



School is Easy

T U T O R I N G

Marketing Toolkit: Autumn/Winter 2021

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Overview



This Autumn will be the biggest push for back-to-school ever! With students who might have really struggled with distance learning last year or put off bringing on additional help, now is the time to get their foot in the door and studying with our tutors.

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 be 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.

Noteworthy Dates

October, November, December, January

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.



October

October 1st, 2021 – International Coffee Day
 October 10th, 2021 – World Mental Health Day
 October 31st, 2021 – Halloween [\[Download Graphic\]](#)

November

November 3rd, 2021 – International Stress Awareness Day
 November 4th, 2021 – Diwali (Festival of Lights)
 November 5th, 2021 – Guy Fawkes Day (Bonfire Night)
 November 14th, 2021 - Remembrance Sunday

December

December 24th, 2021 – Christmas Eve
 December 25th, 2021 – Christmas Day [\[Download Graphic\]](#)
 December 26th, 2021 – Boxing Day
 December 31st, 2021 – New Year's Eve

January

January 1st, 2022 – New Year's Day [\[Download Graphic\]](#)
 January 18th, 2022 – Martin Luther King Day
 January 24th, 2022 – International Day of Education
 January 27th, 2022 – Family Literacy Day

Event Ideas and Campaigns

Events make a huge impact and should play a great role in your marketing campaign. In addition to events, there are a few other campaign suggestions you can deploy or focus on to help generate more leads. Get in front of your customers with these event and campaign suggestions for this quarter.

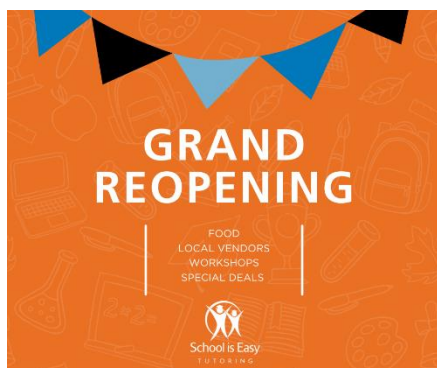
Event Hosting Resources

Organizing a successful event takes a lot of work. We've put together a few resources to assist you in the process of planning, executing, and even following up with attendees after your events hosted by you - or attending the events of others.

- [Event Planning Manual with ideas, how-to's and sample documents](#)
- [A sample checklist and timeline for organizing and hosting your event](#)
- [A Marketing Booth Guide](#)

Event Idea: Grand Reopening Event

Whether you've held a Grand Opening Event in the past, or you've just opened your doors for the first time in a while due to COVID-19 restrictions, a Grand Reopening event is a great way to reengage with your customers and referral sources.



The goal of this event is to provide your current and prospective students something of value at little to no cost that can help them in their education journey. Reengage with referral sources in your community and get students registering for tutoring. Encourage current and past students to attend and bring a friend!

[Access Canva Template for this Graphic](#)

Event Idea: Holiday Dress-Up

If you're looking to get your foot into the door at daycares, schools, or community centers, dressing up like Mr. and Mrs. Claus and handing out candy could be a great way to provide something back to your community and getting out and about meeting people. You may choose to go door-to-door in an apartment complex, or if you're trying to get on the good side of the principal down the street, offering this free to their students, if allowed, might be a foot in the door!

You don't want to turn this into you just simply marketing your business, but don't forget to have School is Easy marketing collateral on hand, just in case anyone asks!

The goal of this event is to give back to the community representing your School is Easy business and get out and talking to parents, teachers and students.

Events

Whenever you invite people to an event, remember that simply visiting isn't enough of an incentive. Events need to be ATTRACTIVE in order to receive attendance – you must position a HOOK in your invitations, by offering something for free (or at a fee, depending on what's on offer). **A free seminar, introductory lesson, or workshop is commonly used.** You could also consider these other suggestions:

- Host a free test preparation session
- Reach out to local schools, centers, and groups – do they have an upcoming event you can attend and set up a booth at?
- When hosting an event, provide light refreshments, or better yet, partner with a local business to provide this.
- Establish your own networking group “Sponsored by School is Easy”
- Provide a free information session on funding and getting tutoring paid for.
- Offer giveaways.
- Get a local radio station to participate, broadcast your event live, and provide music.
- Advertise your event on social media, run ads, create an Eventbrite listing.
- Offer a referral incentive to anyone who refers a student to School is Easy and they sign up for tutoring during the event or before a certain date.
- Provide free testing advice during your event.
- Offer free branded School is Easy gear to the first 25 attendees.
- Create and run a press release about your event.

Event Idea: SAT/ACT Prep Seminar or Webinar

Getting students or prospects to actually attend your event can be the most difficult part. It's important to not only allow enough time for you to market your event, but also provide value to your attendees. Parents who are preparing their child for college may not know where to start when it comes to the SAT or ACT tests. You can contact local schools and offer to give a free information seminar to parents regarding these tests and how they can prepare their students. Similar to other events, use this as an opportunity to collect parents email addresses or contact information and add them to your marketing list. You don't want to turn the talk into a “hard sell,” but rather an opportunity for parents to ask questions and for you to follow up later.

Campaigns

Back to School Campaign

After a rough September for students in 2020, 2021 is a chance for them to become reengaged and get back to school! This year, we encourage you to push the same messaging across all of our locations and host a **Grand Reopening Event**.



[Download All Graphics](#)

Marketing to Schools, Groups and Centers

If you haven't expanded your marketing efforts to include schools, groups or community centers, now is the time! We've put together a few resources that can assist you with this specific marketing campaign and they are as follows:

- [Building Relationships with Schools, Groups and Centers Guide](#)
- [Creating a Sales Packet for Schools](#)
- [Letter to School Counsellors Template \(provided by Susan at School is Easy Vancouver\)](#)
- [Direct Mailing Resources](#)

Student Testimonials and Case Studies

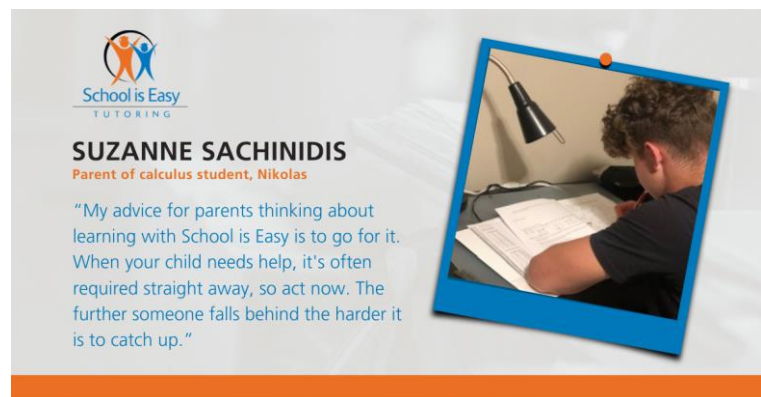
Student testimonials play a huge role in showing potential students and parents the value of tutoring. We encourage you to get feedback from your customers, especially those who have had an exceptional experience. We've created a template that can be used across your social media and email campaigns to showcase your students. If you have a parent willing to submit a case study to us, please reach out so we can create additional assets for you, publish it on our website, and feature them in our next toolkit.

[Access the Canva Template for this graphic](#)



Student Case Study

This case study has been made into a blog article on our website. You may choose to feature these stories on your social media, send them out in your newsletters or include them in paid advertising campaigns.



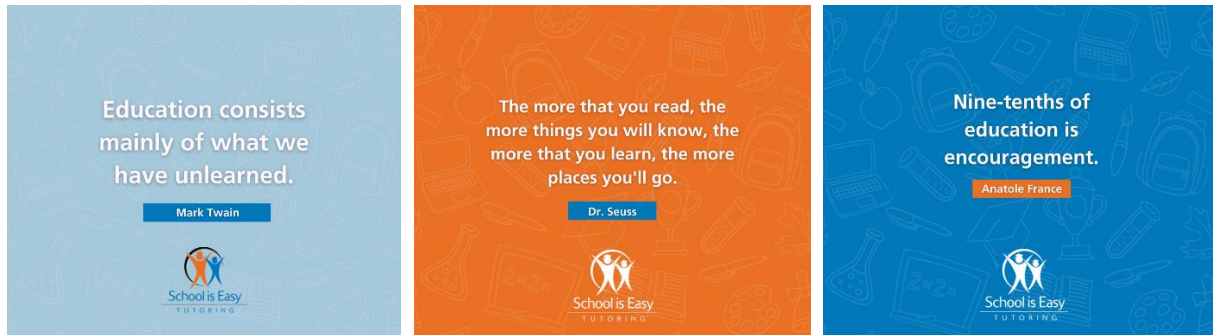
Link to full blog article: <https://www.schooliseasy.com/2021/09/school-is-easy-nikolas-learning-next-level/>

[Download Testimonial Graphics](#)

Digital Social Media Graphics

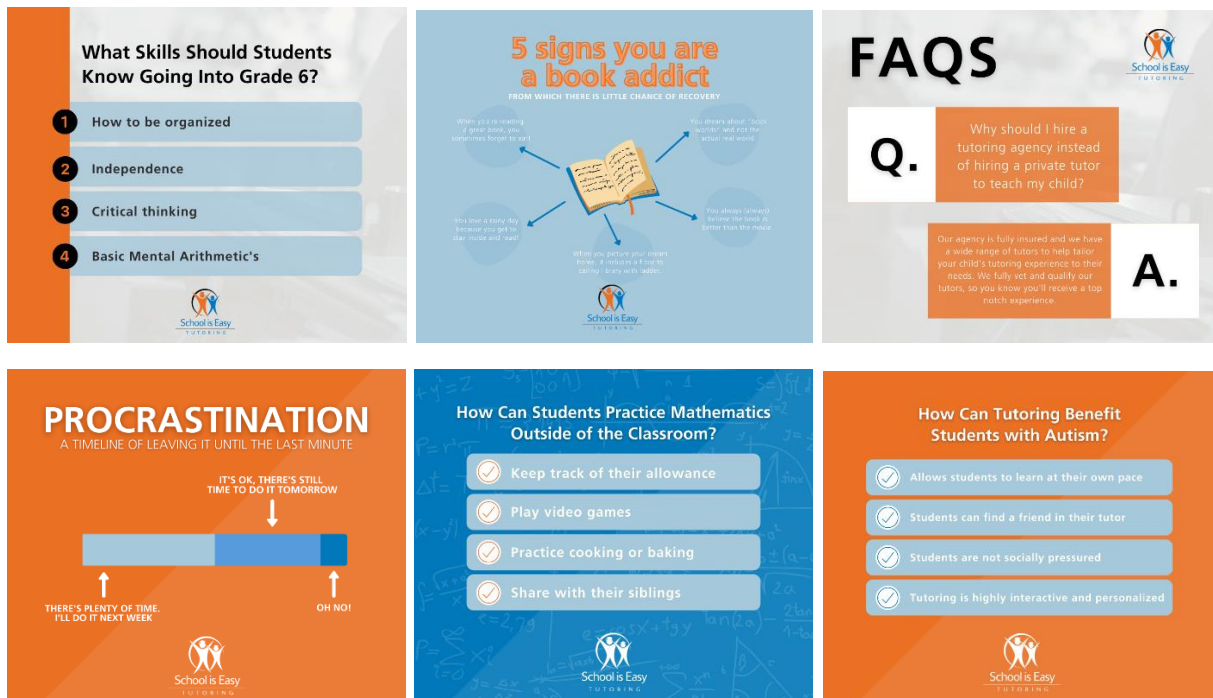
Motivational Quotes Graphics Pack (9)- [\[Download All Here\]](#)

A collection of square digital graphics that can be shared across all social networks to build engagement with your audience.



Infographics Graphics Pack (12)- [\[Download All Here\]](#)

A collection of square digital graphics that can be shared across all social networks to build engagement with your audience.



Blog Articles

10 Kids Who Have Accomplished Amazing Things

Sharable link to full blog article: <https://www.schooliseasy.com/2021/06/10-kids-who-have-accomplished-amazing-things/#more-4387>

How to Keep Kids Sharp and Learning All Summer Long

Sharable link to full blog article: <https://www.schooliseasy.com/2021/06/how-to-keep-kids-sharp-learning-all-summer-long/>

What Skills Do Students Need Going into High School?

Sharable link to full blog article: <https://www.schooliseasy.com/2021/06/what-skills-students-need-high-school/>

10 Books to Encourage Your Rising 7th Grader to Read More

Sharable link to full blog article: <https://www.schooliseasy.com/2021/08/books-encourage-7th-grader-to-read-more/>

6 Signs Your Child Might Be Struggling and Need a Tutor

Sharable link to full blog article: <https://www.schooliseasy.com/2021/09/books-encourage-7th-grader-to-read-more-copy/>

How Can Tutoring Benefit Students with Autism?

Sharable link to full blog article: <https://www.schooliseasy.com/2021/09/tutoring-benefits-students-autism/>

How to Learn Mathematics Outside of the Classroom

Sharable link to full blog article: <https://www.schooliseasy.com/2021/09/learn-mathematics-outside-classroom/>

What Skills Should Students Know Going into Grade 6?

Sharable link to full blog article: <https://www.schooliseasy.com/2021/09/skills-students-grade-6/>

20 Memes That PERFECTLY Sum Up Parenting Teenagers

Sharable link to full blog article: <https://www.schooliseasy.com/2021/09/memes-parenting-teenagers/>

School Is Easy Helps Nikolas Take His Learning to the Next Level

Sharable link to full blog article: <https://www.schooliseasy.com/2021/09/school-is-easy-nickolas-learning-next-level/>