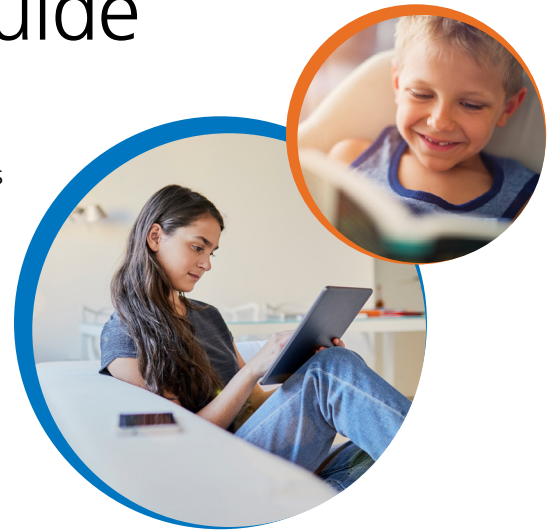


School is Easy Events Guide

Overview

This is a guide to running School is Easy community **“events”** to drive leads and enrollments in your business. It outlines the process for running an event and highlights the benefits of embedding regular event activity, in your wider community marketing campaign.

Community marketing activity is the foundation of your School is Easy business. It is one of **our two pillars of lead generation** and can be regarded as the platform that everything else in your business is built on. A well-balanced and robust community marketing campaign, will generate direct leads and visibility for your business, whilst also driving customers towards your online presence, such as your digital advertising (PPC), your School is Easy website and your social media platforms.



Events are an important part of this foundation. Engaging in regular, well-planned events throughout the year, is critical to the success of any community marketing campaign. Eventing is a versatile marketing activity, because it provides a variety of benefits.

Events enable us to –

- generate high-quality leads
- create great visibility for our brand in the communities we serve
- speak with prospects face-to-face, about exactly what we do
- conduct other marketing activities such as flyers & lawn signs, (close to event locations)
- run promotions such as free prize draws, educational competitions, special-offers/discounts/incentives (such as money off, or free tutoring hours)
- recruit tutors into our business
- develop valuable business partnerships
- **position ourselves as the go-to “local tutoring provider” in our communities**

What is a School is Easy Event?

Events have a very broad definition in our sector. At School is Easy, we define an event as any opportunity we have to put up our table (and gazebo if possible!) and interact with members of the public – **simple!**

We often think of events as large, expensive affairs, such as a state fair, a large education convention, or paid for event space in shopping malls or supermarkets. That type of event is great and will certainly provide many of the valuable marketing opportunities listed above, including leads. However, the reality is that a large proportion of School is Easy events are simple **“pop-ups”** at local venues, such as health clubs, gyms, bowling alleys, sports clubs, rec. centres, soft-plays, trampoline parks, swimming pools, cafes, etc.

This type of smaller pop-up event is valuable for many reasons –

- they are unexpected and unique
- often you are the only vendor/stand at the location
- they are usually low cost or free
- they can be targeted at smaller specific audiences
- you may even be the first vendor the business has offered event space to!

So, understanding that an event doesn't have to be a large, expensive, (daunting!) activity, opens the door to filling our marketing planners with lots of valuable, low cost, lead generation opportunities!

Event Prospecting

Now we know what an event is, it is important to understand that by definition, we have easy access to a high volume of prospective event opportunities in our territories.

This is achieved through “**event prospecting**”, which is the act of visiting prospective event venues (local businesses – see examples above) and negotiating either a one-off pop-up event, or a longer partnership opportunity, with the business owner or manager.

Event prospecting is a community marketing activity in itself, and it should be included as a regular feature of your activity planning. You will find that as you become experienced at event prospecting, many of the events you negotiate will be free of charge. Businesses will see value in partnering with a respectable service provider, such as an academic tutoring company. They will see value in offering tutoring services to their clients and staff and the goodwill that will generate. They will also often recognise the good “**business sense**” in helping another small business like their own, who may in turn help them out in the future.

We are also able to offer discounts, preferential rates and free tutoring hours to the clients and staff of businesses who partner with us, as an incentive. We can even offer businesses a percentage of any revenue we earn from their clients, in return for event space. All of these incentives are attractive to potential event partners.

Events are an important part of this foundation. Engaging in regular, well-planned events throughout the year, is critical to the success of any community marketing campaign. Eventing is a versatile marketing activity, because it provides a variety of benefits.

Discounts Explained

Although a discount is a cost to your business, in the case of event prospecting, discounts actually replace any marketing cost we would ordinarily have incurred, in generating any leads/enrollments. For example, if you would ordinarily have paid \$100 for a stand at an event, and you negotiate an event at a sports club and provide them with 5 free hours of tutoring (at \$20 per hour tutor cost), then the marketing cost is actually the same for both events. Any leads you generate would have cost you \$100.

It is also worthwhile considering what your average cost per lead and cost per enrollment figures are. Once you understand these numbers, you can set your discounts and incentives in line with these costs.

Lead Generation

Although events provide many benefits for our business (see list above), lead generation is by far the most important. So, whenever you plan an event, consider how you will maximise the volume of leads you obtain.

Make lead generation a priority for every event, no matter the size, cost, or location. On average, you should aim to generate 4-6 good quality client leads per event. It is easy to track these lead numbers in your **Easy 500** spreadsheet and you should also track other useful data such as your event name, type, location, date and cost, so you can track your ROI and have access to a record of all your best events, for future reference.

As per the School is Easy [community marketing guide](#), you should aim to run one event per week, per territory, alongside your requisite weekly hours for other community marketing activities. Therefore, if your event booking and planning is on point, your minimum annual lead target for events in a single-territory business, should be **200 (50 events x 4 leads per event)**.

Activity Planning

Events fit very nicely into your wider community marketing activity campaign, as they often take place at weekends. Get into the habit of researching, prospecting and booking events as far in advance as possible, in order to maximise your planning time (see section '**Planning Your Event**').

Scheduling events well in advance will also relieve pressure when it comes to fulfilling your event quota of one event per week. The longer you go without booking events, the harder it becomes to hit your annual goal of 50 events and achieve the necessary leads.

So when planning events, it is a good idea to use two types of planner –

1. An annual event calendar to enter larger events that you have booked further in advance
2. Your weekly CMA planner spreadsheet to plug in weekly events which may be scheduled with less notice

The annual calendar provides a handy overview of events on the horizon and gives you a high-level view of how many additional events you need to book, to hit your annual target. Your weekly CMA planner provides the rolling weekly view of all requisite community marketing activity to achieve your Easy 500 target, hit your annual goals, and stay on track with any lead generation or marketing activity goals you may set from week to week.

Planning Your Event

Once you have booked/paid for your event, it is important to plan it well. Use the following checklist as a guide to ensure you maximise the opportunity.

- **Staffing** – Do you need support to run your event? Would an extra pair of hands help you to capture more leads and talk with more prospects?
- **Lead generation targets** – What would you class as a “worthwhile” outcome? How many leads do you need to generate from your event to hit your targets?
- **Lead capture** – How will you record prospect contact details? (paper form, digital) What details will you collect? Ensure you get a contact telephone number.
- **Book consultations on the spot** – Plan not only to have meaningful conversations, capture leads, conduct marketing activities and develop partnerships, but also to book consultations if prospects are open to it. (Don't wait)!
- **Print collateral and promotional items** – These are standard items for any event and should be ordered well in advance. As well as needing enough items to keep your stand full all day, consider other marketing activities you may conduct before, during and after your event, such as extra flyering, lawn signs, posters, business visits, etc.
- **Elevator pitch!** – Know what you are going to say to people to grab their attention in the small amount of time you have available. Practice your 30-60 second “elevator pitch” in the mirror until you are confident with it.
- **Event kit** – Will your venue provide a table? What event hardware are you permitted to use? (tent/gazebo, wrapped vehicle, feather flags, roller-banners, signs, print/promo stock, supplemental items such as games/toys/food, to attract people to your stand).
- **Special activity** – Plan an activity to attract children/attendees to your stand. This could be a “spin the wheel”, an educational game/activity, or even a prize draw where you obtain lead details from attendees in return for them being entered into the draw.
- **Supplemental marketing activities** – As with all community marketing, maximise your opportunity by conducting as many supplemental marketing activities as possible. Think along the lines of school radius marketing – flyer the whole event, put up lawn signs/posters in the vicinity, conduct business visits and residential leafleting at any homes and businesses close to the event location, before and after the event.

- **Promote your event** – Ensure you promote your event as widely as possible to generate engagement. Use your social media channels, mailing lists and any free local marketing streams, to invite people and create awareness. Why not create a promo video or reel?
- **Setting up / packing away** – Plan your time well. How long will it take to set up, when should you do it and will you need help? How will you transport your event kit to venue?
- **Scheduling** – What other business activities will you need to move around in your diary to fulfil your event commitment? Who will respond to other leads, customer enquiries, and tutor issues when you are busy during your event? If your event is cancelled, what marketing activities will you replace it with to ensure you hit your lead goals?
- **Plan your promotions / special-offers / competitions ahead of time** – Know what discounts and incentives you are willing and able to offer people, before your event begins. Understand your business numbers and how much you can afford to give away.
- **Plan your event lead follow up strategy ahead of time** – When/how will you follow up your leads? Work on your telephone pitch (the chances are you spoke to leads in person at the event, so it will be a different conversation than usual).
- **Rebooking** – Should you speak to the organiser on site to book your ideal pitch for the next event? Can you negotiate better terms with them if you re-book on the day?
- **Policies and documentation** – Ensure you have all your ducks in a row when it comes to health & safety, accessibility, data protection and safeguarding. Wherever possible, have your policies to hand, so you can produce them if requested.

Event lead follow up

Speed-to-lead is an essential function of any business to maximise conversion. Following up event leads is no different. Plan your lead follow up strategy with the same level of detail as your lead generation. The disadvantage we sometimes have with event leads, is that we often need to wait for the event to finish (especially if we are working it alone), before we can start our lead follow up. Consider using a member of staff to assist you with this.

In order not to miss out on valuable leads, plan carefully and then commit to all necessary follow up work, to give yourself the best chance of converting as many leads into consultations as possible (think E2!)

Lead follow up actually starts from the moment you capture a lead and it requires action right through to the point at which a prospect either says “no”, or you book the consultation. When planning your lead follow up, ask yourself key questions such as, who will conduct the follow up? What contact methods will you/they use? How soon will you contact a lead after to receive it? What will you say to prospects on the phone to book the consultation (elevator pitch)? When will you book consultations into your diary? Use the information you gather in the lead capture process to improve your chances when speaking with prospects on the phone. Student age, school grade, subjects needing support, interests/goals, are all useful pieces of information.

Lead follow up process

Add all event leads to your master contact list and to your Easy 500 spreadsheet

- Follow up with all leads immediately (same day) by doing both of the following:
 1. Follow up phone call – this is the most important part of your lead follow up
 2. Send a message, email, or text (you may choose to send a group communication during the event or immediately afterward)
- Call leads on the phone as soon as possible (phone is ALWAYS best in sales and speed-to-lead is essential). You won't sell anything by email alone and if you leave your follow up calls too long, the chances of converting them will be significantly lower
- Follow up with an “event-only” special-offer (make attendees feel special!)

- Further call(s) to all leads who you have not connected with. Keep calling leads until you either make contact, or you can reasonably assume they are not interested. If it's the latter, do not remove the lead details from your contact lists, as they may be interested in the future, or happy to provide a referral
- Book in-home consultations with prospects rather than online, wherever possible. When you complete the consultation, record it in your Easy Numbers spreadsheet
- Ask prospects for referrals (whether they book a consultation or not!)
- Include all leads in your generic promotional contact emails/messaging

Sourcing Event Materials

It is important to be able to get hold of event items at short notice. You need to know that any materials you order will be high quality and arrive on time, for whatever marketing activity you have planned.

Event materials can be anything from your actual event kit (tablecloth, tent, feather flags, roller-banners, leaflet stands), to print collateral and promotional items, such as flyers, postcards, bookmarks, mugs, rulers, fidget toys, etc...

School is Easy uses partner vendors for this type of material order, to ensure brand standards are maintained across the network:

- [Safeguard](#)
- [ImageOne](#)
- [Vistaprint](#)

The design files for various marketing materials can be found in the School is Easy Help Centre and you can work with your support manager to enquire about producing new items/designs, if you feel these would benefit your business. Always ensure marketing materials are approved by the Marketing Team before going to production. You can use this [marketing web form](#) to get approval on any designs and to enquire about creating new ones.

Summary

Use community events as a low-cost means of driving leads and visibility in your business. Work with your support manager to build a healthy event schedule into your wider community marketing campaign and set goals around lead, consultation, and enrollment generation. Use your **Business Performance Accelerator** tools to track your lead streams and fundamental numbers, and measure the impact of activities like events on your business.

For more information on running events in your business, book a call with your School is Easy support manager today.



School is Easy
TUTORING

schooliseasy.com