

Jonathan Hayes

From: Jonathan Hayes
Sent: 03 January 2023 17:02
Subject: School is Easy Updates - January 2023
Attachments: SIE Winter Spring Toolkit 2022.pdf

Hi all

This is our January updates email. Our monthly updates are designed to keep you in the loop with all the new School is Easy network info. If you have questions about any of this month's content, please reach out to me.

January 2023

New School is Easy Blogs



The first of our **2023 blogs are here!** This month we have 2 fantastic new education articles to kick off the new year:

- [Benefits of Tutoring – How Tutoring Can Make Your Child Excited for School](#)
- [Understanding Common Core – Help Your Child With the “New Math” Style](#)

All of our new blog content is available on the School is Easy website here - <https://www.schooliseasy.com/tutor/tutor-blog/>. The Content 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.

Marketing Toolkit – Winter/Spring 2022



A reminder that the new **School is Easy marketing Toolkit** for Winter/Spring 2022/23 is now available. The updated pdf file (with all links working) is attached to this email. The Toolkit 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> where you will be able to download past Toolkits. (You will need to be logged in for access).

The Toolkit contains 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, with marketing collateral you can start using in your campaigns right away. ALL HERO content is available for download via the Winter/Spring Toolkit 2022 - <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



January is always the perfect time to kick-off your **Community Marketing Activity** campaign for the year ahead. This ties in really well with your goal-setting for 2023 and there is a wide range of low-cost activities available to all of us, to drive our businesses forward. To plan your community marketing activity for 2023 and complete your **CMA Planner**, contact me to book a support session.

This type of marketing activity is very cost effective (a lot of the time it's free!) and it is critical to the success of your business. It will not only drive direct leads, but it will help to build good visibility and establish a presence in your territory(ies). A solid community marketing campaign has the added benefit of underpinning your PPC advertising. 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 today –

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). Get in touch now to book a session and find out how it all works!

It's not too late to run this campaign!

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.

CareerPlug



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 boards 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"

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 February updates email!

Kind regards
Jonathan.

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



Jonathan Hayes
Franchise Development Manager
School is Easy

+44 (0)7986 484332
jon.hayes@schooliseasy.com
www.schooliseasy.com