

Marketing Muddling Your Mind?

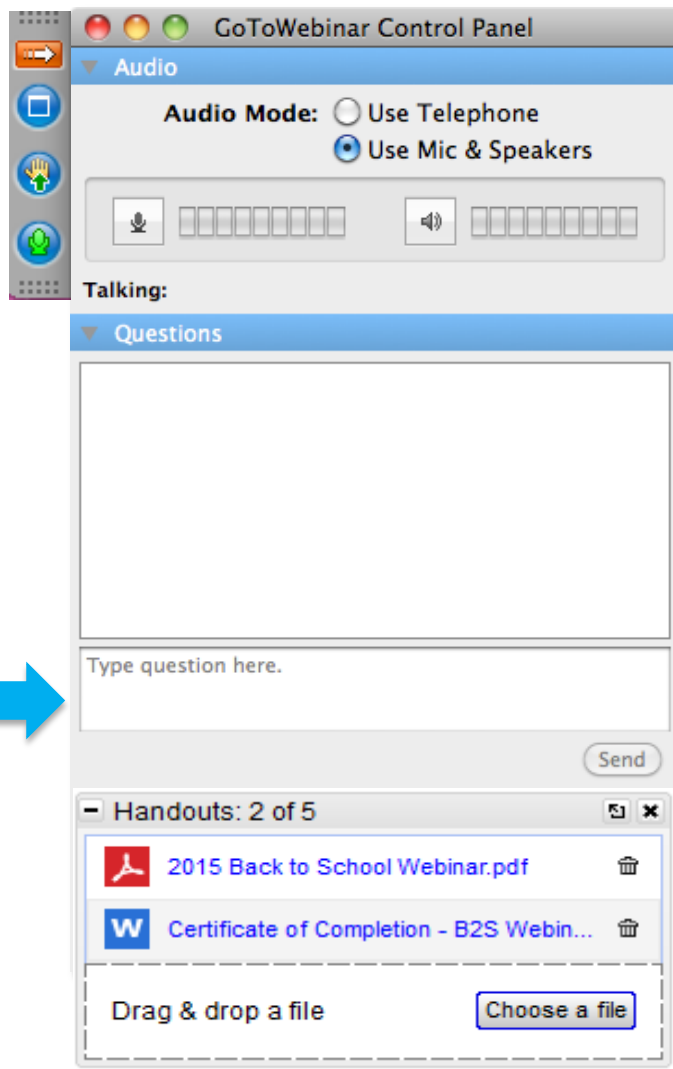
Promoting Got You Panicked?



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.

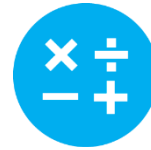
Be sure to take the 2016 Tutor.com Client survey, open now!
Link in your Community Impact Newsletter
Or go here: <https://www.surveymonkey.com/r/2016libsurvey>

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 (8th grade and up)
- Reading Comprehension
 - 8th 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

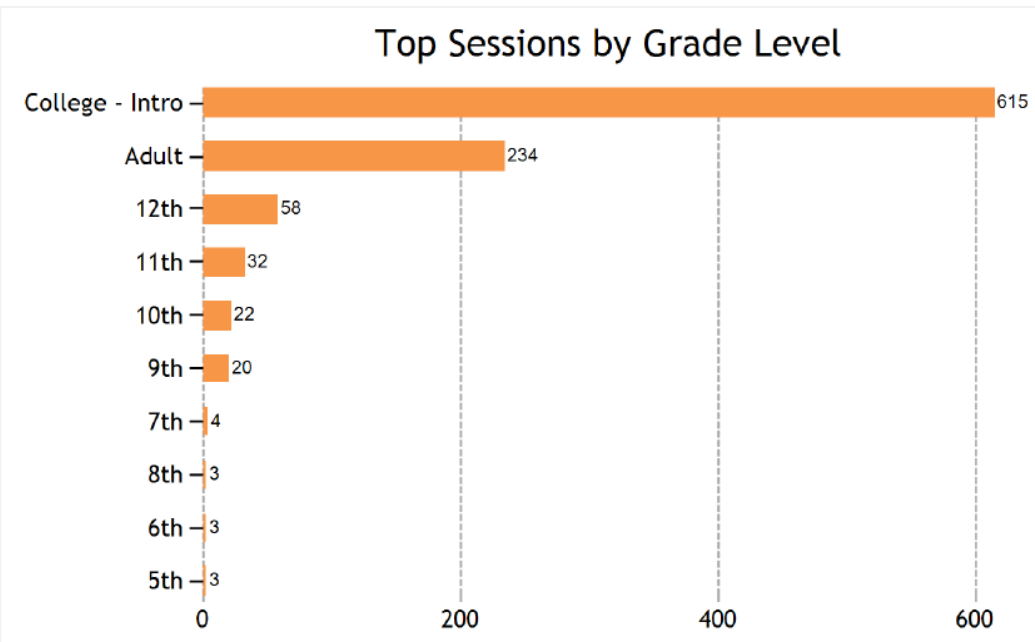
www.tutor.com/clients

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

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)



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.

Regards,

Your Tutor.com Client Care Team
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://lhh.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	
TOTAL SERVED	2680
- Live one-to-one Sessions	2632
- SkillsCenter™ Sessions	48
Mobile Usage	
TOTAL SERVED	193
- Mobile Live one-to-one Sessions	192
- Mobile SkillsCenter™ Sessions	1
Live one-to-one Sessions	
TOTAL SESSIONS	2632
- 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

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

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Trainings & Webinars

Information to help you sustain a successful program.

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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

Password Protected. Email ClientSupport@tutor.com for your password



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>Link with graphic and description</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.

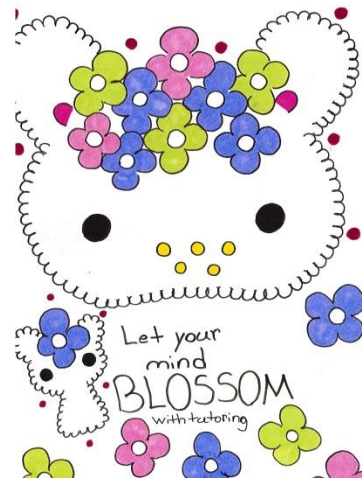
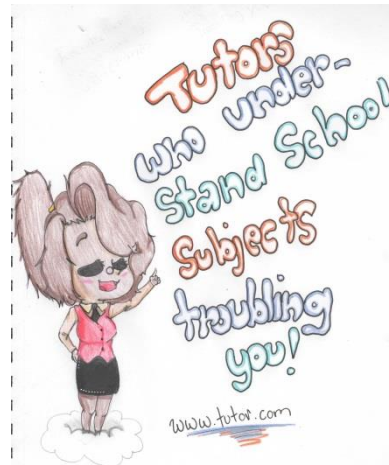
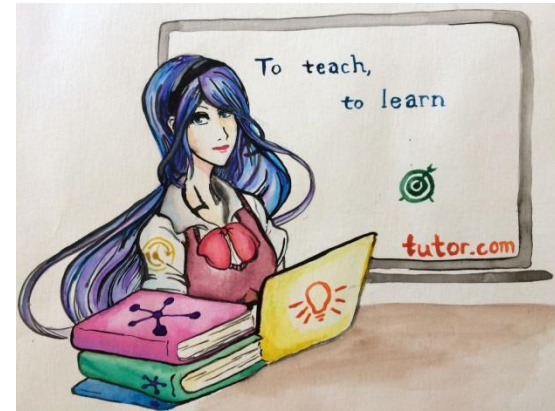
▼ Questions

Type question here.

Send

Sneak Peek: New Materials Coming Soon

Estimated Date: September 15th



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



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*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>*

