

Jonathan Hayes

From: Jonathan Hayes
Sent: 05 November 2024 18:06
Subject: School is Easy Brand Update - November 2024

Welcome to the **School is Easy** brand update for **November 2024**.

Our monthly emails are designed to keep you in the loop with new network info and updates. If you have any questions about this month's content, please reach out to me at jon.hayes@schooliseasy.com.

November 2024

Franchisee Success!



Huge congratulations to **Sina Mahabadi** (SIE Burnaby/North Vancouver/West Vancouver).

During the summer, Sina set himself the goal of improving his business's digital presence. Over the next 3 months, Sina proceeded to revamp his social media pages and as a result has achieved a significant uptick in his likes and followers. Sina's Facebook page has gained nearly 1000 likes & followers to date, with his Instagram account at nearly 2,300 followers! Both platforms now see a healthy mix of engaging content on a regular basis and this increase in marketing activity has led to more leads and enrollments for Sina's business, right at the start of the new school year.

Great work Sina, let us know when you get to 1000 followers on Facebook!



New Marketing Resources Available



Visit the School is Easy Help Centre to access our brand new marketing materials.

As part of our ongoing efforts to support your success, we have created a host of new School is Easy marketing assets to assist in your community marketing activity. Resources include new **flyers, posters, lawn signs, presentation folders, door hangers, tearaways, bookmarks, gift certificates**, and more!

Our Help Centre now boasts an impressive number of marketing resources for your print and digital marketing needs. All marketing resources can be found in the *Lead Generation* category of Help Centre, with the print marketing materials located in the “[Collateral & Templates](#)” section.



NEW! Events Guide



Our new School is Easy [events guide is here](#) and available for download in the *How-To Guides* section of Help Centre.

The guide outlines the step-by-step process for running events and highlights the benefits of embedding regular event activity in your wider community marketing campaign. Events are a highly effective and low-cost source of direct leads for your business, and they also drive customers towards your online presence, such as your digital advertising, your School is Easy website and your social media platforms.

Contact your support manager for help building an events program.

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!



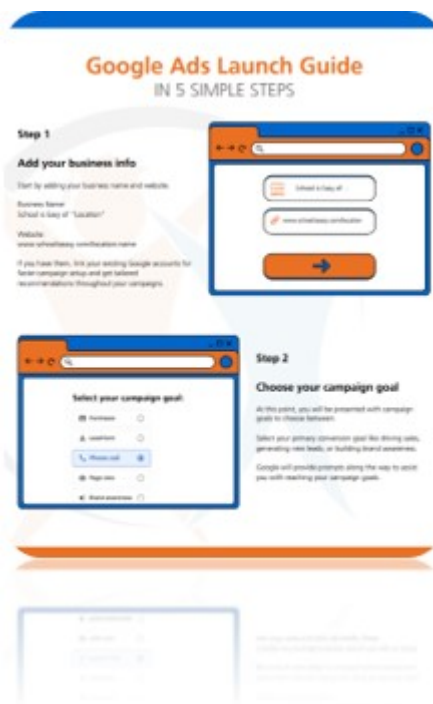
Get Started with Google Pay Per Click Advertising



If you haven't seen our 2 new Google advertising guides yet, take a look today for info on getting started.

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. In our industry, Google ads are a valuable lead generation source and our guides will help get you up and running.

Click the thumbnail images below to download the guides and reach out to your support manager for help getting started.



Tutoring photos needed



We urgently need pictures of tutoring sessions! [Send us your photos and video!](#)

We are still in need of pictures of your tutors/students for the School is Easy network. Unfortunately, we are still heavily reliant 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 benefit our network!

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

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

Kind regards
Jonathan.



Jonathan Hayes
Franchise Development Manager
School is Easy

+44 (0)7986 484332
jon.hayes@schooliseasy.com
www.schooliseasy.com