

## Jonathan Hayes

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**From:** Jonathan Hayes  
**Sent:** 02 January 2024 18:24  
**Subject:** School is Easy Updates - January 2024

### Happy New Year!

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

### January 2024

#### Franchisee Success!



Congratulations to **Sina Mahabadi** (SIE Burnaby, North Vancouver, West Vancouver) who has made a fantastic new promotional video for his social media platforms and his School is Easy website! Video content is so valuable in engaging prospective clients and is a proven way of generating new leads and enrollments for our business. Great work on all of your progress to date Sina. We are looking forward to hearing all about your future successes!

View Sina's video here -



#### Community Marketing Activity



It's the perfect time to double-down on your community marketing activity, as we build towards our busiest period of the year. We now 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.



## New Year Promotional Campaign



It's not too late to use the School is Easy "*Back to School*" promotional campaign as children return to school after the Christmas holidays!

This is a "campaign in a box" and can be adapted for use all year round. The new year period is a great time to run this promotion and it has seen huge success in the past.

Many of the students and families in your territories will be gearing up for extra support early in the new year as we approach exam season, so why not get out in front of them with this promotion!

This campaign generated over **\$21,000** in sales for one of our franchisees in September! Contact me for more information and full campaign resources [jon.hayes@schooliseasy.com](mailto:jon.hayes@schooliseasy.com)

# School is Easy TUTORING



## FREE Tutoring Hours until Friday 26th August!

With the school holidays at an end we are once again concentrating on school, college, or university.

Planning for a successful new school year has begun.  
To help your child get back up to speed and improve those all-important grades, School is Easy Edmonton is giving away FREE tutoring hours when you enrol or renew one of our popular packages until Friday 26th August 2022.

Take advantage of our free tutoring hours  
TODAY:

## Update From The Marketing Team



**Capture the Moment!** The Marketing Team is on the lookout for your snapshots! Share your photos effortlessly through our user-friendly submission form. We're crafting creative assets and resources using your pictures for you to use in your digital marketing campaigns, locally, on social, and in your traditional marketing endeavors. What's more? We'll sprinkle a touch of fun across SIE's social media channels, directing traffic and engagement straight to your local social accounts and web pages. Let's make your community buzz with your captivating visuals! 🚀

**Marketing Assets + Social Media Shout Outs:** If you're interested in our upcoming social media shout-outs and marketing materials, simply share authentic photos with us, and we'll handle the rest! Whether it's everyday learning, images of your tutors, SIE branding, or achievements big and small — we want to see it! Videos are also warmly welcomed.

Engage more deeply with our target audience by participating in this initiative. Let's bring authenticity and real connections to the forefront of School is Easy's digital presence!

**Photo Submission Form, [click here](#)**

### Picture Examples:



## Marketing Toolkit – Spring 2024



Don't forget about our [Spring 2024 Marketing Toolkit](#)

This edition of the toolkit includes a selection of new marketing resources, including some great how-to guides/videos on community marketing, schools marketing and some handy tips for maximising your presence on digital platforms. It also includes information on our new digital advertising partner and our new promotional items vendor, as well as our new blogs, vehicle wrap catalogue and a host of great social media content! The new toolkit is available for download from the School is Easy [Help Centre](#).



We are excited to present the new School is Easy Marketing Toolkit – Spring 2024. In this toolkit, you'll find a collection of valuable marketing resources to help drive leads and visibility in your business. This includes content and information for use in both your community marketing campaigns and your digital advertising.

#### What is a Marketing toolkit?

Three times a year, we release a collection of resources to assist you in marketing your School is Easy business. We package these materials together into toolkits and release them to you ahead of each new school semester/term. Toolkits allow you easy access to valuable School is Easy content, for use in your marketing campaigns throughout the year. All toolkit resources are accessible via the SE Support Centre and they are easy to store locally on your hard drive, for quick access. Toolkit resources and themes may vary from one release to the next, based on new program launches, availability of new content, our strategic priorities, or feedback from the network.

#### In this Marketing toolkit you will find:

- New Digital Advertising Partner
- Community Marketing Guides
- Schools Marketing Process
- Image-One Uniforms
- Car Wrap Brochure
- Photo Submission Form
- How to Guides
  - Creating a Google Business Profile
  - From Likes to Leads: Facebook and Instagram integration for Business
- Lawn Signs
- New Blogs
- Social Media Templates

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 the February update!

Kind regards  
Jonathan.



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