Campaign Release Guide

Tutor of the Year Award 2017 Nominations & Voting will take place on the Corporate Facebook Page between:

7th March – 24th March
Tutor of the Year Award 2017 Campaign Introduction

We are committed to helping our students achieve their academic dreams, whether that’s getting the grades needed to attend the college/university of their dreams or increasing their confidence in class. Simply put, making a difference is at the very heart of what we do.

This could not be achieved without your incredible tutors. Every day your tutors are making a profound difference in the lives of families, in communities and our organization and we are extremely proud of the work they do. We are celebrating all of your amazing tutors and their commitment to excellence with our Tutor of the Year Award 2017!

Imagine... if every franchisee just has 1 tutor nominated that would be over 250 tutors nominated globally!

CLICK HERE TO ACCESS ALL MARKETING FILES

Timeline of Campaign
Below you will find a calendar showing dates of activity for the Tutor of the Year Award 2017 Campaign. This includes Pre-Campaign activities, Launch activities and Post-Campaign activities.

Calendar Key
HO = Activities that will be executed by Home Office
F = Activities that franchisees are expected to execute on

Please see the Marketing Checklists for more information on what you should be doing during this global campaign.

Home Office will be sending out communications to all of your customers and tutors, who are active in Big Apple and have had a session in the past 6 months, on your behalf. This is to take some of the workload off of you and to ensure you can put all of your efforts into backing your nominated tutors!

You can view the emails that will be sent out to customers and tutors HERE.
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**FEBURARY / MARCH 2017 – Pre-Campaign & Launch**

- **12**: Release to franchisees (HO)
- **13**: Release to franchisees (HO)
- **14**: Read through release & familiarise yourself with it (F)
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**Local Marketing & Contact Key Customers**

- **SUN**: Execute local marketing when tutor nominated (F)
- **MON**: Execute local marketing when tutor nominated (F)
- **TUE**: Execute local marketing when tutor nominated (F)
- **WED**: Execute local marketing when tutor nominated (F)
- **THUR**: Execute local marketing when tutor nominated (F)
- **FRI**: Execute local marketing when tutor nominated (F)
- **SAT**: Execute local marketing when tutor nominated (F)

**Customer Email**

- **SUN**: Customer email #1 (HO)
- **MON**: Customer email #2 (HO)
- **TUE**: Customer email #3 (HO)
- **WED**: Customer email #4 (HO)
- **THUR**: Customer email #5 (HO)
- **FRI**: Customer email #6 (HO)
- **SAT**: Customer email #7 (HO)

**Facebook Activity**

- **SUN**: Facebook activity (HO)
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# MARCH / APRIL 2017 – Post-Campaign

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<td>Home Office contacts the winning tutor’s franchisee to let them know their tutor won (HO)</td>
<td>Home Office contacts the winning tutor’s franchisee to let them know their tutor won (HO)</td>
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<td>Winner announced LIVE on Corporate Facebook Page by Frank Milner (HO)</td>
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<td>Campaign satisfaction survey sent out to franchisees (HO)</td>
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# Marketing Checklists

## Pre-Campaign
1 week before nominations open (27th Feb – 7th March), do the following:

- Update your Facebook page cover photo
- Update your Twitter cover photo if you have a Twitter account
- Update Personal LinkedIn Profile cover photo
- Post on your Facebook page 1-2 times
- Utilise the social media graphics & sample Facebook posts
- Contact key customers who you know are very likely to nominate their tutor – the quicker nominations come in the more time your tutor has to get votes

## Launch
When one of your tutors has been nominated, execute on local marketing activities:

- Email customer who nominated the tutor
- Email nominated tutor letting them know they have been nominated
- Email all customers asking them to vote for your nominated tutor
- Email all tutors asking them to vote for your nominated tutor
- Use email header graphics in your emails
- Post unique URL sent to you by Home Office on Facebook Page

**WARNING:** When sending mass emails from your Tutor Doctor email, **DO NOT** send them from your normal email provider. These mass emails must be sent from an email marketing platform such as Constant Contact to avoid your email address being blacklisted.
Benefits of Tutor of the Year Award 2017

Local Franchise Benefits
- Develop your employer brand through showing how much you care for and appreciate your tutors. Tutor appreciation is key to increasing tutor referrals!
- Increase brand loyalty – nominated tutors will feel recognized for their efforts
- Potential for local PR for nominated tutor(s)
- Only Global Tutor of the Year Award we are aware of – this makes it something pretty special!
- You can utilize your nominations from customers as reviews / testimonials
- Actively engaging with your with community, customers, tutors – great for branding
- Recruitment marketing material/content can be gleaned from this which benefits all franchises - the more tutors nominated the more content we have.

Global Brand Benefits
- Only Global Tutor of the Year Award we are aware of – this makes it something pretty special!
- PR potential
- Running a global award like this demonstrates how much we care for and appreciate our tutors. This helps shape our global employer brand and shows customers and potential customers how much pride we take in our tutors.
- Marketing content created throughout the process which benefits the global brand and local franchises:
  - Blog content / Social Media - nominated tutors & their inspirational stories
  - Video content*
    - Tutor receiving their Award at DBA 2017
    - Tutor around downtown Toronto
    - Short video about why they love being a Tutor Doctor® tutor - speaking to our tutor core message pillars/company values

*T Please note, these video content ideas are subject to change

Tutor Benefits
- Nominated tutors will feel very proud of the company they tutor for, as well as feeling appreciated as you and their community rallies behind them for votes.
- The winning tutor will receive flights for them and a guest and a 3 day city break to downtown Toronto. They will receive their award at Tutor Doctor’s Annual Gala Event at DBA in July.
Nominations and Voting

The Nomination Process

1) Tutor Doctor® tutor is nominated

2) Home Office approves nomination

3) Home Office informs franchisee that their tutor has been nominated

4) Franchisee executes local marketing to support nominated tutor(s)

1. Tutor Doctor® tutor is nominated
2. Home Office approves the nomination within 24 hours based on:
   - Has the tutor had a session in the past 6 months (September 2016-March 2017)?
   - Is the tutor marked as ‘active’ in Big Apple?
   - Did the tutor nominated themselves? If they did, the nomination will not be approved.
3. When the nomination is approved, Home Office will inform the franchisee that one of their tutors has been nominated.
   - We will provide you with the unique URL link for the nomination so you can share this with customers, tutors and on your Facebook Page to help get votes for the nomination
   - We will provide you with email templates to thank the customer for their nomination and to let the tutor know they have been nominated
4. Utilize the resources we have provided you to execute on local marketing around your nominated tutor(s) – this will create a great buzz around your brand in your community!

Please note: If the tutor nominated themselves, has had a session in the past 6 months and is marked as ‘active’ in Big Apple, Home Office will notify the franchisee of this.
Nominations & Voting on Facebook – How it works
All nominations and voting will take place on the Corporate Tutor Doctor Facebook Page under a tab labeled ‘Tutor of the Year 2017’. The Tab will appear amongst these tabs:

These are the pages someone will see when nominating a tutor under the ‘Tutor of the Year Award 2017’ Facebook Tab:

Entry Page
This is the page where someone nominates a tutor for the Tutor of the Year Award 2017.
Post-Entry Page
Once someone has submitted their nomination, they will be taken to this page where they have the option to ‘share’ their nominated tutor’s submission with their friends on Facebook. This will help increase the vote count for the nominated tutor.

Gallery Page
All approved submissions will appear here in the Gallery Page. The approved submissions will appear in the order of the most votes to least votes. The vote count per submission will also be visible.

This is where people can vote for their favorite submission.
Award Nomination/Voting Rules

- A Tutor Doctor® tutor cannot nominate themselves. If they do, the nomination will not be approved.
- Only active Tutor Doctor® tutors who have had a tutoring session within the last 6 months are eligible to be nominated.
- If a nominated tutor does not have a valid passport they will not be eligible to win the Tutor of the Year Award 2017, as they will need to be able to fly to Toronto, Canada to receive the Award.
Marketing Resources

Social Media Graphics

Facebook Cover Photo
Upload this cover photo to your Facebook Page the week before the nominations open.

DOWNLOAD HERE

Twitter Cover Photo
If you have a Twitter account, upload this cover photo to your Twitter account the week before the nominations open.

DOWNLOAD HERE

LinkedIn Personal Profile Cover Photo
Upload this cover photo to your personal LinkedIn profile the week before the nominations open. This is great for building your recruitment brand on LinkedIn.

DOWNLOAD HERE

Photo-Based Social Media Graphic
Use this graphic on your Facebook page accompanied with a written post.

DOWNLOAD HERE
Editable Social Media Graphic
Use this graphic on your Facebook pages accompanied with a written post.

DOWNLOAD HERE

This is a PowerPoint template, where the text can be edited to whatever you like, and then saved as a JPEG graphic.
Find out how to use a PowerPoint Template HERE

#TopTip  Use, get inspiration from and share the Facebook posts on the corporate Facebook Page throughout the Tutor of the Year Award campaign!

Facebook Sample Posts

Before nominations open:

Tutor Doctor is launching its GLOBAL Tutor of the Year Award 2017 nominations on March 7th! Has your Tutor Doctor tutor made a profound difference? Help us recognize them by nominating them for the award. When nominations open on March 7th, you can submit your nomination here: http://woobox.com/z4wuxq

When one of your tutors has been nominated:

Our tutor has been nominated for Tutor Doctor’s global Tutor of the Year Award 2017! We’re so proud of the work they do! Help us recognize them by voting for them every day! Click here to vote: [insert unique URL provided by Home Office]
Email Header Graphics & Templates

Email Header Graphic #1
Use this email header graphic in any emails you send out regarding the Tutor of the Year Award.

DOWNLOAD HERE

Email Header Graphic #2 (Editable)
Use this email header graphic in any emails you send out regarding the Tutor of the Year Award.

DOWNLOAD HERE

This is a PowerPoint template, where the text can be edited to whatever you like, and then saved as a JPEG graphic. Find out how to use a PowerPoint Template HERE

Customer Email Template
Thank you for nominating one of our tutors

When to use: When one of your tutors is nominated by one of your customers, send this email to the customer that nominated them.

This email template also asks your customer to use their nomination as a review on various review sites, as well as encourage their friends and family to vote for the tutor.

Tutor Email Template
You’ve been nominated

When to use: When a customer has nominated one of your tutors, send this email to the tutor that has been nominated.

This email template congratulates the tutor for being nominated and encourages them to get their friends and family to vote for them.
**All Customers Email Template**  
*Vote for our nominated tutor*

**When to use:** When one of your tutors is nominated, send this email to all of your customers asking them to vote for the nominated tutor.

**WARNING:** Do not send mass emails from your Tutor Doctor email address. Use an email marketing platform such as Constant Contact.

**All Tutors Email Template**  
*Vote for our nominated tutor*

**When to use:** When one of your tutors is nominated, send this email to all of your tutors asking them to vote for nominated the tutor.

**WARNING:** Do not send mass emails from your Tutor Doctor email address. Use an email marketing platform such as Constant Contact.
FAQs

What if none of my customers nominate a tutor?
If none of your customers nominate a tutor after the 1st week of nominations being open, we advise you to nominate a tutor yourself and execute on your local marketing.

How else can I increase the number of my tutors that get nominated?
Contact customers that you have a great relationship with and that you know will nominate a tutor. Having a targeted approach to this will help increase nominations.

How do I share/post/email the nomination of the tutor so that people can vote for them?
When a tutor is nominated and the nomination is approved, Home Office will send you a unique URL of the tutor’s nomination. This unique URL will take people to that tutor’s specific nomination where they can vote for them.

How many times can people vote?
People can place 1 vote per day.

How do I encourage people to vote for my nominated tutor(s)?
Utilize the marketing checklists we have provided. Communication is key – you only have 2 ½ weeks to drum up as many votes as possible for nominations, so utilise that time to push out communications to your customers, tutors and other people you know within in your network. Also engage with your PERSONAL networks and leverage your sphere of influence to increase votes.

How do I use the PowerPoint templates to create JPEG images?
CLICK HERE to find out how.

Any other questions? Email marketing@tutordoctor.com
**Appendix – Emails being sent by Home Office**

Please note: 3 sets of each of these emails will be sent – North America spelling, UK spelling and Spanish.

**Customer Email #1 – Introduction to award – 28th February**

**Subject Line:** Has your tutor made a difference? Let’s celebrate them!

Hi [First Name],

We are committed to helping our students achieve their academic potential, whether that’s getting the grades needed to attend the college of their dreams or increasing their confidence in class. Simply put, making a difference is at the very heart of what we do.

This could not be achieved without our incredible tutors. Every day our tutors are making a profound difference in the lives of our families, in our communities and our organization and we are extremely proud of the work they do.

We are celebrating our amazing tutors and their commitment to excellence, and we need your help to do that!

I invite you to nominate your Tutor Doctor® tutor for our global Tutor of the Year Award 2017 when nominations open on March 7th.

**How it works**

1. When nominations open on March 7th, CLICK HERE to nominate your tutor on our Facebook Page.
2. Upload a picture of your tutor and in a few sentences tell us how they have made a difference and why you believe they deserve to win the Tutor of the Year Award 2017.
3. Get your friends and family to vote for your tutor! The winner will be selected from the top 5 tutors with the most votes after the nominations end March 24th.

The winning tutor and guest will be flown to Toronto, Canada to receive our global Tutor of the Year Award 2017 at Tutor Doctor’s Annual Gala Event.

I can’t wait to hear your story about how your Tutor Doctor® tutor has made a difference!

Kind regards,

Frank Milner

President, Tutor Doctor
Customer Email #2 – Day award nominations open – 7th March

Subject Line: Nominations are OPEN for Tutor of the Year Award

Hi {First Name},

The nominations for our global Tutor of the Year Award 2017 are now OPEN!

Every day our tutors are making a profound difference in the lives of our families, in our communities and our organization -- we are extremely proud of the work they do. We are celebrating our amazing tutors and their commitment to excellence, and we need your help to do that!

Nominate your Tutor Doctor® tutor today!

How to nominate

1. **CLICK HERE** to nominate your tutor on our Facebook Page.
2. Upload a picture of your tutor and in a few sentences tell us how they have made a difference and why you believe they deserve to win the Tutor of the Year Award 2017.
3. Get your friends and family to vote for your tutor! The winner will be selected from the top 5 tutors with the most votes after the nominations end March 24th.

The winner will be announced in April and will be flown to Toronto, Canada to receive our global Tutor of the Year Award 2017 at Tutor Doctor’s Annual Gala Event in July.

We can’t wait to hear your story about how your Tutor Doctor® tutor has made a difference!
**Customer Email #3 – Mid-campaign reminder – 14th March**

**Subject Line:** Don’t forget... nominate your Tutor Doctor® tutor today!

Hi [First Name],

Has your tutor made a difference? Let’s celebrate them! Nominate them for our Tutor of the Year Award 2017.

**How to nominate**

1. **CLICK HERE** to nominate your tutor on our Facebook Page.
2. Upload a picture of your tutor and in a few sentences tell us how they have made a difference and why you believe they deserve to win the Tutor of the Year Award 2017.
3. Get your friends and family to vote for your tutor! The winner will be selected from the top 5 tutors with the most votes after the nominations end March 24th.

The winner will be announced in April and will be flown with a guest to Toronto, Canada to receive our global Tutor of the Year Award 2017 at Tutor Doctor’s Annual Gala Event in July.

We can’t wait to hear your story about how your Tutor Doctor® tutor has made a difference!

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**Customer Email #4 – Last chance reminder – 22nd March**

**Subject Line:** Your last chance... Nominate your tutor today!

Hi [First Name],

Have you nominated your tutor for our Tutor of the Year Award yet? It’s only a few days until nominations close, so make sure your tutor is in the running!

**How to nominate**

1. **CLICK HERE** to nominate your tutor on our Facebook Page.
2. Upload a picture of your tutor and in a few sentences tell us how they have made a difference and why you believe they deserve to win the Tutor of the Year Award 2017.
3. Get your friends and family to vote for your tutor! The winner will be selected from the top 5 tutors with the most votes after the nominations end March 24th.

The winner will be announced in April and will be flown with a guest to Toronto, Canada to receive our global Tutor of the Year Award 2017 at Tutor Doctor’s Annual Gala Event in July.

We can’t wait to hear your story about how your Tutor Doctor® tutor has made a difference!
Hi [First Name],

We are committed to helping our students achieve their academic potential, whether that’s getting the grades needed to attend the college of their dreams or increasing their confidence in class. Simply put, making a difference is at the very heart of what we do.

This could not be achieved without you, our incredible tutors. Every day you are making a profound difference in the lives of our families, in our communities and our organization and we are extremely proud of the work you do.

We are celebrating all of our amazing tutors and your commitment to excellence with our Global Tutor of the Year Award 2017.

Your families, clients and students will have the opportunity to nominate you for this prestigious award by telling us how you have made a difference on our Facebook Page. Nominations will be open from March 7th – March 24th.

If you are nominated for this award, make sure to get your friends and family to vote for you as the winner will be selected from the top 5 tutors with the most votes.

The winning tutor will be announced live on our Facebook Page in April and will be flown to Toronto, Canada to receive our Global Tutor of the Year Award 2017 at Tutor Doctor’s Annual Gala Event in July. The winner will also enjoy a 3-day city break in Toronto with a guest.

Good luck to all Tutor Doctor® Tutors that are nominated!

Please note:

- Only Tutor Doctor families/clients/students can nominate a Tutor Doctor® tutor for this award. If a tutor nominates themselves, the nomination will not be approved.
- Only active Tutor Doctor® tutors, who have had a session within the last 6 months, will be eligible to be nominated.