

Jonathan Hayes

From: Jonathan Hayes
Sent: 01 December 2022 19:10
Subject: School is Easy Updates - December 2022
Attachments: SIE Winter Spring Toolkit 2022.pdf

Hi all

This is our December School is Easy update email.

We aim to get these updates into your inboxes on the first business day of every month. They are designed to keep you in the loop with all the new School is Easy network updates and information. If you have questions about any of this month's content, or you'd like to receive November's edition, please reach out to me.

December 2022

Marketing Toolkit – Winter/Spring 2022



We are happy to announce the new **School is Easy marketing Toolkit** for Winter/Spring 2022/23 is now available!

The Toolkit is attached to this email (.pdf file) and is also available for download from the School is Easy Support Centre - <https://siesupport.zendesk.com/hc/en-us/articles/11072475176724-Winter-Spring-Toolkit-2023> (you will need to be logged in to access it).

It contains access to our new marketing assets including print collateral, social media content, marketing information and updates. Please contact myself or the Marketing team with any questions.

HERO Programme



Our new School is Easy **HERO programme** has launched and the initial marketing resources (which you can start using in your marketing campaigns straight away) are now available for download via the Winter/Spring Toolkit - <https://siesupport.zendesk.com/hc/en-us/articles/11072475176724-Winter-Spring-Toolkit-2023>

You can use all of the new brand-approved 'HERO' content to reinforce your messaging to parents, students and schools around *"making children and students the HERO of their own story"*.

See some of the examples below and contact us with any queries.



Community Marketing Activity



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 campaign.

This type of marketing activity is very cost effective (a lot of the time it's free!) and it is critical to our business. It will not only drive direct leads for you, but it will help to build good visibility and establish a presence for your business in your territory(ies). A solid community marketing campaign has the added benefit of underpinning your PPC advertising campaign. It will drive potential clients to your Google ads, social media posts/pages, *and* your website!

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

Back to School Promotional Campaigns



Some of you ran our **Back to School promotional campaign** back in early September, in time for the new school year. This campaign can also be run in conjunction with the return to school in January, to promote your business as we head into exam season. These campaigns generate direct business (new *and* reenrolment). If you'd like to run your own campaign in Dec/Jan, get in touch now to book a session and find out how it all works.

Enrol or renew with School is Easy Edmonton this term and look forward to a more rewarding start to the school year with...

FREE hours of tuition!



School is Easy
TUTORING



Take advantage of our free tutoring hours TODAY:

60 hour enrolment - 5 FREE HOURS!
50 hour enrolment - 3 FREE HOURS!
40 hour enrolment - 2 FREE HOURS!
30 hour enrolment - 1 FREE HOUR!

Enrol Now

DOUBLE YOUR FREE HOURS WITH ENROLMENT!

When you enrol or renew, and pay in full, you **DOUBLE** your number of FREE hours. You can start tutoring right away or arrange to start at a later date (before 31st January 2023).

For example, if you enrol in a 60 hr package and pay in full by August 26th, you will receive **10 FREE hours instead of 5, giving you a 70 hr package!!!**

Support Centre



Support Centre is the first port of call for all School is Easy 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>. Requests will be filtered through to the right department, who will respond as soon as possible.

Moving forward, our aim is to channel all day-to-day support queries through the Support Centre. This allows us to keep a log of all requests and deal with them in the correct order.

New School is Easy Blogs



Our **new blog is here!** This month's article is "[Fun Word Games and Literacy Games to Keep Kids Learning Year-round!](#)"

All of our new blog content is available on the School is Easy website here - <https://www.schooliseasy.com/tutor/tutor-blog/>. The Marketing team creates new blogs regularly, which you can share across your social media platforms, newsletters, and other communications with parents, students and schools!

All previous SIE blogs can also be found on this page (they are archived in date order). There is a huge volume of content to choose from (51 pages worth!) So why not dig into the archive and unearth some great free marketing resources.

Website Content Updates



If you need to make minor changes/updates to your website or report bugs, please use our purpose-built form. 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 jon.hayes@schooliseasy.com.
Look out for the January updates email!

Kind regards
Jonathan.

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



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