

## Jonathan Hayes

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**From:** Jonathan Hayes  
**Sent:** 01 March 2023 17:50  
**Subject:** School is Easy Updates - March 2023

Hi all

Please find our March 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](mailto:jon.hayes@schooliseasy.com).

### March 2023

#### Community Marketing Activity Overview & Planner



With Spring almost upon us and exam season just around the corner, our [Community Marketing Activity Guide](#) and [CMA Planner](#) are two valuable resources to help you generate new leads and great visibility out in your communities. As exams approach lots of parents will need tutoring services, so use these tools to get out in front of your audience in Territory and drive their decision making!

You can use these tools with your Support Manager, to plan your lead generation activity and set regular goals around it. For more information on how this works, reach out to me to book a call.

#### Sports Club Partnerships



Our new *Sports Club Partnership* initiative is up and running and the full resource package will be released shortly in the upcoming **Summer Marketing Toolkit** (watch this space!) For now, the guide document is available here - [Sports Club Partnerships Guide\\_v2.pdf](#), to give you an idea of how the activity works.

This activity forms part of your wider business partnerships work, which can be built into your *Community Marketing Activity* campaign (see above). If you would like help embedding this activity into your CMA campaign, please contact me to book a session.

#### New School is Easy Blogs



Two new fantastic School is Easy blogs here for March. The blog about reading is especially valuable ahead of [World Book Day 2023](#), which takes place tomorrow, Thursday 2<sup>nd</sup> March.

- <https://www.schooliseasy.com/tutor/tutor-blog/why-reading-is-so-important-for-kids-and-how-you-can-encourage-it/>
- <https://www.schooliseasy.com/tutor/tutor-blog/who-invented-homework-learn-with-school-is-easy/>

All of our 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!

## Event Space



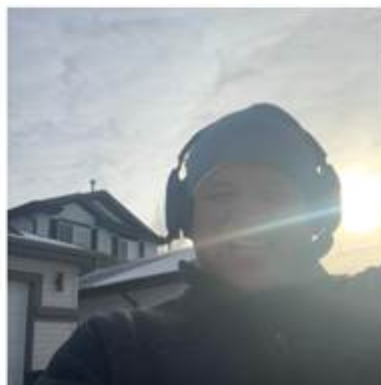
To supplement our weekly event activity, it is well worth considering *promotional space* providers as a resource. These vendors enable you to book event space in public venues such as supermarkets and shopping centres, so that you can showcase your business to high volumes of potential clients. Although eventing is a year round activity at School is Easy, the spring/summer period allows us to fill our community marketing planners with more outdoor events. There are a few examples of UK providers below, but please reach out to me for more information on booking event space in your region.

<http://www.signaturespaces.co.uk/>  
<https://apuk.net/>

## Zees Around Town



In light of all the great community marketing activity that has been taking place recently, I've put together a small collection of pictures of School is Easy franchisees out and about in their local communities. See if you can spot who they all are *and* what particular activity they are doing!



## 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.

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](mailto:jon.hayes@schooliseasy.com).

Look out for the April updates email and the Summer 2023 SIE Toolkit!

Kind regards  
Jonathan.

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



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