

Jonathan Hayes

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

Hi all

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

April 2024

Community Marketing – Boost your leads during exam season!



Exam season is here again and it's therefore the perfect time to double-down on your community marketing activity, in our busiest period of the year. We have a wealth of support material available in the *Help Centre* ([click HERE](#)) including 2 new guides outlining the School is Easy community marketing process.

The [written guide](#) summarises community marketing, 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.

Take advantage of ALL support resources to build a robust CMA campaign and generate more leads and visibility for your business.



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.





New School is Easy Blogs



Some fantastic new blogs from the Marketing team are available NOW! Read our two latest articles by clicking the images below and use them in your marketing campaigns!



Study Success: Practical Strategies for Overcoming Common Study Challenges

 School is Easy Tutoring  March 27, 2024

Study Success: Practical Strategies for Overcoming Common Study Challenges



Teaching Kids About Space Using Movies

 School is Easy Tutoring  March 25, 2024



All of our blog content is available on the School is Easy website [HERE](#). Share them across your social media platforms, newsletters, and other communications with parents, tutors, students and schools!

Photo Submissions – Tutoring photos needed!



We are still in need of great tutor/student photos. [Send us your tutoring photos!](#)

Please ask your tutors to take some snaps during their sessions (with parental permission of course) and use the link below to submit them. (You can also send pics to me by email if easier at jon.hayes@schooliseasy.com). Our wonderful Marketing team will work their magic on social media to generate more visits to your websites and social pages, meaning more business for all of us!

Picture Examples:



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 our May update!

Kind regards
Jonathan.



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