



Seasonal Marketing Toolkit: Summer 2021

Overview

Summer is upon us, which means it's a great time to get ready for back to school season by building your customer base and preparing students for the new school year.

What is a toolkit?

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

What is in this toolkit?

Within this quarter's marketing toolkit you'll find:

- Noteworthy dates
- Suggested marketing for this quarter
- Email Campaign Resources
- Digital Social Media Graphics
- Blog articles and content-rich graphics
- Editable Print Marketing Collateral

Important: Please make sure to click the link to download the full-sized graphics before using them. If you try to save the images directly from this PDF, your graphic may not display correctly when shared.

Noteworthy Dates



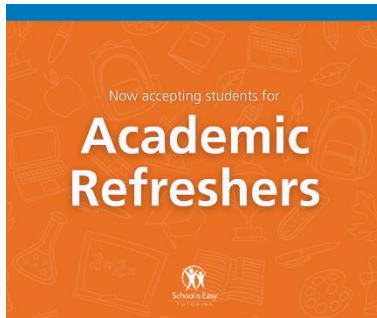
June, July, August, September

Below you will find a list of noteworthy dates for the upcoming quarter. 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.

- June 1st, 2021: Global Day of Parents [DOWNLOAD](#)
- June 8th, 2021: World Ocean's Day
- June 19th, 2021: Juneteenth
- June 20th, 2021: Father's Day [DOWNLOAD](#)
- June 25th, 2021: Take Your Dog To Work Day
- June 15th, 2021: World Youth Skill's Day
- July 4th, 2021: Independence Day (U.S.)
- July 17th, 2021: World Emoji Day
- July 18th, 2021: National Ice Cream Day
- July 24th, 2021: International Self Care Day
- August 3rd, 2021: National Night Out Day
- August 4th, 2021: National Chocolate Chip Cookie Day
- August 19th, 2021: National Aviation Day
- August 30th, 2021: Summer Bank Holiday (UK)
- September 8th, 2021: International Literacy Day [DOWNLOAD](#)

Marketing Ideas for this Quarter

Summer Academic Refreshers (Camps) [DOWNLOAD](#)



Kids are out of school and parents are looking for ways they can keep their kids engaged so they don't fall behind. Academic Refreshers are a great way to get more hours from your students and help prepare them for the upcoming school year.

An Academic Refresher, or summer camp, can be offered as a recurring session for a week at a time – or a duration of your choosing. Topics may be centered around grade level and subject, or you may even choose to partner up with another kids-centric business to offer a combination camp.

Email Campaigns

It's important to always be building your customer database, whether you choose to use the OPUS platform or a third-party software tool like Constant Contact or MailChimp, by regularly emailing your customers you can keep them engaged with your business. There are a variety of email campaigns you can create that include drip campaigns, monthly newsletters, holidays, and special offers.

Email Header Images (600 x 200) [DOWNLOAD](#)

These images are designed to be placed within your marketing emails.



[For more email marketing ideas, check out this guide.](#)

Text Message (SMS) Campaigns

SMS marketing has an average open rate of 82% and 9 out of 10 consumers prefer to communicate with businesses through text message, whether through alerts, reminders, back and forth communication, etc. (SMS Comparison, 2021).

Among the channels preferred by consumers for receiving loyalty updates from brands, the top spot went to SMS (48%). Other channels include email (22%), app notifications (20%), and direct mail (8%).

(eMarketer, 2016) The point is that you can include SMS in your marketing mix to make your campaigns more effective. If you haven't been leveraging SMS for promotions and marketing, now is the opportune time to do this.

Sample Text Messages

“ New students receive your first tutoring session with School is Easy Tutoring FREE! Sign up now: **[INSERT LINK]** “

“ Returning students, book your next session before **[INSERT DATE]** and receive \$10 off with School is Easy Tutoring **[INSERT LINK]** “

“ Book a consultation with School is Easy before **[INSERT DATE]** to get 10% off: **[INSERT LINK]** “

“ Register for an Academic Refresher with School is Easy before **[INSERT DATE]** and receive **[X NUMBER]** of tutoring minutes with a tutor in our mobile app. **[INSERT LINK]** “

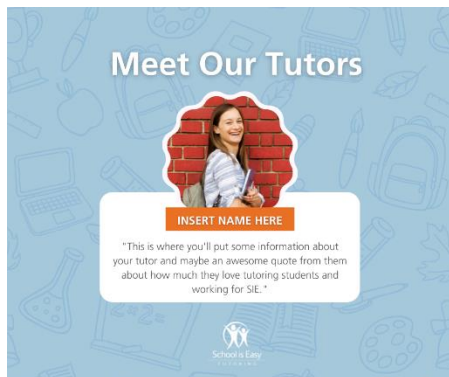
Platforms for Text Message Marketing

- [EZTexting](#)
- [Textedly](#)
- [Podium](#)

Canva

Launched in 2013, Canva is an online design and publishing tool with a mission to empower everyone in the world to design anything and publish anywhere. The basic version is free to use and does not require you to download a program to your computer.

In order to provide editable social media graphics, we're testing the template feature within this platform. Below you'll find a template that can be used to create fun graphics to feature your tutors on social media or other digital marketing campaigns.



Meet our Tutors Graphic Template for Canva [DOWNLOAD](#)

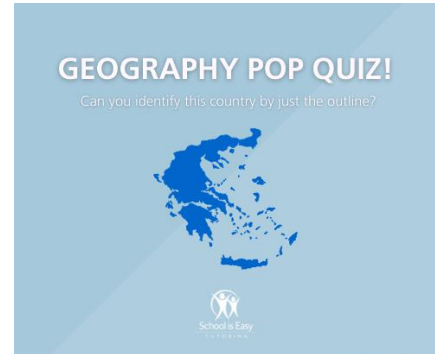
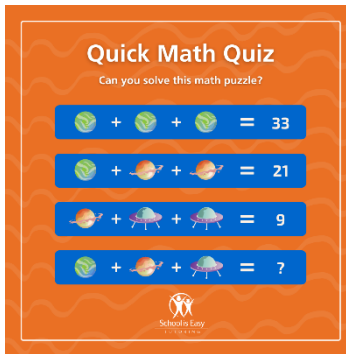
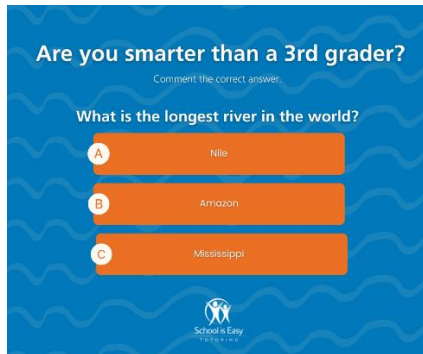
Featuring your current tutors on social media is a great way to get more personal on social media and showcase what you have to offer. We encourage you to share your tutor's stories or get a quote from them.

[If you need assistance using canva, you can find a range of tutorials and support documents here.](#)

Digital Social Media Graphics

Engagement & Quiz Questions [DOWNLOAD](#)

A collection of digital graphics that can be shared across all social networks to build engagement with your audience. These images are designed to encourage followers to leave comments on your post.



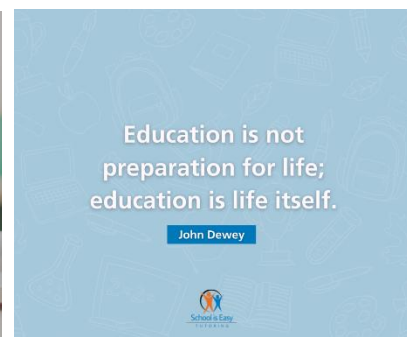
Brand Approved Images [DOWNLOAD](#)

A collection of stock images that can be used in any of your marketing campaigns.



Infographics [DOWNLOAD](#)

A collection of digital graphics that are ideal for paid promotions on Facebook or other social media channels. The square ratio easily fits across various platforms, and the content of these ads is geared toward obtaining leads or finding tutors.



Blog Articles and Content

We produce regular blog articles on the School is Easy website. These articles can be shared on social media, used in your email and newsletter campaigns, or even printed and used as resources to give to your students. These articles help to boost our SEO and increase our brand's visibility on Google.

10 Black Men and Women Who Helped Shape Education

Link: <https://www.schooliseasy.com/2021/02/10-black-innovators-who-helped-shape-education/>

10 Ways to Reduce Adult Anxiety and Model Resilience

Thank you to Susan and her team for submitting this article!

Link: <https://www.schooliseasy.com/2021/02/10-ways-to-reduce-adult-anxiety-and-model-resilience/#more-3911>

Top Education Trends in 2021

Link: <https://www.schooliseasy.com/2021/02/top-education-trends-in-2021/>

Test Preparation Checklist for High School Students

Link: <https://www.schooliseasy.com/2021/03/test-preparation-checklist-high-school-students/>

How to Prepare for the ACT and SAT Tests

Link: <https://www.schooliseasy.com/2021/03/how-to-prepare-for-the-act-and-sat-tests/>

Spotting Cyberbullying: What Should Parents Watch Out For?

Link: <https://www.schooliseasy.com/2021/03/spotting-cyberbullying-what-parents-should-watch-out-for/>

Keeping an Eye On Student's Mental Health

Link: <https://www.schooliseasy.com/2021/03/keeping-an-eye-on-students-mental-health/>

What is Earth Day all about?

Link: <https://www.schooliseasy.com/2021/05/what-is-earth-day-all-about/>

Organize your digital life

Link: <https://www.schooliseasy.com/2021/05/organize-your-digital-life/#more-4339>

Editable Marketing Collateral

We've reorganized some of the materials on the School is Easy Marketing Hub to make items easier to find. From posters to trifold and flyers, these materials are editable using a PDF editor such as [Adobe Acrobat](#) or other free tools that can be found online.



[Toolkit SharePoint folder](#)