

## Jonathan Hayes

**From:** Jonathan Hayes  
**Sent:** 02 May 2023 13:25  
**Subject:** School is Easy Updates - May 2023  
**Attachments:** SIE Summer Toolkit 2023.pdf

Hi all

Please find our School is Easy updates for May 2023 below.

Our monthly emails are designed to keep you in the loop with all the new **School is Easy** network info and updates. If you have questions about any of this month's content, please reach out to me at [jon.hayes@schooliseasy.com](mailto:jon.hayes@schooliseasy.com).

## May 2023

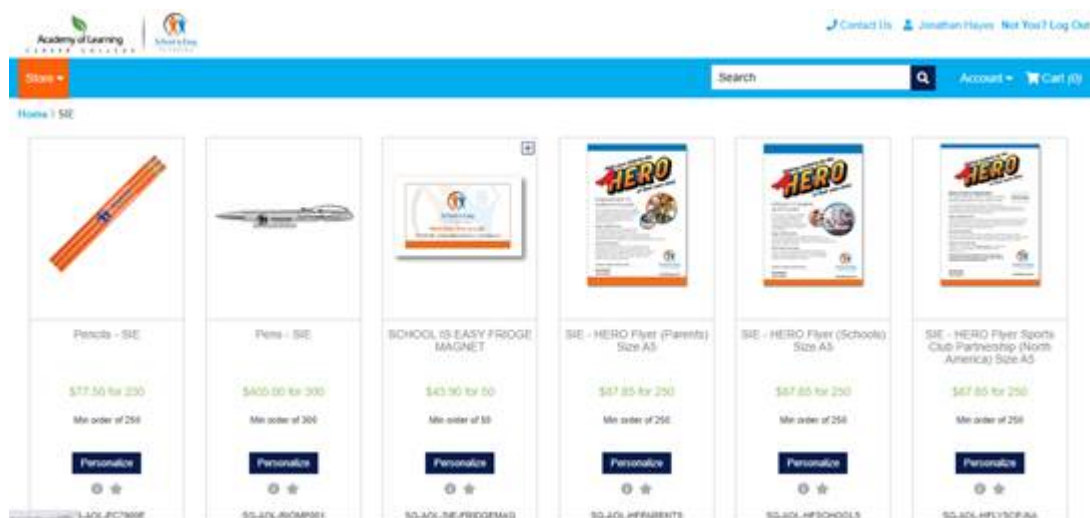
### Safeguard – Print & Promotional Item Orders



*Safeguard* is the place to order all of your School is Easy print materials and promotional items. Community marketing is critical to our business and it's the ideal time to top up on marketing collateral to use across all of your community based activities during the spring/summer period.

All of our new HERO designs have been uploaded to our Safeguard account, along with materials to support our *Sports Club Partnership* marketing initiative (see below). There is a range of size options including postcard, leaflet, & poster. We also have versions designed specifically for marketing to schools.

Login to our Safeguard account here - <https://aol.safeguardstore.com/Login/aol>. If you need help with your username/password, please raise a ticket in the *Support Centre* (see below).



## Community Marketing Activity - Overview & Planner docs



Use our [Community Marketing Activity Guide](#) and [CMA Planner](#) in conjunction with our new marketing materials, to generate a healthy stream of new leads for your business. Exam season is our busiest period of the year and these tools will help you to get out in front of your audience and drive their decision making.

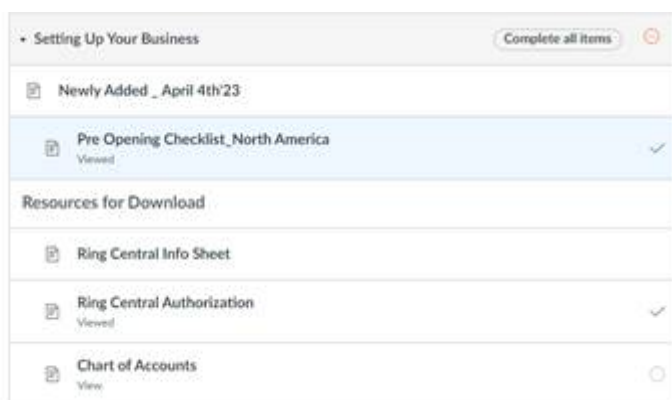
Work with your Support Manager to plan your weekly lead generation activity and set regular goals to achieve it!

## Training Hub



The School is Easy *Training Hub* is available for access to all of our training resources. Brush up on any area of the School is Easy business and download resources to help you drive your business forward.

Access the Training Hub here – <https://my.launchlife.com/> and submit a support ticket if you need help logging in.



## Marketing Toolkit – Summer 2023



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

The Toolkit pdf is attached to this email and it 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 the Support Centre. (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. If you would like help embedding this activity into your CMA campaign, please contact me to book a support session.

## 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



You may have seen some of the great photos of School is Easy franchisees out and about in the community recently (see some good ones below!)

We would love to start gathering these pictures and use them to drive visibility and engagement across our global 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-](https://docs.google.com/forms/d/e/1FAIpQLScRpEsg1fbBOXeWDysE-TUSsigWvnMCv5cyldpqA7egmpf8aw/viewform?usp=sf_link)

[TUSsigWvnMCv5cyldpqA7egmpf8aw/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLScRpEsg1fbBOXeWDysE-TUSsigWvnMCv5cyldpqA7egmpf8aw/viewform?usp=sf_link) or click the button in the Summer Toolkit.



## Support Centre



**Support Centre** is the first port of call for all School is Easy support requests *and* resources. If you have a question for us, please submit a 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 a host of School is Easy resources stored in the Support Centre, such as our Marketing Toolkits and lead generation collateral. (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 one-to-one support growing your business, please reach out to me by phone or email, or use my Calendly link below to book a support session. Look out for the June updates email!

Kind regards  
Jonathan.

Book an appointment with me here: [https://calendly.com/jon\\_hayes](https://calendly.com/jon_hayes)



**Jonathan Hayes**  
Franchise Development Manager  
**School is Easy**

+44 (0)7986 484332  
[jon.hayes@schooliseasy.com](mailto:jon.hayes@schooliseasy.com)  
[www.schooliseasy.com](http://www.schooliseasy.com)