



School is Easy Autumn/Winter Toolkit

- Social Media Graphics
- Meta/Facebook Ad Checklist
- Holiday Cards
- Autumn/Winter-Themed Social Media Banners
- Autumn/Winter-Themed Email Headers and Footers
- Back to School Campaign
- Recent Blogs
- Photo Submission Form



School is Easy
TUTORING

schooliseasy.com

Welcome to the 2025 Autumn/Winter Toolkit

In this edition, you will find helpful tools, seasonal marketing assets, and resources to make your marketing less time-consuming, easier to implement and manage, more scalable, and more effective. Available assets:

Social Media Graphics

- Ready-to-post social media graphics to save you time and keep your accounts engaging and on-brand.
- Pre-created graphics for upcoming holidays and noteworthy dates.

Meta/Facebook Ad Checklist

- **Facebook Ad Campaign Setup & Optimisation:** Practical steps and video guides to help you set up and manage effective Facebook ad campaigns.
- **Facebook Ad Performance Tracking & Adjustments:** Focus on key elements like budget, audience, and campaign performance with video support to ensure steady growth and lead generation.

Holiday Cards

- Ready-to-print seasonal cards featuring professional branding.
- Professional designs for connecting with students, parents, and community partners.

Autumn/Winter-Themed Social Media Banner/Cover Photos

- Seasonal, on-brand cover images for a fresh look on your social media business pages.
- Quick to download and simple to upload for visible results.

Autumn/Winter Themed Email Headers and Footers

- Professional, seasonal email headers that build credibility with families.
- Simple to implement for a cohesive and on-brand appearance.

Back-to-School Enrolment Campaign

- **Campaign Guide:** A step-by-step approach for reaching out to existing contacts through email and phone calls.
- **How the Numbers Work, Case Study, and Call Script:** Breakdowns of expected outcomes, real campaign results, and a sample phone script for follow-up conversations.

Recent Blogs

- Use the recent blog posts to support enrollment by sharing helpful, relevant tips with families and schools and in your local marketing campaigns.

Photo Submission

- **Why Submit Photos?** Be featured in the monthly newsletter for increased visibility, lead generation, and drive more visitors/web traffic to your website.
- **What to Submit?** Learning moments, tutors in action, community branding events, and more.
 - Link to [Help Centre](#).

Ready-To-Go

SOCIAL MEDIA GRAPHICS

Make your social media shine without the time commitment. Our new Ready-to-Post Social Media Graphics keep your accounts fresh, engaging, and true to your brand identity. These professional visuals require just a quick download before posting. Browse the collection now for a simple way to boost your online presence.



Noteworthy Dates



[Download Social Media Graphics](#)

[Download Noteworthy Dates Graphics](#)

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Meta/Facebook Ad Checklist

EASY GUIDE FOR CREATING A FACEBOOK AD

This guide simplifies Facebook ad campaigns. It shows you how to reach the right target audience where they're online, searching for tutoring services, and making decisions. You'll learn about account setup, performance tracking, budget planning, audience selection, plus results measurement. The included videos offer step-by-step help for building a sustainable process for lead generation without feeling overwhelmed by the complexities of digital marketing.

Meta/Facebook Ad Setup Checklist for Creating a Campaign


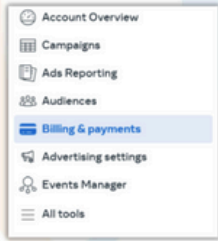
[Facebook Ads Tutorial Video Guide](#)

BEFORE YOU START

- ☐ Create a Business Manager account at business.facebook.com
[How-To Video](#)
- ☐ Add your business details, including your address and website
- ☐ Link your existing Facebook page to your Ad Account so everything works together
- ☐ Verify your domain ownership through Business Manager
- ☐ Set up Meta Pixel on your website (you need this for tracking)
[How-To Video](#)
- ☐ Install the Pixel Helper Chrome extension to verify proper installation
- ☐ Set up Conversion API if possible (this works alongside the pixel but is more reliable)
[How-To Video](#)
- ☐ Make a list of the SIE tutoring subjects you'll focus on (start with your most popular)
- ☐ Collect high-quality images of your tutors and students in action (authenticity matters!)
- ☐ Prepare your business documents for account verification if requested

PAYMENT & ACCOUNT SETUP

- ☐ Add a payment method to your Ad Account
- ☐ Choose a monthly spending limit that fits your goals
- ☐ Add account admins with appropriate permissions
- ☐ Set up 2-factor authentication for security
- ☐ Complete any identity verification steps Meta requires
- ☐ Review and accept Meta's advertising policies



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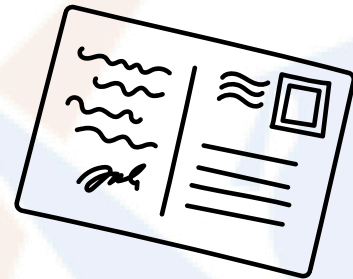


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Holiday Cards

PRINT, SIGN, SHARE

These seasonal greeting cards help you build meaningful connections with parents, schools, and community partners during the busy holidays. The designs combine professionalism with warmth. Print them, write a personal message, then share to create stronger local relationships. They save you valuable preparation time while still delivering that personal touch which makes your business stand out.



Back

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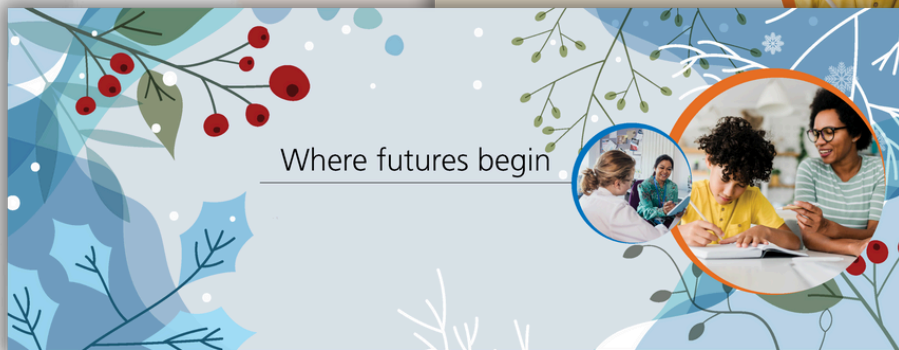
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Social Media Cover Photos

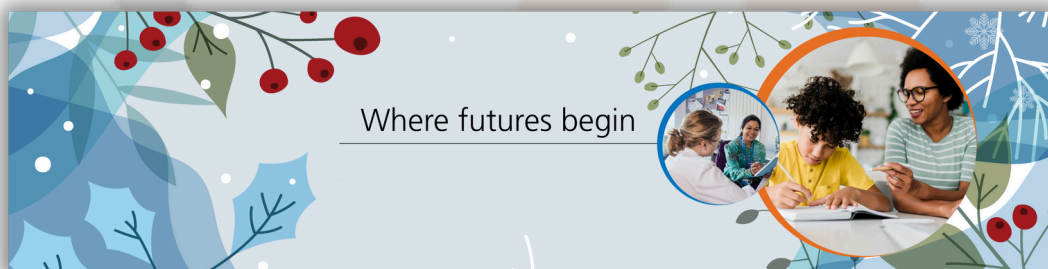
EYE-CATCHING DESIGNS, MEANINGFUL ENGAGEMENT

LinkedIn and Facebook cover photos and branding make strong first impressions. Seasonal design updates to your social media profiles show visitors you run an active, detail-oriented business. People checking out your social media, including potential clients researching tutoring options, prefer profiles that look current and well-maintained. Fresh profiles typically attract more business than outdated ones with stale and static branding. These visual updates take just seconds to implement while helping you to stand out ahead of nearby and online competitors.

Facebook



LinkedIn



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Seasonal Email Headers & Footers

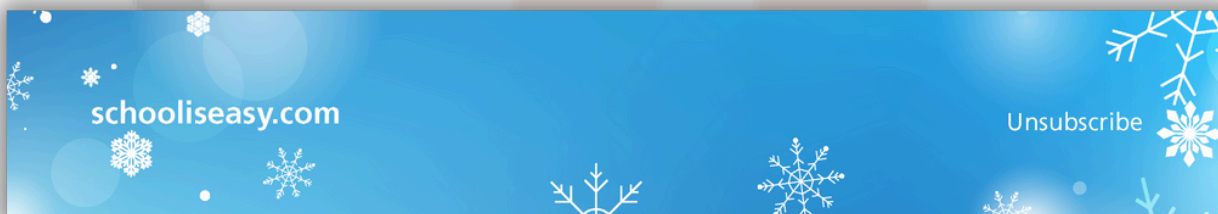
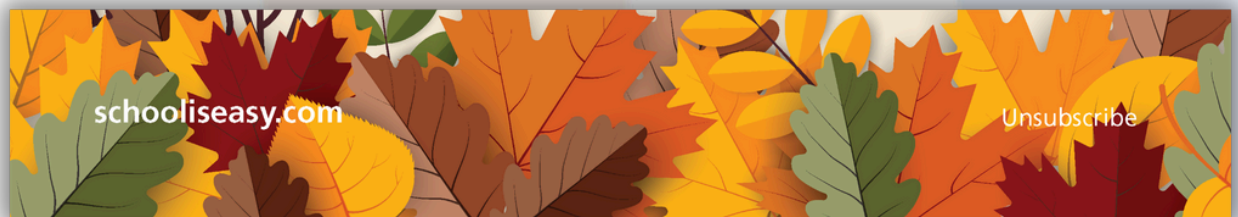
PROFESSIONAL BRANDING, SEASONAL RELEVANCE

Refresh your emails this season with our new headers and footers graphics to personalise your messages over the holidays. Ideal for newsletters, promotional offers, prospect and client communications, they provide the polished look that recipients notice. Easily uploaded into email client tools, including Constant Contact, MailChimp, Outlook, and other platforms, for a professional update to improve the recall value for every recipient that opens your email.

Header Files



Footer Files



[Download Files](#)

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Back to School

ENROLMENT PROGRAM

Generate student sign-ups with proven free-hour incentives.

Introducing our enrolment generation program with everything you need to understand the strategy, implement it effectively, and run the campaign smoothly.

This program aims to help you boost student numbers by offering free tutoring hours to reconnect with your existing contacts. You'll reactivate relationships with existing and potential clients through targeted emails followed by personal phone calls.

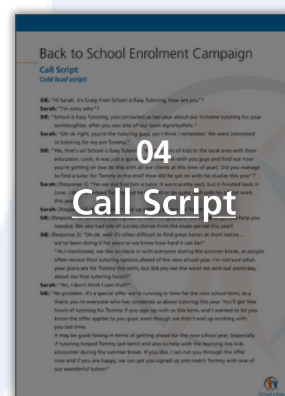
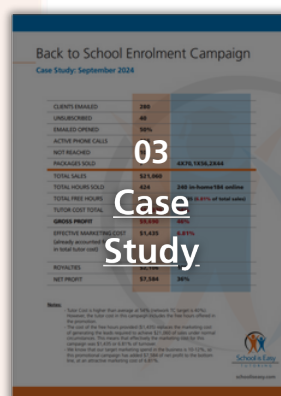
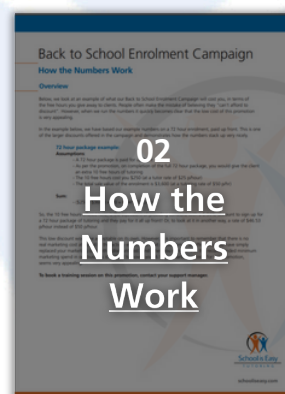
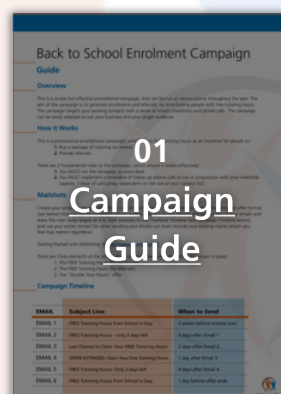
The approach works because it gives families a genuine and relevant reason to get back in touch while demonstrating your commitment to quality education, support, and the children's success. The free hours represent just 6.94% of the total package value, less than typical marketing costs, making this an exceptionally cost-effective way to generate real revenue.

There are 4 ready-to-use resources included for your guidance and success:

1. Campaign Guide – Complete implementation steps
2. How the Numbers Work – See the impressive financial return
3. Case Study – Real results from successful locations
4. Call Script – Proven talking points for phone follow-ups

The key insight is that emails alone rarely convert. Success comes from the personal connections you make through follow-up calls. Our testing shows that this approach can deliver new enrolments throughout the year.

Click on any document to access its full version and get started today.



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Send In Your Photos!!

AND GET FEATURED



Get featured in the SIE monthly newsletter...

The newsletter reaches our entire database of subscribers, including prospects, parents, families, schools, and community centres, each month.

Being featured may offer these potential benefits for your business:

- Opportunity to increase your digital visibility within your local community
- Potential to generate new leads and phone enquiries
- Reach a wider audience
- Chance to attract more visitors to your web pages
- Use this platform to showcase your local expertise
- Access to target customers at no cost
- And more!

Use your mobile phone to capture photos and send them to us for inclusion in the next mailer. We look forward to seeing you there!

Capture and share learning moments, such as students studying, candid and happy moments, action shots, study materials, tutors working with students, pictures of you in your local community posting lawn signs, your SIE branding at pop-up events, your trade show exhibits and networking events, everyday learning, and special events—we want to see it all. Upload your images through the link below.

[Via the Help Centre](#)

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The Latest Blogs

HELPFUL READS FOR YOUR AUDIENCE

Three blogs ready for your social media, emails, and client conversations. "5 Educational Gifts for Kids That Promote Literacy" helps parents make smart holiday purchases. "The Power of Interest in Learning Drives Student Success: A Parent's Guide" explains how curiosity boosts academic results. "Why Is Home Economics Important for Students?" highlights practical life skills missing from many curricula. Share these to position yourself as an educational resource while providing content parents will appreciate, save, and refer back to later.

Click the Read Article link below to access the full article.



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