

## Jonathan Hayes

**From:** Jonathan Hayes  
**Sent:** 01 July 2024 14:20  
**Subject:** School is Easy Updates - July 2024

Hi all

Please find our **School is Easy** update for **July 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](mailto:jon.hayes@schooliseasy.com).

## July 2024

### Get Started with Google *Pay Per Click* Advertising



Please take a look at our two Google ads guides from the recent [Summer Toolkit](#). The guides explain how to get started and supercharge your business with Google paid advertising.

*Pay Per Click* ads are the ones we see at the top of Google search results, every time we make a web search. These listings are the ones parents will see first, when searching for educational support in your territory (especially when school starts again in September!) Google ads are therefore a valuable lead generation source in our business and the guides will help get you up and running. Click the thumbnail images to download and reach out to me for help getting started.



## Event Prospecting



Now that eventing season is in full swing, take advantage of “**Event Prospecting**” to boost your event numbers over the summer period.

Event prospecting can provide us with a high volume of (often FREE!) event opportunities in our territories, simply by getting out and visiting prospective partner venues (such as health clubs, gyms, bowling alleys, sports clubs, rec. centres, soft-plays, trampoline parks, swimming pools, cafes, etc.) Negotiate either a one-off pop-up event, or a longer partnership opportunity, with the business owner or manager.

Why not push yourself outside of your comfort zone this summer and book some extra events to increase your leads!



## Marketing Request Form



Please use our [Marketing Request Form](#) for any submissions or updates required from the Marketing team. Whether it's a website update or general marketing support, simply fill out the form with a brief explanation of what you need and the team will get back to you straight away. The form lets you attach any files you need to send and there will be a log of your request.

Click the thumbnail below and save the form page to your browser as a favourite!

## Back To School/Enrolment Campaign 2024



### Not Long To Go!

Start building your “Back to School” enrollment campaign NOW and take advantage of extra revenue in August/September.

Georgia Gullino (SIE Richmond) had fantastic success with this exact campaign last year, generating an additional **\$21,000 in sales**. Take a look at the full campaign guide here – [BACK TO SCHOOL CAMPAIGN GUIDE](#). The campaign is pre-packaged and has the potential to generate lots of extra revenue right at the start of the academic year. To book a training session on how it works, contact your support manager.

#### BACK TO SCHOOL CAMPAIGN SEP 2023

CLIENTS EMAILED	280	
UNSUBSCRIBED	40	
EMAILED OPENED	50%	
ACTIVE PHONE CALLS	125	
NOT REACHED	100	
PACKAGES SOLD	7	4X70,1X56,2X44
<b>TOTAL SALES</b>	<b>\$21,060</b>	
TOTAL HOURS SOLD	424	240 in-home 184 online
TOTAL FREE HOURS	54	\$1,435 (6.81% of total sales)
TUTOR COST TOTAL	\$11,370	54%
GROSS PROFIT	\$9,690	46%
EFFECTIVE MARKETING COST (already accounted for in total tutor cost)	\$1,435	6.81%
ROYALTIES	\$2,106	10%
NET PROFIT	\$7,584	36%

## Marketing Toolkit – Summer 2024



A reminder about the SIE Summer 2024 Toolkit, which is available for download in the School is Easy [Help Centre](#).



## New Summer Lawn Signs



Our new summer lawn signs are now available in the [Help Centre](#)! A huge thanks to Andrew Pugsley for creating these for us so quickly!

Use lawn signs to boost leads AND visibility during the summer period while you have more time to engage in marketing activity. Add lawn sign distribution as a regular activity in your CMA campaigns and planners. If you would like help creating a CMA planner and a marketing budget planner, contact your Support Manager to book a session.



## Sports Club Partnerships



Please take advantage of our comprehensive “*Sports Club Partnership*” user guides, to plan your campaign. We have a written guide AND a two-part video guide, to help you embed this valuable activity into your community marketing. As always, please contact your support manager for help planning this activity.

- [Written Guide](#)
- [Video Guide: Pt1](#)
- [Video Guide: Pt2](#)



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

Kind regards  
Jonathan.



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