We will aim to get them out to you on the first business day of each month and they are designed to let you know about any recent / upcoming network updates and information, that you may find useful in your business. If you have questions about any of the content, please reach out to me.

November 2022

The **CareerPlug** offer is still open to all School is Easy franchisees in North America. The offer entitles you to a significantly reduced rate for using the CareerPlug recruitment platform which posts your job adverts on multiple recruitment sites such as Indeed and ZipRecruiter. You'll be able to use your unique activation code to access your account and for further direct support please see below –

- Call the Hiring Expert team directly at 512.579.0164 (M-F 9 AM - 5 PM CST) or email support@careerplug.com
- Visit our Help Center for a library of help articles, how-to videos, and more
- In your Dashboard click on "Get help from a hiring Expert"

Great to see so many of you out and about having fun and driving leads in the community recently! Some fantastic pics below of your marketing activity – I'll leave you to spot the franchisees!...
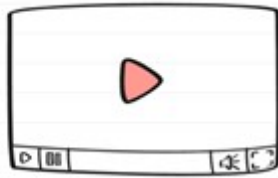
If you'd like to review your community marketing activity campaign or, if you haven't completed your **CMA Planner** yet, contact me to book a support session. There is a wide range of low-cost activities available to us and we can work together to build and launch your own community marketing campaign. This kind of activity is very cost effective (a lot of the time it's free!) It will not only drive direct leads to your business, but it will help to build good visibility and establish a presence for your business in your territory(ies). A good community marketing campaign also has the added benefit of underpinning your PPC advertising, by driving more people to your online ads!

To find out how to embed this in your business, book a session with me – jon.hayes@schooliseasy.com
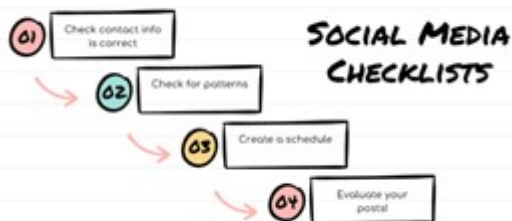

All of our past marketing **Toolkits** are available for download via the School is Easy Support Centre (see update below). Toolkits are a selection of our SIE marketing assets and resources which we bundle together, for use in the everyday running of your business. Click HERE to access the Support Centre and login. The Toolkits can be found in the "Lead Generation and Follow up" section, which is accessed from the Support Centre landing page, or by clicking HERE.

SUPPORT CENTRE

As well as serving as the resource library for all of our valuable assets such as marketing Toolkits, print collateral and social media graphics, **Support Centre** is also the first port of call for all SIE support requests. If you have a question for us, regardless of the topic, please submit a support ticket via the "Submit a Request" link in the top right hand corner of the landing page - https://siesupport.zendesk.com/hc/en-us. This request will be filtered through to the right department, who will respond to your query as soon as possible. Moving forward, we need all day-to-day support queries to be made through Support Centre rather than approaching team members directly. This allows us to keep a log of all requests and deal with them in the correct order.

SOCIAL MEDIA CHECKLISTS

There have been lots of great posts on our social media platforms recently! So a quick reminder that the Marketing team has created a handy **social media checklist** to help you cover all bases when it comes to getting the most out of your activity.

Please feel free to book a session with me if you'd like to work on a plan for your social media marketing, (this includes Google Business Profiles, creating videos, and how to network in Facebook groups!) Email me at jon.hayes@schooliseasy.com

WEBSITE CONTENT UPDATES

If you need to make minor changes/updates to your website or report bugs, please use our purpose-built form moving forward. This ensures we have all requests in one place, requests are dealt with in order, and none slip through the cracks! https://forms.office.com/r/kEFxNNcRV3.

For help with any of the above or for general support in your business, please reach out to book a support session with me at any time jon.hayes@schooliseasy.com.
Look out for the December updates email!

Kind regards
Jonathan.

Book an appointment with me here: https://calendly.com/jon_hayes

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