School is Easy

TUTORING

Marketing Toolkit: Winter/Spring 2022

Table of Contents

In 2022 we're focused on featuring more real stories from our students across all of our locations on our website, social media, and additional PR campaigns. The more we can showcase success stories and generate buzz around our tutors and students, the more we can increase brand awareness and our referral streams. This year, consider establishing a procedure for collecting testimonials from all of your students and tutors. We'll then release these resources back to you polished and ready to spread across your marketing campaigns.

What is a toolkit?

Each quarter we release a series of various marketing assets and resources for you to utilize within your local territory. By packaging up these materials and releasing them to you when you need them most would is an efficient way to provide you with timely content and marketing templates. The assets in these toolkits may vary from toolkit to toolkit based on program launches, our organizations strategic priorities or feedback from the system.

We're Accepting Testimonial Submissions!

Showcasing the achievements of our students plays a huge role in generating new business and sharing the amazing experiences our students have from our tutors. We've put together a few different forms that you may use to obtain testimonials from your customers or employees. We'll begin accepting submissions of these forms to feature these testimonials on our website, social media, or PR campaigns. Only testimonials with photos will be used. Please email completed forms and a photo to rhoover@launchlife.com and marketing@schooliseasy.com

Parent Testimonial Form   **Student Testimonial Form**   **Tutor Testimonial Form**

Monthly Marketing Spend Metric Reporting

Overview

Starting in March 2022, we will begin collecting marketing spend metrics from our franchise partners. This should be reported by each franchise location in OPUS by the **5th of each month**. By implementing this reporting procedure, we aim to gain insight on where more marketing support and resources should be provided.

Benefits of Reporting Your Marketing Metrics

The purpose of the "Marketing" tab in OPUS is to enable franchisees to be able to confirm their marketing spend on a monthly basis. The marketing spend amount, date of the marketing spend, and the description of what the marketing spend pertains to, are all able to be entered and viewed with ease. There are several benefits to using the "Marketing" tab:

- allows the home office to see where more support should be focused.
- allows you as the franchisee to enter and track your marketing spend and efforts on a monthly basis.
- allows you to see where you're putting the majority of your marketing dollars and help you diversify your campaigns.
- provides insight to enable the home office to be able to determine what marketing materials may need to be created.

You can find instructions on how to submit a report in OPUS and add supporting documentation here.

Facebook Cascading Posts

If your School is Easy Business Facebook page has not been set up yet for posts from the home office account to trickle down to your individual location page and you wish to have this feature set up, please email rhoover@launchlife.com to set this up.

February, March, April, May

Below you will find a list of noteworthy dates for the upcoming months. You can plan social media content around these dates or organize special events and webinars to celebrate with your customers and build relationships in your community.

February
February 11th: Kid Inventors Day
February 14th: Valentine's Day **[Download Graphic]**
February 20th-26th: Engineers Week
February 21st: Introduce a Girl to Engineering Day

March
March 5th: Employee Appreciation Day
March 8th: International Women's Day **[Download Graphic]**
March 14th: Pi Day
March 17th: St. Patrick's Day **[Download Graphic]**
March 18th: Absolutely Incredible Kid
March 23rd: World Meteorology Day

April
April 1st: April Fool's Day
April 10th: Siblings Day
April 22nd: Earth Day **[Download Graphic]**

May
May 3rd: Space Day
May 9th: Mother's Day **[Download Graphic]**
May 26th: Sally Ride Day
May 31st: Memorial Day

Road Signs

Placing road signs around your territory is a great way to increase brand awareness and spread the word about the service you provide in your community. We've created a few templates for you to use in two different sizes. **Be sure to check with your county or town to ensure you're allowed to place these signs along the road.** You may be required to obtain a permit and be limited to certain areas within your town.

Some areas to target include:
- Highly trafficked intersections
- Near frequented shopping centers
- Close to schools (not on school property)

<div align="center">

Access the editable Canva Templates

24in x 18in Template

16in x 12in Template

</div>

## QR Codes and How to Generate a Code

QR codes are scan-able barcodes using smartphones devices, which are natively developed to scan/detect QR codes. These codes are generated using an online QR code generator that displays an online information to the scanner when scanned. You can generate QR codes for flyers, URLs, social media, email, phone numbers, files or even mobile apps. Once a user has scanned the QR code with their phone, they'll be taken directly to the destination you've created the code for. We've put together a guide for how to create a QR code and some of the best purposes for this code.

<div align="center">

View the QR Code Guide

</div>

Digital Social Media Graphics

Motivational Quotes Graphics Pack (9)- [Download All Here]
A collection of digital graphics that can be shared across all social networks to build engagement with your audience.
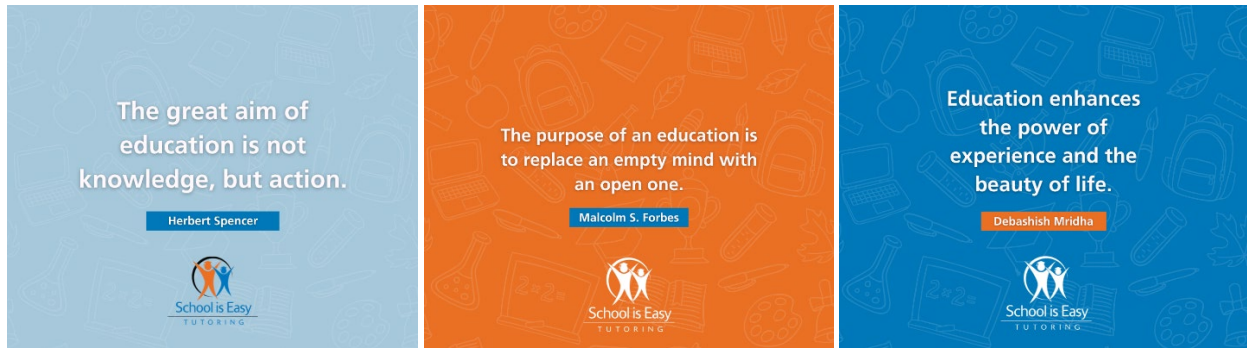
Infographics Graphics Pack (19)- [Download All Here]
A collection of digital graphics that can be shared across all social networks to build engagement with your audience.

Advertisements and Facebook Cover Photos

Paid Advertisement Graphics (6)- [Download All Here]
A collection of square digital graphics that can be shared across all social networks to build engagement with your audience.

Cover Photos for Facebook (3)- [Download All Here]
A collection of cover photo graphics that can be used on your Facebook page or as headers in your email marketing campaigns.

7 Qualities of a Good Tutor
Sharable link to full blog article: https://www.schooliseasy.com/tutor/tutor-blog/7-qualities-of-a-good-tutor/

5 Unique Tricks to Learn Faster
Sharable link to full blog article: https://www.schooliseasy.com/tutor/tutor-blog/5-unique-tricks-to-learn-faster/

5 Fun Video Games That Can Teach Kids a Lot
Sharable link to full blog article: https://www.schooliseasy.com/tutor/tutor-blog/5-fun-video-games-teach-kids/

How Can Students Easily Excel in Middle School?
Sharable link to full blog article: https://www.schooliseasy.com/tutor/tutor-blog/how-students-easily-excel-middle-school/

12 Benefits of Virtual Learning
Sharable link to full blog article: https://www.schooliseasy.com/tutor/tutor-blog/benefits-of-virtual-learning/

How to Have a Successful Study Session with Friends
Sharable link to full blog article: https://www.schooliseasy.com/tutor/tutor-blog/how-to-successful-study-session-with-friends/

How to Make School Fun For Kids
Sharable link to full blog article: https://www.schooliseasy.com/tutor/tutor-blog/how-to-make-school-fun-for-kids/

5 Ways to Make the Most Out of E-Learning
Sharable link to full blog article: https://www.schooliseasy.com/tutor/tutor-blog/make-the-most-of-e-learning/