From:	Jonathan Hayes
Sent:	03 February 2023 20:17
Subject:	School is Easy Updates - February 2023

Hi all

Please find our February 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.

February 2023

Sports Club Partnerships

Our new Sports Club Partnership Initiative is up and running and the guide document is available here - Sports Club Partnerships Guide_v2.pdf. This guide outlines the process for partnering with your local sports teams and clubs, with the goal of winning new business from the club members. This activity forms part of your wider business partnerships work, which can be built into your *Community Marketing Activity* campaign.
If you would like help embedding this initiative into your CMA campaign, please contact me to book a session.

Community Marketing Activity Guide & Planner

Our guide **Community Marketing Activity Guide** is available to help plan your activity for the year ahead. Lots of you have set your annual goals for 2023 and the guide will help you plan the generation activity you need. and there is a wide range of low-cost activities available to all of us, to drive our businesses forward. The template **CMA Planner** can be found here. Contact me to book a support session and start building your campaign!

New School is Easy Blogs

Our February blogs are here! This month we have 2 fantastic new education articles:
- https://www.schooliseasy.com/tutor/tutor-blog/how-to-motivate-kids-10-effective-strategies-to-finish-the-year-strong/
- https://www.schooliseasy.com/tutor/tutor-blog/defeat-school-stress-10-stress-management-techniques-for-students/

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.

Support Centre

Support Centre is the first port of call for all School is Easy support requests and support content. 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 March updates email!

Kind regards
Jonathan.

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

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