

Jonathan Hayes

From: Jonathan Hayes
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Subject: School is Easy Updates - November 2023
Attachments: SIE Spring Toolkit 2024.pdf

Hi all

Please find our School is Easy updates for **November 2023** below.
Our monthly emails are designed to keep you in the loop with all of the new **School is Easy** network info and updates. If you have questions about this month's content, please reach out to me at jon.hayes@schooliseasy.com.

November 2023

Marketing Toolkit – Spring 2024



*****REMINDER***** Our new School is Easy **Spring 2024 Marketing Toolkit** was released on Wednesday 1st November!

This edition of the toolkit includes a selection of new marketing resources, including some great how-to guides/videos on community marketing, schools marketing and some handy tips for maximising your presence on digital platforms. It also includes information on our new digital advertising partner and our new promotional items vendor, as well as our new blogs, vehicle wrap catalogue and a host of great social media content! The new toolkit is attached to this email and is also available for download from the School is Easy [Support Centre](#).



We are excited to present the new School is Easy Marketing Toolkit - Spring 2024. In this toolkit, you'll find a collection of valuable marketing resources to help drive leads and visibility in your business. This includes content and information for use in both your community marketing campaigns and your digital advertising.

What is a Marketing toolkit?

Three times a year, we release a collection of resources to assist you in marketing your School is Easy business. We package these materials together into toolkits and release them to you ahead of each new school semester term. Toolkits allow you easy access to valuable School is Easy content, for use in your marketing campaigns throughout the year. All toolkit resources are accessible via the SIE Support Centre and they are easy to store locally on your hard drive, for quick access. Toolkit resources and themes may vary from one release to the next, based on new program launches, availability of new content, our strategic priorities, or feedback from the network.

In this Marketing toolkit you will find:

- New Digital Advertising Partner
- Community Marketing Guides
- Schools Marketing Process
- Bridge One Uniforms
- Car Wrap Brochure
- Photo Submission Form
- How-to Guides
 - Creating a Google Business Profile
 - From Likes to Leads: Facebook and Instagram integration for Business
- Live!n Signs
- New Blogs
- Social Media Templates

Community Marketing Activity – *How-To* Guides



We have 2 new guides outlining the School is Easy community marketing process. Use both guides to build a robust CMA campaign and generate a higher volume of leads and visibility for your business. There is a [written guide](#) which summarises CMA, with a full list of the activities available to us. [Part 1](#) of the video guide provides an overview of the process, from the planning stage through to data tracking. [Part 2](#) walks through each activity in greater detail.

Community Marketing Activity

This guide is an overview of the School is Easy community marketing activity, that will form the foundation of your business's lead generation. Your community marketing campaign will be critical to the success of your business, and it should be regarded as the platform that everything else is built on.

Community marketing and engagement is an integral part of the School is Easy franchise model, because it helps to position us as the "local tutoring provider" in our communities.

The activities below should be used to create a well-balanced and robust marketing schedule, that can be executed consistently throughout the year in your territory. When done correctly, your community marketing campaign will generate direct leads and visibility for your business, whilst also driving customers towards your online presence such as your digital advertising, your School is Easy website and your social media platforms.

Our community marketing activity combines with other effective streams of lead generation, such as PPC, Google ads, social media advertising, referral generation, promotional campaigns and other forms of advertising, to drive our businesses forward.

Social Media – Connect Your Facebook and Instagram Accounts



Connecting your School is Easy Facebook Page and Instagram Profile offers several benefits for your business, as both platforms are owned by Facebook and their integration can enhance your online presence and marketing efforts. [This article](#) lists all of the benefits and outlines the process step-by-step.

How to connect Facebook and Instagram?

From Likes to Leads: SIE's Comprehensive Guide to Facebook and Instagram Integration for Business

Connecting your local School is Easy's Facebook Page and an Instagram Profile offers several benefits for business, as both platforms are owned by Facebook, and their integration can enhance your online presence and marketing efforts. Here are some of the key benefits:

- **Cross-Platform Promotion:** When you connect your School is Easy Facebook Page and Instagram Profile, you can easily cross-promote your content between the two platforms. This means that you can share Instagram posts to your Facebook Page and vice versa, increasing the visibility of your content and reaching a broader audience.
- **Simplified Posting:** Managing both platforms from a single dashboard can streamline your social media efforts. You can schedule posts and advertisements simultaneously, saving time and effort.
- **Access to Instagram Insights:** Once your accounts are connected, you gain access to Instagram insights, which provides valuable analytics about your Instagram audience and engagement metrics. This data can

New School is Easy Blogs



Our fantastic new blogs are available NOW! The two latest articles are here, click the image to access them:

6 Study Habits of Successful Students

School is Easy Tutoring | October 11, 2021



Effective Study Habits for Academic Success

Students face several [common study challenges](#) for many reasons, including poor use of time, distractions, no motivation, or not engaging with the material. It is critical students adopt successful study habits to get the most out of their study sessions. These include time management skills, organization, reducing distractions, and using active learning techniques. [Read more.](#)

Our 5 Favorite Tips for Raising Critical Thinkers

School is Easy Tutoring | October 5, 2021



Unlocking Critical Thinking to Empower Your Child's Future

Parents want the best for their children, and one of the things you can do to secure a bright future for your child is to make critical thinkers out of them. A critical thinker is open-minded, curious, and can respect diverse perspectives. At [School is Easy](#), we've seen the difference critical thinking skills can make in a child's life and learning process. [Read more.](#)

All of our blog content is available on the School is Easy website [HERE](#). The Content team creates new blogs regularly, which you can share across your social media platforms, newsletters, and other communications with parents, tutors, students and schools!

Photo Submissions – Tutoring photos needed!



We are still in need of great tutor/student photos. [Send us your tutoring photos!](#)

Please ask your tutors to take some snaps during their sessions (with parental permission of course) and use the link below to submit them. (You can also send pics to me by email if easier at jon.hayes@schooliseasy.com). Our wonderful Marketing team will work their magic on social media to generate more visits to your websites and social pages, meaning more business for all of us!

Picture Examples:



For help with any of the content in this month's update, or for one-to-one support growing your business, please reach out to me by phone or email to book a support session. Look out for the December update!

Kind regards
Jonathan.



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