



School is Easy Back to School 2025 Toolkit

- Summer 2025 Toolkit Reminder
- New Stock Photos
- Social Media Graphics
- Google Ads Guides
- Social Media Audit + Cascading Feature
- Photo Submission



School is Easy
TUTORING

schooliseasy.com

School is Easy Tutoring Marketing Toolkit - Back to School 2025

This 2025 SIE back-to-school toolkit contains resources for building brand visibility, boosting market engagement, and setting you up for a successful season. Here, you'll find updates, practical tools, and new features that make your marketing straightforward, effective, and consistent with our brand.

Within this toolkit, you'll find:

Summer 2025 Toolkit Reminder

- Seasonal-themed email headers, footers, social media banners, and flyers
- Download the complete toolkit from the Help Centre: [click here](#)

New Stock Photos

- Graphics: A curated collection of on-brand, high-quality stock images
- How to Use: Add these photos to your materials for a professional, consistent look

Social Media Graphics

- Ready-to-post graphics to keep your accounts engaging while saving you time

Google Ads Guides

- The SIE Insider Handbook and Google Ad Campaign Launch Guide for running successful ad campaigns

Building Your Business Through Strategic Partnerships

- Guide to creating lasting educational partnerships in your community

Social Media Audit + Cascading Feature

- Profile audit guide to improve your online presence
- Efficient option: Our team can post content directly to your Facebook business page
 - Submit your approval via the [Help Centre](#)

Photo Submission Opportunity

- Your photos might be featured in local, national and global marketing
- Gain more exposure for your tutoring services
- Bring more visitors to your website
 - Submit using the request form in the [Help Centre](#)



School is Easy, Back to School 2025 Toolkit



Summer 2025 Marketing

SCHOOL IS EASY TOOLKIT REMINDER

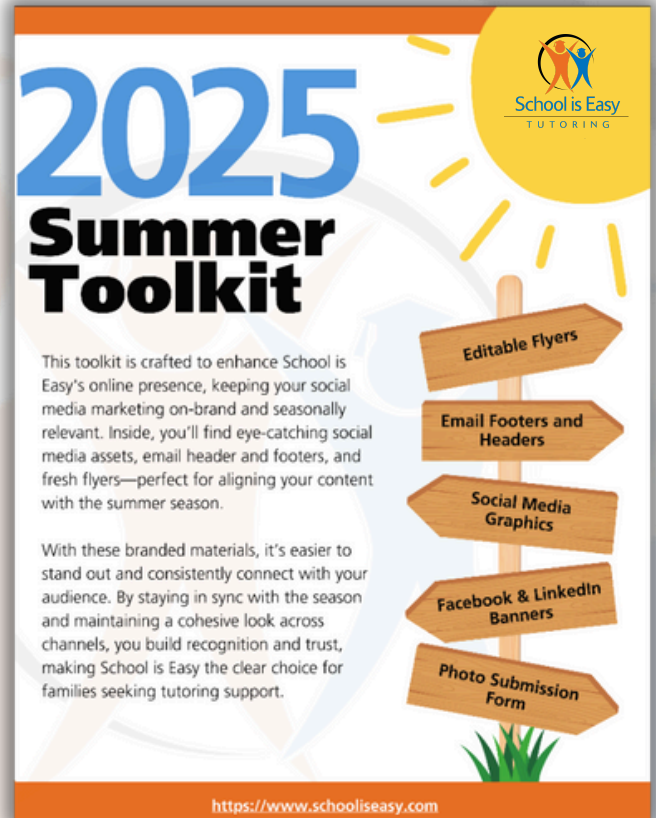
Don't miss out. The summer-inspired marketing materials from our previous release still offer value right now.

These seasonal email templates, social media graphics, and customisable flyers work well until fall arrives.

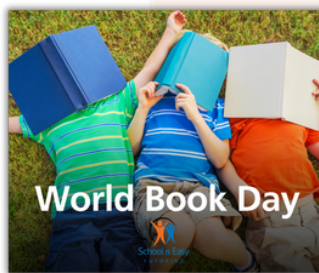
Use these practical resources to boost your late summer marketing results.

[Summer 2025 Toolkit - Help Centre](#)

[Summer 2025 Toolkit - PDF](#)



A look inside—available now!



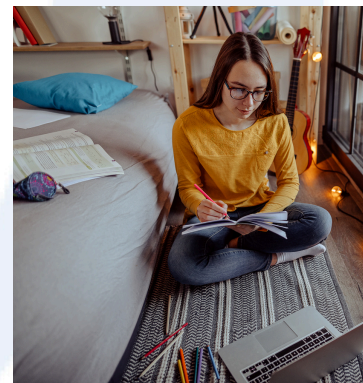
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[schooliseasy.com](https://www.schooliseasy.com)

New Stock Images



We've added high-quality, professional stock images for your digital needs. These images show our services, display students being tutored, and effectively highlight our services. Using this collection helps create a consistent, professional appearance throughout your marketing materials. You can get the complete collection to give your marketing a fresh look.



[Download Images](#)

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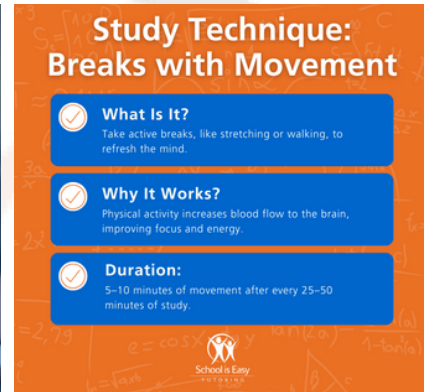
schooliseasy.com

Ready-To-Go

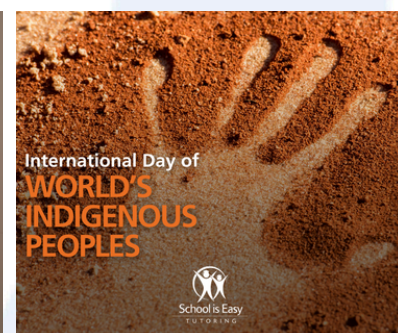
SOCIAL MEDIA GRAPHICS

Keeping your social media active is now simpler. Our new Pre-Made Social Media Graphics help maintain engaging, active, professional accounts.

These new files download quickly for posting, reducing work while building connections with your audience. Browse the collection to refresh your social media presence.



Noteworthy Dates



[Download Images](#)

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Get Started WITH GOOGLE ADS

Digital Advertising Solutions

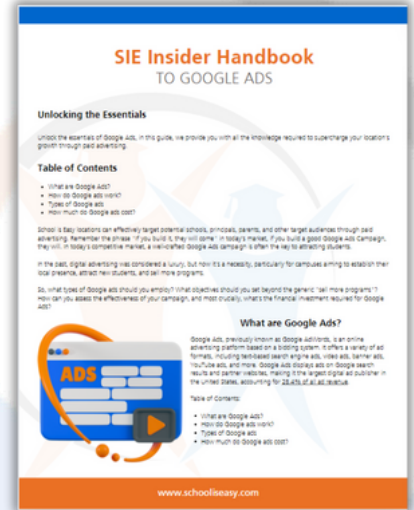
Grow your business with pay-per-click advertising to boost your online presence, find new clients, and increase tutoring sessions.

Starting with digital advertising might seem complex, so we've created two easy-to-follow guides that explain the process clearly.

These guides cover Google Ads basics, plus how to start your first campaign.



Google Ads Campaign - Launch Guide



Google Ads 101 - Everything You Need To Know

[Download](#)

[Download](#)

Check out these resources from Google:

Planning your first Google campaign?

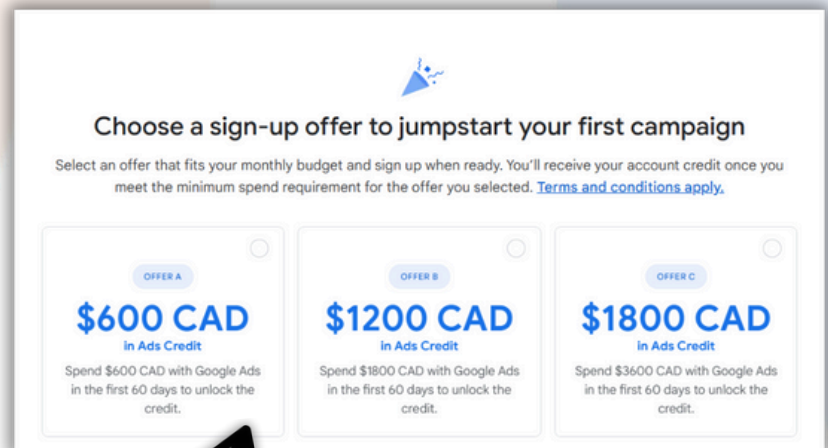
- Connect with a Google Expert at NO COST
- Learn about Google Experts: [click here](#)

Book a meeting: [click here](#)

- Or call Google to schedule: 1-800-838-7971
- Hours: Monday-Friday, 9 AM-9 PM ET

Google will help launch your 1st campaign!

- Claim their offer: [click here](#)



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Social Media Audit

UPDATE YOUR SOCIALS



This straightforward guide helps review your Facebook, Instagram, and LinkedIn accounts through 3 main areas:

- Profile Check - Confirm your basic information, images look correct, match brand standards
- Content Check - Review post types, frequency
- Engagement Check - Monitor how posts perform with your audience

The guide includes:

- Checklists for each platform
- Post ideas, branded hashtags
- Explanations of Instagram Stories, Reels features
- Consistent posting suggestions

This quick audit identifies strengths and improvement areas. You can complete this check-up yourself anytime.

[Download](#)

Cascading Feature

Did you know our Marketing Department can post weekly content directly to your Facebook page? This helpful feature automatically delivers weekly content to your local School is Easy Facebook page.

It simplifies social media by:

- Providing a fresh weekly post
- Keeping School is Easy branding consistent
- Working alongside your local content

Want to receive these automatic weekly posts? Complete the request form in the Help Centre below.

[Help Centre Submission Page](#)

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Send In Your Photos!!

AND GET FEATURED



Get Featured in the SIE Monthly Newsletter

The SIE monthly newsletter reaches our entire database of subscribers, including parents, families, schools, and community centres.

Being featured offers these potential benefits for your business:

- Increased digital visibility within your local community
- New leads, phone enquiries
- A wider audience
- More visitors to your web pages
- A platform to highlight your local expertise
- Reach your target audience and generate new business leads
- Much more!

Take photos with your mobile phone, and send them to us for the next mailer. We are excited to see your contributions.

Capture learning in action, students studying, happy moments of kids engaging with their tutors, location shots, study materials, your tutors, you placing lawn signs in your community, your SIE branding at pop-up events, trade show displays, networking events, everyday learning, special occasions - we want everything. Upload your images through the Help Centre using the link below.

Get Featured: [Click Here](#)



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