

Jonathan Hayes

From: Jonathan Hayes
Sent: 03 April 2023 17:05
Subject: School is Easy Updates - April 2023
Attachments: SIE Summer Toolkit 2023.pdf

Hi all

Please find our April updates below. 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 at jon.hayes@schooliseasy.com.

April 2023

Marketing Toolkit – Summer 2023



A reminder that the new **School is Easy Marketing Toolkit** for Summer 2023 is now available.

The pdf file is attached to this email and the Toolkit will also be available for download from the School is Easy *Support Centre* - <https://siesupport.zendesk.com/hc/en-us>. You will also be able to download all past Toolkits from this location. (You will need to be logged in for access).

Sports Club Partnerships



Our new *Sports Club Partnership* initiative is up and running and the full resource package is included in the **Summer Marketing Toolkit**. Resources include a written guide, 2-part video walkthrough, print collateral and an email marketing template.

This activity forms part of your wider business partnerships work, which should be built into your *Community Marketing Activity* campaign (see below). If you would like help embedding this activity into your CMA campaign, please contact me to book a support session.

Community Marketing Activity Overview & Planner



With Spring upon us and exams just around the corner, our [Community Marketing Activity Guide](#) and [CMA Planner](#) are two valuable resources to help you generate new leads and great visibility out in your territory. Exam season is our busiest period of the year, so use these tools to get out in front of your audience as often as you can and drive their decision making!

If you are not doing so already, work with your Support Manager to plan your weekly lead generation activity and set regular goals around it. For more information, contact me to book a support call.

Event Space



To supplement our weekly event activity, it is well worth considering *promotional space* providers as a resource for booking events. These vendors enable you to book event space in public venues such as supermarkets and shopping centres, so that you can showcase your business to high volumes of potential clients. Although eventing is a year round activity at School is Easy, the spring/summer period allows us to fill our community marketing planners with more *outdoor* events. There are a few examples of UK providers below, but please reach out to me for more information on booking event space in your region.

<http://www.signaturespaces.co.uk/>
<https://apuk.net/>

School is Easy Blog Archive



All of our School is Easy blog content is available on the 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!

(And if you fancy writing your own blogs/articles and haven't ventured into the world of ChatGPT yet, I strongly suggest giving it a try!)

Photo Submissions



We've had loads of great community marketing activity taking place recently and some great photos of it!

We would love to start gathering these fantastic pictures, so we can use them to start driving visibility and engagement across our network. Your photos can include anything related to School is Easy and the fantastic work you do out in your territories. For example, your tutors with their students, a school class or student graduation ceremony, or pictures of your community marketing activities such as events, school visits, or networking groups!

Please use this link to submit your photos:

https://docs.google.com/forms/d/e/1FAIpQLScRpEsg1fbBOXeWDysE-TUSsigWvnMCv5cyldpqA7eqmpf8aw/viewform?usp=sf_link or click the button in the Summer Toolkit (attached).



Support Centre



Support Centre is the first port of call for all School is Easy support requests *and* support resources. 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. All day-to-day support queries must now go through the Support Centre, as it allows us to keep a log of all requests and deal with them in the correct order.

You can also find School is Easy Marketing, Training and Support resources stored in the Support Centre (such as our Marketing Toolkits and lead generation resources). You will need to be logged in to access most of the content.

For help with any of the content in this email, or for support growing your business, please reach out to book a session with me - jon.hayes@schooliseasy.com.
Look out for the May 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