Seasonal Marketing Toolkit: Spring 2021

Overview

We are ringing in the new year with new resources for our franchise partners. Welcome to your new seasonal marketing toolkits.

What is a toolkit?

Each quarter we will be releasing a series of various marketing assets and resources for you to utilize within your local territory. We thought that 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 quarter to quarter based on program launches, our organizations 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
- Digital Social Media Graphics
- Blog articles and content-rich graphics
- Promotional Video

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

Noteworthy Dates

February, March, and April

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.

February
February 2nd, 2021: Groundhog Day
February 14th, 2021: Valentine's Day **[Download Graphic Here]**
February 15th, 2021: Family Day (Canada)
February 17th, 2021: Random Act of Kindness Day

March
March 8th - International Women's Day
March 14th, 2021: Pi Day
March 17th, 2021: St. Patrick's Day **[Download Graphic Here]**

April
April 1st, 2021: April Fool's Day
April 4th, 2021: Easter Sunday
April 22nd, 2021: Earth Day **[Download Graphic Here]**
April 22nd, 2021: Take Our Daughters and Sons to Work Day

Suggested Marketing for this Quarter

Get in front of your customers with these marketing ideas. Events are a great way to gain trust amongst your customers and provide something of value for little to no cost! All events can be held either in person or online via Zoom depending on restrictions in your area.

Obtain Student Testimonials

Student testimonials are a huge part of showcasing the work School is Easy does. We've created a simple webform that you can share with your customers that encourages them to leave feedback and submit photos or videos to us. **This should not take the place of requesting a Google or Facebook review, as those are extremely important!** Think of this as a next step after someone leaves you a Google or Facebook review.

[Read the Full Guide & Get the Link Here]

Networking with School is Easy Tutoring [Download Full-Sized Graphic Here]

- **Goal:** Start 2021 by creating a networking group to build relationships in your community and establish potential referral partners. Can be held virtual via Zoom or in-person as permitted.
- **Suggested meetings:** Bi-monthly, monthly, bi-weekly – can become more frequent as group grows
- **Target:** Potential students and community business partners
- **Marketing:** You can create a Facebook group to go along with the networking group and encourage everyone who attends to join to stay in touch. Each session can have a different theme or topic to talk about or can have a featured speaker and allow for a guided discussion after. You can also make use of Zoom's "Breakroom" feature to allow more focused conversations with your attendees. When advertising your group – be sure to include "Sponsored by School is Easy Tutoring of *your location name*" to increase awareness about your business.

Digital Social Media Graphics

Brand Awareness & Engagement Graphics Pack (17)- [Download All Here]

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

Testimonials Graphics Pack (5)- [Download All Here]

A collection of square digital graphics that can be shared across all social networks to highlight the success of School is Easy students.

Advertisements for Paid Campaigns (8)- [Download All Here]

A collection of square 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 are geared toward obtaining leads or finding tutors.
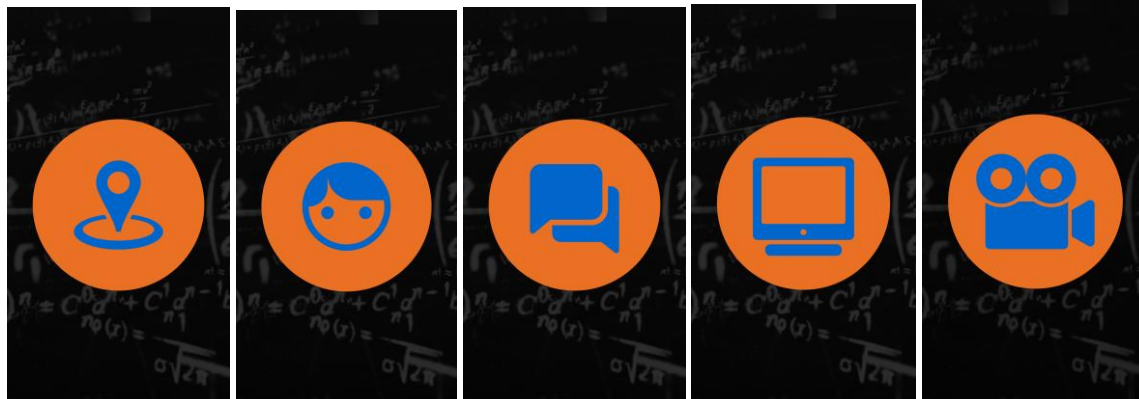
Stories Graphics Pack (17)– [Download All Here]

These stories images can be shared via your Facebook, Instagram, or Linkedin "Story and used in promotional advertising. Not sure what to do with these? Check out this guide on how to best use the "Story" feature across many social media platforms.

Branded Instagram Story Highlight Covers (6) - [Download All Here]

These images can be used as the "Cover" for your Instagram story highlights. Whenever you post to your story, you can "save" your story to the "highlights" section on your page so that the content can be viewed again by your followers.

Blog Articles and Content

We've began producing weekly blog articles on the School is Easy website. In addition to these articles, we have created various assets you can use across your platforms to provide relevant information to your customers and position yourself as the expert in your community.
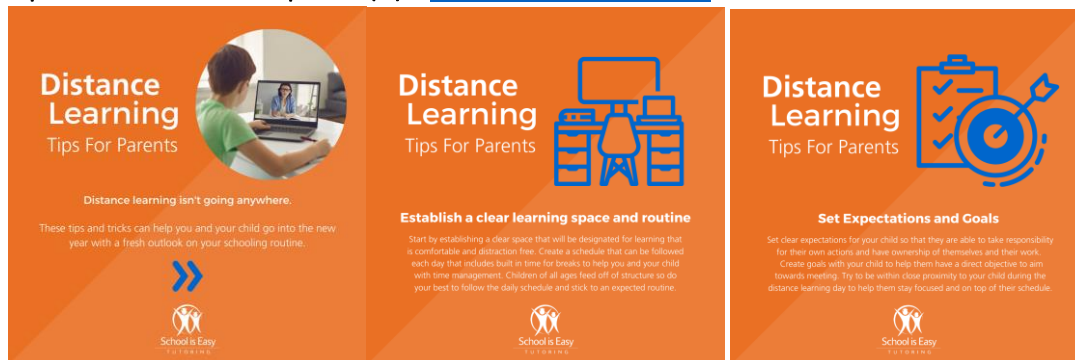
The additional resources have been broken down into three categories:

- **Blog Article:** These polished articles can be shared and linked from the website through newsletters, simple emails to your customers, and across your social media platforms.
- **Square Carousel Images:** These images were designed to be shared all at once in a carousel, or slider style social media post on Instagram, Facebook, or Linkedin. This allows users to scroll through the images to read through the content.
- **Story Graphics:** These images were designed to be shared one after the other on your social media story. Not sure how to use this feature? Check out this guide.
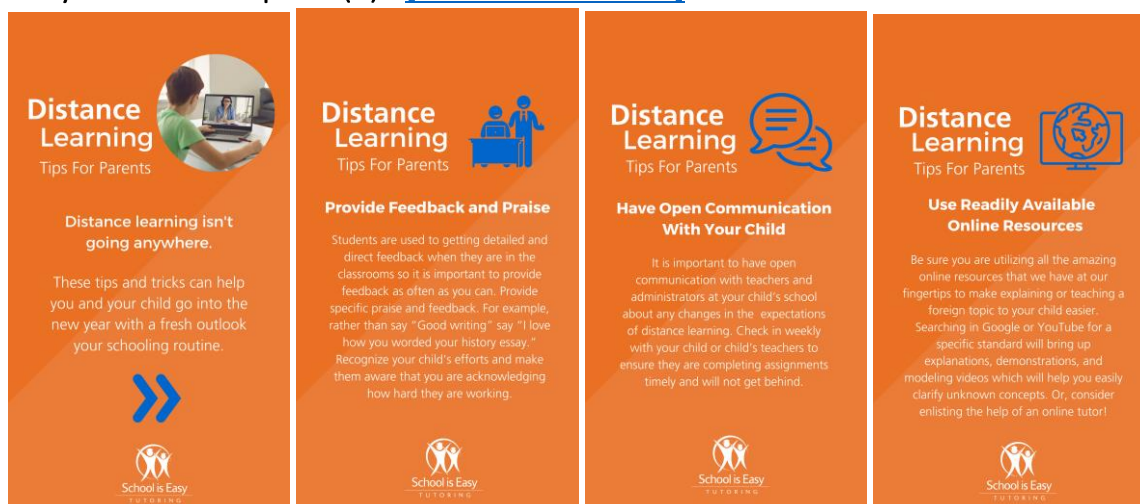
Distance Learning Tips and Tricks for Parents

Sharable link to full blog article: https://www.schooliseasy.com/2021/02/distance-learning-tips-tricks/

Square Carousel Graphics (6)– [Download All Here]

Story Carousel Graphics (6)– [Download All Here]

Test Preparation Checklist for Middle School Students

Sharable link to full blog article: https://www.schooliseasy.com/2021/02/checklist-test-prep-strategies-middle-school-students/

Printable Checklist (1) - [Download Here]

Square Carousel Graphics (5) – [Download All Here]

Story Carousel Graphics (5)- [Download All Here]

4 Ways Tutoring Can Help Fill Learning Gaps

Sharable link to full blog article: https://www.schooliseasy.com/2020/12/4-ways-tutoring-can-help-overcome-covid-learning-loss/?fbclid=IwAR3t1JiaD8PL1PoYLQoBgBCNdqj4i8TkBzTBEfW-lmkf3RAR01DhzggCOfs

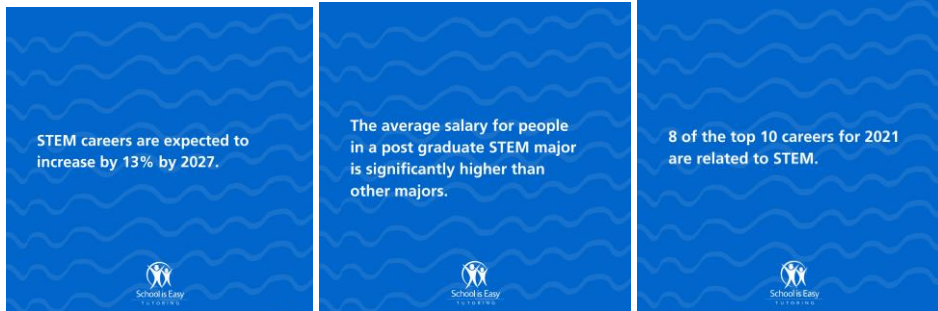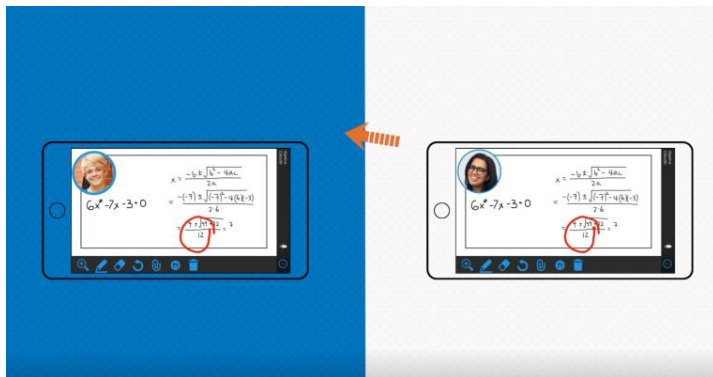Square Graphics (1)– [Download Here]

Why Your Child Should Consider a Career Path in STEM

Link to full blog article on the SIE website: https://www.schooliseasy.com/2021/02/why-your-child-should-consider-a-career-path-in-stem/

Square Graphics (3)– [Download Here]

Video

(NEW!) Find a Tutor Near You [Download Here]

This video can be shared across your social channels or email list to promote our tutoring service. You can also post this video on Facebook and boost it to generate more traffic or include it in your paid Facebook advertising campaigns.