Jonathan Hayes

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.

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 <u>jon.hayes@schooliseasy.com</u>



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 shoutouts 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











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 <u>Help Centre</u>.



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.

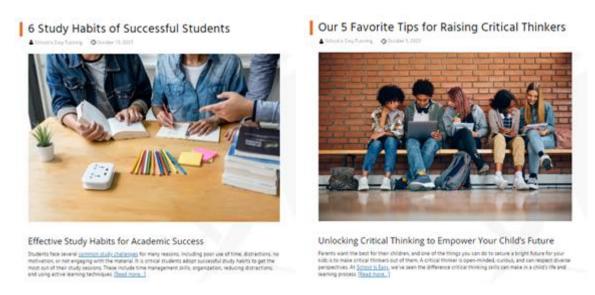
Use both guides to build a robust CMA campaign and generate a higher volume of leads and visibility for your business. There is a <u>written guide</u> which summarises CMA, with a full list of the activities available to us. <u>Part 1</u> of the video guide provides an overview of the process, from the planning stage through to data tracking. <u>Part 2</u> walks through each activity in greater detail.



New School is Easy Blogs



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



All of our blog content is available on the School is Easy website <u>HERE</u>. 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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