

Jonathan Hayes

From: Jonathan Hayes
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Subject: School is Easy Updates - May 2024

Hi all

Please find our School is Easy updates for **May 2024** 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 any questions about this month's content, please reach out to me at jon.hayes@schooliseasy.com.

May 2024

Franchisee Success!



Congratulations to **Giorgia Gullino** (SIE Richmond) who hit 2 milestones in her business recently.

- Following a record 2023, Giorgia has started 2024 in the same vein, with 1st quarter revenue growth of a whopping 40%!
- March was also Giorgia's most successful month ever as a School is Easy franchisee, when she set a monthly revenue record for her business.

What a fantastic start to the year Giorgia! We hope the remainder of 2024 is just as successful!



School is Easy Tutor Interview



Our first School is Easy tutor interview is available in the blog section of our website and across all of our socials! Congratulations to [Craig Rudolph of SIE Edmonton](#) for coordinating this article with the Marketing team. Craig's tutor Kathryn does a great job talking about the positive effects of using technology to augment teaching and learning in tutoring.

Click the images to access the interview and use it across your marketing.

School is Easy Tutoring
5 April · 🌐

In this article, Tutor Kathryn Fisher of [School is Easy Tutoring](#) explores the effective use of technology in tutoring sessions.

Discover how integrating proven tutoring techniques with modern technology can enhance the effectiveness, engagement, and accessibility of tutoring, ultimately leading to improved learning outcomes for students.



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Kathryn: I stay informed about new developments and innovations in educational technology through my work as a TA at the University of Alberta and my previous role at the University of Toronto. The syllabus is created by professors who are at the forefront of language education and technology integration. I incorporate the tools and techniques they use if they align with my tutoring approach. While technology is not the primary focus in language lessons, I am open to adopting new tools and techniques that enhance the learning experience for my students.



DISCUSS ANY CHALLENGES OR CONSIDERATIONS YOU'VE ENCOUNTERED IN IMPLEMENTING TECHNOLOGY IN TUTORING, AND HOW YOU'VE OVERCOME OR ADAPTED TO THEM FOR THE BENEFIT OF YOUR STUDENTS.

Kathryn: Initially, I had reservations about using technology in my tutoring sessions due to my preference for traditional

Tutoring photos needed!



We need pictures of your live tutoring sessions with students please! [Send us your tutoring photos!](#)

This type of organic photo content will help the Marketing team to generate more visits to your websites and social pages, meaning more leads!

Please either ask your tutors to take some snaps during their sessions (with parental permission of course), or why not go along yourself and take some great shots. Use the link above to submit all pictures, or you can send them directly to me at jon.hayes@schooliseasy.com.

The Art of Flyer Distribution



I have been hearing lots of great success stories about flyer and door knocker distribution recently! Please take advantage of our user guide “[The Art of Flyer Distribution](#)”, which explains exactly how to maximise your opportunity when delivering marketing collateral to homes. The guide applies to any form of marketing collateral you choose to distribute, and there are accompanying video guides available in the help centre. Let me know if you would like support embedding this activity into your community marketing campaign.



Social Media – The Art of Tagging



Social media is a powerful tool for promoting your School is Easy business and connecting with your customers, schools and people, while promoting your location, tutors, and services. Utilizing strategic **tagging** can significantly enhance your online presence and engagement. [This article](#) gives you everything you need to know about tagging to boost your social media presence!

School is Easy Partners Guide to Strategic Social Media Tagging

Social media can be a powerful tool for promoting your School is Easy franchise and connecting with your customers, schools, and people while promoting your location, tutors, and services. Utilizing strategic tagging can significantly enhance your online presence and engagement. But it also comes with some challenges and risks, especially in 2024 when the online landscape is constantly changing and evolving.

Are you ready to take your social media game to the next level? Well, you're in the right place because today, we're diving into the wonderful world of tagging. Tagging isn't just about adding names; it's an art that can boost your business's visibility, engagement, and overall online presence. So, let's get started!

KNOW YOUR AUDIENCE LIKE YOU KNOW YOUR MORNING COFFEE ORDER!

Tip #1: Know Your Audience:

Understanding your followers' preferences helps you tailor your tags to what they'll find interesting. Whether it's industry influencers, loyal customers, or even fellow schools, strategic tagging can help you connect with the right crowd.

Tip #2: Be Selective with Tags:

It might be tempting to tag every account remotely related to your business, it's crucial to be selective. Tagging should feel like a friendly invitation, not a bombardment. Focus on accounts that genuinely align with your content and mission.

ETIQUETTE ALERT: AVOID SPAMMING!

Avoid spamming! Nobody likes to be bombarded with notifications.

Tip #3: Mix It Up:

Variety is the spice of life, right? The same goes for social media tagging. Don't limit yourself to just tagging individuals; explore opportunities to tag locations, events, or relevant hashtags. This not only diversifies your content but also broadens your reach.



For one-to-one support growing your business, please reach out to me by phone or email.
Look out for our June update!

Kind regards
Jonathan.



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