

# Marketing Muddling Your Mind?

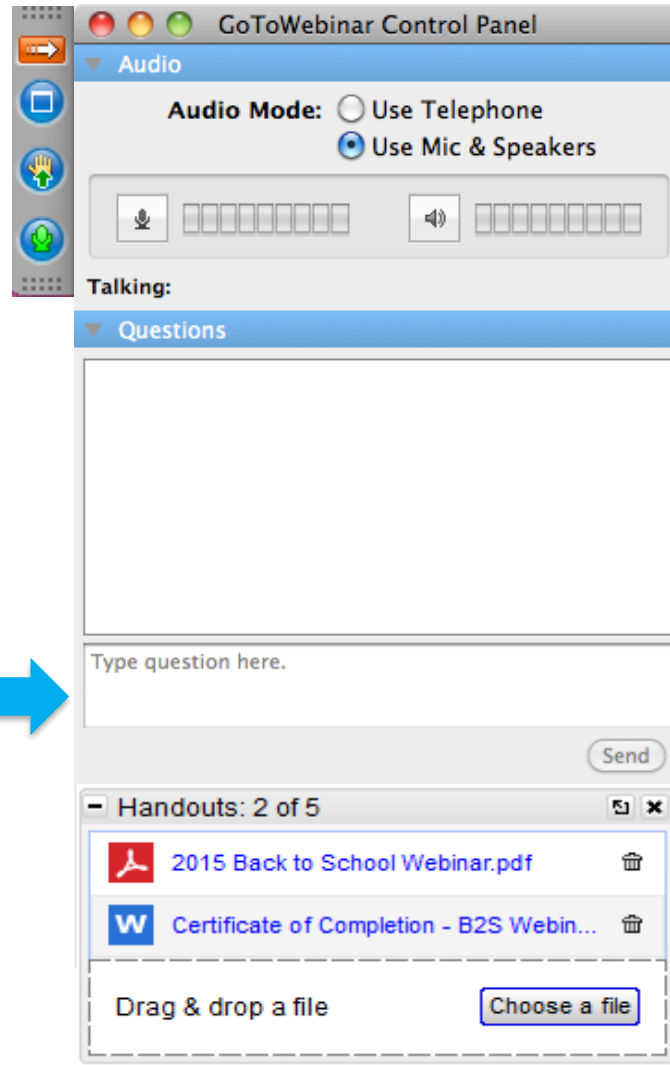
## Promoting Got You Panicked?



# We Can Help!

Tutor.com's Guide to Marketing & Promotion

# USING GoToWEBINAR



Choose your audio format.

Raise your Hand.

Type your questions or comments and Send.

Download your handouts.

Be sure to take the 2016 Tutor.com Client survey, open now!  
Link in your Community Impact Newsletter  
Or go here: <https://www.surveymonkey.com/r/2016libsurvey>

# Today's Schedule

- New Subjects for 2016/2017
- Know Before You Go: Staff Training
- Know Before You Go: Report-Driven Outreach
- Don't Sweat the Small Stuff: Begin With the Basics
- Targeted Touchpoints: Reaching Specific Audiences
- Creative Contests: Reward Their Work
- Sneak Peek: New Materials Coming Soon!

# New Tutor.com Subjects 2016/2017

*Always Innovating. Always Updating.*



- Microsoft Office Suite
  - Word
  - Excel
  - PowerPoint
- ESL/ELL (8<sup>th</sup> grade and up)
- Reading Comprehension
  - 8<sup>th</sup> grade and above
- Pre-calculus

Available Upon Request

- Drop-off Algebra I & II

*In the works: new content for self-study.*

Poll: What topics are most important for content?

# Know Before You Go Staff Training

*Everybody knows somebody that needs Tutor.com.*



## Trainings & Webinars

Information to help you sustain a successful program.

REGISTER NOW >>

- Monthly webinars
- Recorded webinars
- Demonstration videos
- Custom Training Options

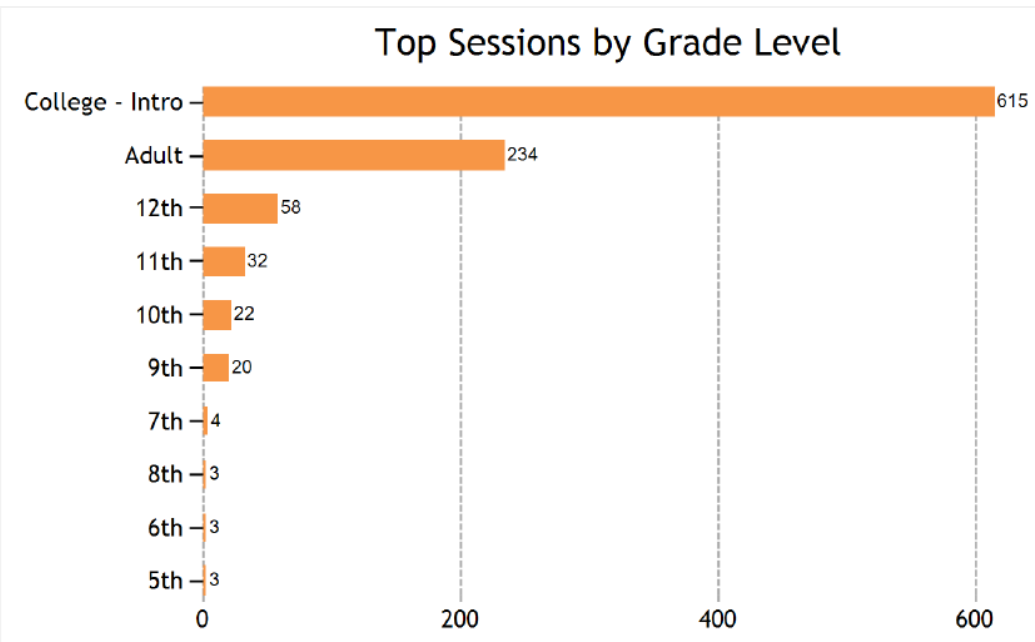
[www.tutor.com/clientcarelib](http://www.tutor.com/clientcarelib)

Poll: When is the last time you attended a Tutor.com training?

# Know Before You Go

## Report-Driven Outreach

*Data is a beautiful thing.*



- Grade Level Trends
  - Hit or miss?
  - Success after promotion?
- Popular Subjects
  - Share with teachers
  - Relevant messaging
- Student Comments
  - Use in newsletter headers
  - Tweet, Snap, Post


[clientsupport@tutor.com](mailto:clientsupport@tutor.com)

Poll: Do you currently receive Tutor.com monthly reports?

# Know Before You Go Report-Driven Outreach

*Data is a beautiful thing.*

Message 2016\_06\_Report By Location With Summary.pdf (325 KB)

 tutor.com  
Learn better.

Greetings,

Attached is your Tutor.com usage report. This report includes the monthly statistics for your Tutor.com service. Also included are the survey responses and user comments. If you have any questions regarding your report or want to discuss your Tutor.com program, please do not hesitate to contact us at [clientsupport@tutor.com](mailto:clientsupport@tutor.com).

Regards,

Your Tutor.com Client Care Team  
[clientsupport@tutor.com](mailto:clientsupport@tutor.com)

Please see the attached file for your monthly report, or [click here to view your archived reports in Excel and PDF formats](#).

If the archived reports link is not visible or does not work, copy and paste the following URL into your browser:  
<http://lh.tutor.com/reportviewer/?GUID=4ca48763-adeb-4208-99d8-aa4b74334dec>

# Know Before You Go Report-Driven Outreach

*Data is a beautiful thing.*

## Welcome to your Tutor.com Reports!

If you have any problems viewing these reports, please [contact us](#) at your convenience

2016 June Report By Location With Summary



2016 May Report By Location With Summary



2016 April Report By Location With Summary



2016 March Report By Location With Summary



2016 February Report By Location With Summary



2016 January Report By Location With Summary



2015 December Report By Location With Summary



2015 November Report By Location With Summary



2015 October Report By Location With Summary



2015 September Report By Location With Summary



2015 August Report By Location With Summary



2015 July Report By Location With Summary



2015 June Report By Location With Summary





# Know Before You Go Report-Driven Outreach

*Data is a beautiful thing.*

Usage	
<b>TOTAL SERVED</b>	<b>2680</b>
- Live one-to-one Sessions	2632
- SkillsCenter™ Sessions	48
Mobile Usage	
<b>TOTAL SERVED</b>	<b>193</b>
- Mobile Live one-to-one Sessions	192
- Mobile SkillsCenter™ Sessions	1
Live one-to-one Sessions	
<b>TOTAL SESSIONS</b>	<b>2632</b>
- 24/7 Resume & Cover Letter Submission	11
- ACT Test Prep	15
- Advanced Placement (AP) Test Prep	38

- ✓ Total Usage
- ✓ Time in Session
- ✓ By Grade
- ✓ SkillsCenter
- ✓ Mobile Usage
- ✓ Avg. Session Length
- ✓ By Subject
- ✓ Quizzes
- ✓ Survey Results
- ✓ Student Comments
- ✓ Account Holder Counts
- ✓ Optional: zip, school

# Your Turn

## Questions About Training or Reports?

*Use the Question Box to Ask Your Questions or Share Ideas.*

▼ Questions

Type question here.

Send

# Client Resource Center

## www.tutor.com/clientcarelib

Your Go-To Site for Tutor.com Promotion.

tutor.com  
13,912,031 Sessions and Counting!

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### Client Resource Center

Resources and ideas to make your Tutor.com program a success!

#### Promotional Materials

Posters, bookmarks, press releases, web graphics & more.

[DOWNLOAD MATERIALS >>](#)

#### Trainings & Webinars

Information to help you sustain a successful program.

[REGISTER NOW >>](#)

#### Tutor.com for Libraries News

**Announcing our Manga-inspired Poster Design Contest for your Teens!**

Tutor.com is excited to announce our Poster Design Contest for your teens! We will be designing new promotional materials for our

# Don't Sweat the Small Stuff

## Begin with the Basics

*Simple. Quick. Inexpensive.*

Good Strategy	Great Strategy
YA/Children's' Staff trained	ALL Staff trained
Link on website	<u><a href="#">Link with graphic and description</a></u>
Fliers in the library	Fliers in the laundromat
Bookmarks at circ. desk	Bookmarks in schools' media centers
Demo at school open house	Demo in math/English classes
Article in Newsletter	Article in Local Media
Commercial at Teen Program(s)	Commercial at Scout Meeting
Tweet a link and hours	Buy a Boost on FB ads

# Targeted Touchpoints

## Reaching Specific Audiences

*Speak Their Language.*

Audience	Messaging	Pieces to Share
AP® Teachers	Raise your students' scores by ½ point or more.	Efficacy Studies Briefing, Top 10 Tips
Athletic Coaches	Don't let academics bench your players.	Get Back in the Game Flyers
English Teachers	Save some red ink on composition assignments.	New Writing Flyers or Bookmarks
Guidance Counselors	Give your college-bound students a boost.	SAT®/ACT® Flyers and Student Brochures
Homeschooling Parents	Be better prepared to help in tough subjects.	Safe & Secure Assurance, Top 10 Tips

# Creative Contests

## Reward Their Work

*It's all fun and games, with a dash of learning.*

Contest Type	Details
Library Resources Scavenger Hunt	Online or in-library; Explore eResources to complete scavenger hunt. Include Tutor.com hours an item on list.
Writing Contest/Club	Suggest Tutor.com to participants in your library's writing events for NaNoWriMo or other essay contest you have.
TAG/TAB Referral Contest	Have students in your TAG (or other frequent visitors) keep track of how many friends they refer to Tutor.com
Video Production Contest	Have students create a Tutor.com commercial to put on your website or share on social media.
Math or Science Packets	Repurpose the Tutor.com Summer Challenge packets to use during the school year.
Resolutions Punch Cards	Offer small prizes (or end of semester party) for students completing items on New School Year Resolution list.

# Your Turn To Share With What Have You Had Success?

*Use the Question Box to Share Your Ideas.*

▼ Questions

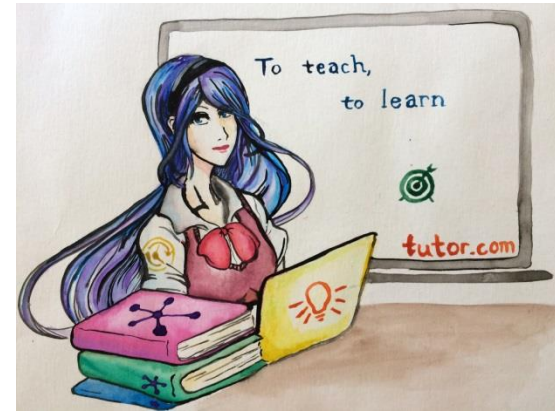
Type question here.

Send

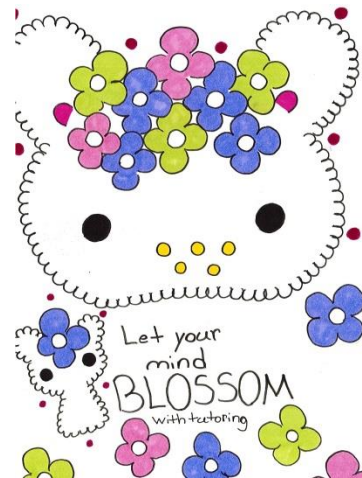
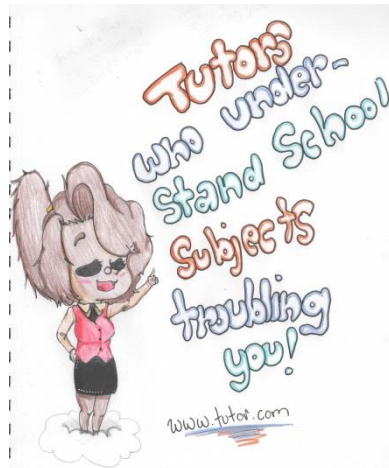


# Sneak Peek: New Materials Coming Soon

Estimated Date: September 15th



tutor.com  
your education destination



Teen Poster Design Contest  
Winners to be chosen September 1st





# Sneak Peek: New Materials Coming Soon

*Estimated Date: August 15th*



Early Mock-Ups!  
Not Final Copy or Design!

# Sneak Peek: New Materials Coming Soon

*Estimated Date: August 15th*

## Overall Theme: We Can Help!

- *Fun Alliterations*
- *Corresponding Emojis*
- *Materials by Subject*

Math

Science

Writing

Test Prep

General

Bookmarks

Flyers

Brochures

Newsletter templates

Teacher email templates

Poll: What pieces do you need next?

# We Can Help!

## Tutor.com's Client Care Team

*Marketing • Technical Support • Service Support • Reporting*



Bob Bonocore  
Client Services Manager  
[Bob.Bonocore@Tutor.com](mailto:Bob.Bonocore@Tutor.com)  
(941) 320-5437



Alyssa Louro  
Account Manager  
[Alyssa.Louro@tutor.com](mailto:Alyssa.Louro@tutor.com)  
(347) 446-2897



Susan Del Rosario  
Sr. Director, Library Programs  
[Susan.DelRosario@Tutor.com](mailto:Susan.DelRosario@Tutor.com)  
(920) 327-2859



Ralph Bautista  
Client Services Support  
[Ralph.Bautista@Tutor.com](mailto:Ralph.Bautista@Tutor.com)  
(917) 943-8294

*Be sure to take the 2016 Tutor.com Client survey, open now!  
Link in your Community Impact Newsletter  
Or go here: <http://www.surveymonkey.com/r/2016libsurvey>*

