

## Jonathan Hayes

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**From:** Jonathan Hayes  
**Sent:** 01 December 2023 17:45  
**Subject:** School is Easy Updates - December 2023

Hi all

Please find our School is Easy updates for **December 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](mailto:jon.hayes@schooliseasy.com).

### December 2023

#### Franchisee Success!



Congratulations to **Mayank Parmar** (SIE Airdrie and SIE Alberta South) who has had a number of recent successes.

- Mayank enrolled a total of 4 new students last month on to tutoring packages ranging from 24-48 hours. These enrolments came from a variety of lead sources including lawn signs and referrals!
- Mayank has also opened the latest School is Easy franchise location (his second territory!) – *SIE Alberta South*. Mayank is currently spending lots of time out in his new territory driving leads, and he is confident Alberta South will be just as successful as his current location!

Great work on all of your progress to date Mayank. We are looking forward to hearing all about your new territory as it grows!



## New Year Promotional Campaign



Use the School is Easy promotional campaign to generate sales, as children return to school after the Christmas holidays!

Our *Back to School* campaign is a “campaign in a box” and can be adapted for use all year round. You can run it as intended (offering free hours to students who enrol or refer), or adapt it for your specific needs. The new year period is a great time to run the promotion and it has seen huge success in the past.

Many of the students and families in your territories will be gearing up for extra support in the new year, so why not get out in front of them with this easy to run promotion!

This campaign generated over \$21,000 in sales for one of our franchisees in September! Contact me for more information and full campaign resources [jon.hayes@schooliseasy.com](mailto:jon.hayes@schooliseasy.com)

# School is Easy TUTORING



## FREE Tutoring Hours until Friday 26th August!

With the school holidays at an end we are once again concentrating on school, college, or university.

Planning for a successful new school year has begun.  
To help your child get back up to speed and improve those all-important grades, School is Easy Edmonton is giving away FREE tutoring hours when you enrol or renew one of our popular packages until Friday 26th August 2022.

Take advantage of our free tutoring hours  
TODAY:

## Update From The Marketing Team



**Capture the Moment!** The Marketing Team is on the lookout for your snapshots! Share your photos effortlessly through our user-friendly submission form. We're crafting creative assets and resources using your pictures for you to use in your digital marketing campaigns, locally, on social, and in your traditional marketing endeavors. What's more? We'll sprinkle a touch of fun across SIE's social media channels, directing traffic and engagement straight to your local social accounts and web pages. Let's make your community buzz with your captivating visuals! 🚀

**Marketing Assets + Social Media Shout Outs:** If you're interested in our upcoming social media shout-outs and marketing materials, simply share authentic photos with us, and we'll handle the rest! Whether it's everyday learning, images of your tutors, SIE branding, or achievements big and small — we want to see it! Videos are also warmly welcomed.

Engage more deeply with our target audience by participating in this initiative. Let's bring authenticity and real connections to the forefront of School is Easy's digital presence!

**Photo Submission Form, [click here](#)**

### Picture Examples:



## Marketing Toolkit – Spring 2024



**\*\*\*REMINDER\*\*\*** Our new School is Easy **Spring 2024 Marketing Toolkit** was released last month!

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 available for download from the School is Easy [Help Centre](#).



## Community Marketing Activity – How-To Guides



We have 2 new guides outlining the School is Easy community marketing process. Community marketing activity is so important to our business and we now have comprehensive guides to help us make the most of this low-cost lead generation source.

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.



## 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 kids 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](#). Blogs can be shared across your social media platforms, newsletters, and other communications with parents, tutors, students and schools!

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 January update!

Kind regards  
Jonathan.





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