

Jonathan Hayes

From: Jonathan Hayes
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Subject: School is Easy Updates - September 2024
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Hi all

Please find our **School is Easy** update for **September 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.

September 2024

Franchisee Success!



Congratulations to **Craig Rudolph** (SIE Edmonton) who completed his 36th (!!!!!!!!!!!) School is Easy event of the year on Friday evening! (see the SIE Edmonton Facebook page for photos!)

Craig has always made events a central part of his community marketing strategy and as a result, he sees a high volume of new client leads, tutor hires and brand awareness come from events alone. Fantastic work Craig, I can't wait to see what your grand total is at the end of the year!



School is Easy photos/video needed!



We urgently need organic pictures and video footage of your business! [Send us your photos and video!](#)

We are desperate for this type of engaging content because it is so valuable in helping the Marketing team generate visits to your websites and social pages - which means more leads for all of us! Unfortunately, we really struggle for great “real-life” content in School is Easy, so we often have to rely on stock images which Google ranks lower than quality organic content.

So any pictures/reels/videos that you or your team can create (tutoring sessions, activity in your community, check-ins, etc.) will help the whole network!

Use the link above to submit, or you can send them directly to me at jon.hayes@schooliseasy.com.

New Marketing Assets



The Marketing Team has been hard at work creating brand new marketing assets for the School is Easy family. Content includes 2 new articles, new bespoke images for promoting back-to-school excitement, and printable/downloadable resources, along with images to promote them. (content is also attached)

Brand New Articles

1. **SIE article:** Back-to-School 2024: Your Complete Preparation Guide
URL: [click here](#)
2. **SIE article:** Gear Up for Success: Fun Back-to-School Activities to Kickstart the Year
URL: [click here](#)

New Custom & Sleek Graphics

New custom and sleek images for promoting back-to-school excitement:



New Custom Graphic Assets

Collateral to promote the article with downloadable printable files:
2 options



Downloadable/Printable Files

Resources that you can download, print, and enjoy!



List of Files

1. Bingo Challenge: Breaking the Ice with Fun
Free resource/download: [click here](#)
2. All About Me Worksheet: Celebrating Individuality
Free resource/download: [click here](#)
3. Back-to-School Quiz: Priming Minds for Learning
Free resource/download: [click here](#)
4. Back-to-School Word Search: Fun with a Purpose
Free resource/download: [click here](#)

Event Prospecting



Perhaps you've been inspired by Craig's eventing success. If so, event season is still in full swing, so take advantage of "**Event Prospecting**" to boost your event numbers as we head into the busy back-to-school period.

Keep an eye open for the new *Eventing Guide* being released in the next SIE Toolkit!

Event prospecting can provide a high volume of (often FREE!) event opportunities in your 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 and book some extra events to increase your leads!



Get Started with Google *Pay Per Click* Advertising

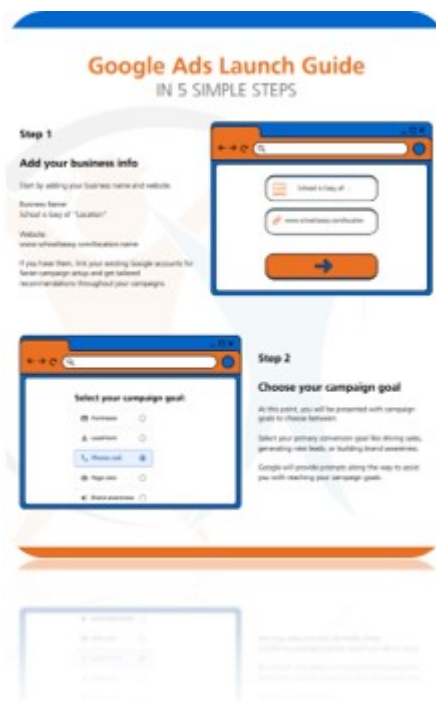


There has been significant interest in PPC advertising since we released our how-to guides in the July update.

If you haven't done so already, take a look at our two Google PPC advertising guides in the [Summer Toolkit](#) and learn how paid digital advertising can drive more leads in your business.

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 AND click on 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 and the guides will help get you up and running.

Click the thumbnail images below to download them and reach out to me for help getting started:



For one-to-one support growing your business, please reach out to book a call with me.
Look out for our October update!

Kind regards
Jonathan.



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