

Jonathan Hayes

From: Jonathan Hayes
Sent: 01 October 2024 19:34
Subject: School is Easy Brand Update - October 2024

Hi all

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

October 2024

Franchisee Success!



Huge congratulations to **Giorgia Gullino** who has completed her second straight *Back to School* enrolment campaign. Giorgia secured 8 new enrolments with this year's campaign, totalling 208 hours of tutoring and \$11,592 of sales. Great work Giorgia! The campaign is pre-packaged and has the potential to generate significant revenue right at the start of the academic year, (or even ahead of the Spring term!) For full information on how it works, book a support session today.

Take advantage of our free tutoring hours
TODAY:

60 hour enrolment - 5 FREE HOURS!
50 hour enrolment - 3 FREE HOURS!
40 hour enrolment - 2 FREE HOURS!
30 hour enrolment - 1 FREE HOUR!

Enrol Now

DOUBLE YOUR FREE HOURS WITH ENROLMENT!

When you enrol or renew, and pay in full, you
DOUBLE your number of FREE hours. You can start tutoring right
away or arrange to start at a later date (before 31st January 2023).

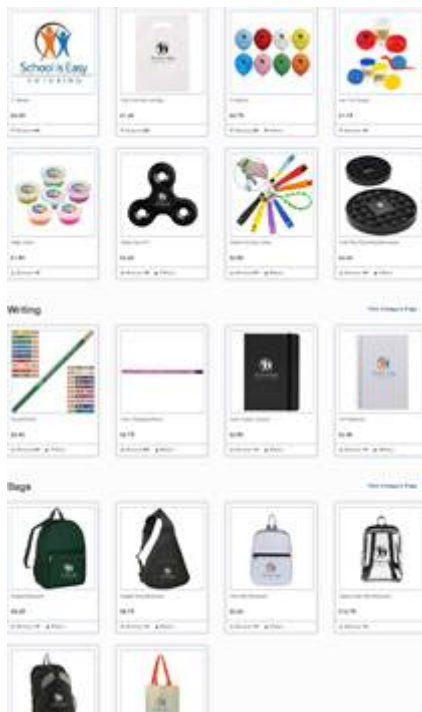
For example, if you enrol in a 60 hr package and pay in
full by August 26th, you will receive
**10 FREE hours instead of 5, giving you a 70 hr
package!!!**

School is Easy Store



Visit the School is Easy Store in the Help Centre to order brand approved marketing materials, apparel and promotional items for your business!

As part of our ongoing efforts to support your success, we have created a website exclusively for School is Easy franchisees. This platform has been designed to streamline your ordering process for promotional items, making it easier than ever to enhance your brand presence and drive more leads to your business. Click the image below or search “Store” in the [Help Centre](#).



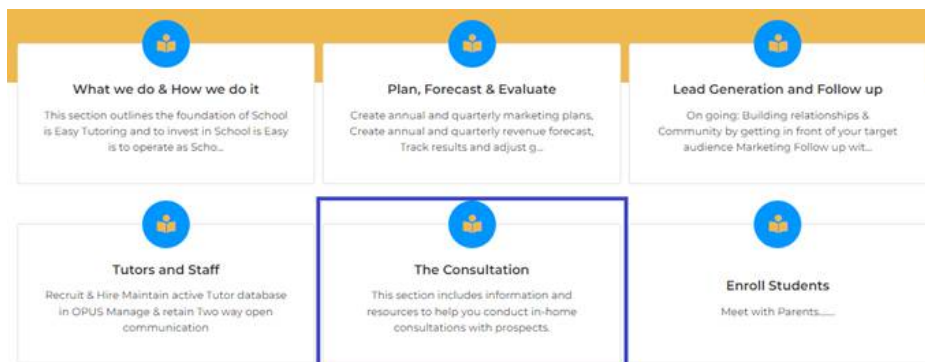
Consultation Resources



All of our updated Consultation resources are available for download now, in the **School is Easy Support Centre**. Resources have been split into two categories –

- 1) **The School is Easy Consultation** – resources to help you learn how to deliver an effective consultation
- 2) **The Consultation Pack** – documents to create your School is Easy *consultation pack*

Click the image below to access the consultation folder in Support Centre. Book a session with your support manager to work through any of the new materials and drive more enrollments in your business.



Schools Marketing Guide



The new semester is well under way and many of you will be connecting with schools as part of your marketing campaigns. It's the ideal time to review our [Schools Marketing Guide](#)!

Our written guide and video guides are available in the Help Centre and they can also help you to break through with local businesses. The process is designed to be used all year round and you can work with your support manager for ways to build this marketing stream into your business.

Schools Marketing Process

Overview

The process below outlines the steps to follow in order to forge valuable, lasting relationships with schools in your territory. The aim is to create a rota (incorporating every school available to you), which enables you to have manageable, regular interaction with all of your schools. The long-term goal is to position ourselves as a "trusted community partner" in order that:

- Schools view us as a valuable educational partner and resource
- Parents view us in the same light as they view their child's school

Your schools marketing process is a valuable piece of the community marketing activity that your business is built upon. You should embed it into your broader CMA programme, just like your other ongoing activities (e.g. mentoring, tutoring, learn-to-earn, business acts, etc).

Process

1. Create a definitive target list of all schools in your territory and start by researching the 'key person' details for those schools (e.g. Head/Deputy Head Teacher, SENCO, Careers Conciliar, Head of Funding (e.g. Pupil Premium) etc.) Group these schools into manageable chunks and draw up a rota that will allow you to engage with them consistently. (See example rota below)
2. Create your 'Schools Information Pack' with the relevant SIE print/promo collateral (Folder, cover letter, business card, flyer, bookmark, pen, academic value add e.g. a study tips guide) and post them directly to the key individuals you have identified within your first group of schools.
3. Conduct your 'in 'walk-in' school visits, to your first group of schools, with the same pack you sent them in the post - ask to speak with those key individuals, if unavailable for a meeting there and then, ask for their details so you can send them "further information". (Also, ask for contact details of the PTA head). Leave the pack(s) for them and some goodies with the office (pens, bookmarks, leaflets, sweets etc.) But don't ask them for anything else at this stage - your mind-set should be "what can we do for this school?".
4. Follow up your first round of walk-in visits and postal packs with an email pack, to those same key people. Maybe include some useful links in your email (e.g. SIE website, SIE testimonial video, SIE FB page, any 3rd party validation from schools SE has worked with, links to useful content/information that promotes/explains private tuition in schools, UK examples - Education Endowment Foundation, Sutton Trust, gov websites, etc.)
5. Make follow up phone calls to every key individual for whom you managed to obtain a direct contact telephone number - contact numbers are extremely valuable.
6. Make your 2nd (follow up) visit to your group of schools, 2 weeks later. Use the same schools pack but take different goodies, this time for the staff (e.g. coffee and cake for the staffroom and a few copies of our Study Tips Guide - 1 for each class).
7. Create and run a standalone schools campaign to run alongside the above process. E.g. a 'Stock the fridge' competition, a summer reading challenge, or a free tuition hour / after-school club competition. These types of 'school appreciation' activity/promotions are popular and can be used to gain contact details in order for schools to be entered. You can include every school in your territory(s). (For details of the schools in your territory, submit a support ticket to request your territory map(s) information).

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.

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](#)

Social Media – Connect Your Facebook and Instagram Accounts



Connecting your School is Easy Facebook Page and Instagram Profiles, offers several benefits for your business. Both platforms are owned by Facebook and their integration can enhance your online presence and marketing efforts. The [Summer 2024 toolkit](#) contains the guide.



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

Kind regards
Jonathan.



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