



NIMBUS LEARNING

TUTOR MARKETING GUIDE

THIS BOOK BELONGS TO: A Tutor



Tutors are essential to your school's tutoring program. We want to make sure you succeed, which is why we are dedicated to helping you grow and optimize your personal tutoring business through the Nimbus platform.

We wanted to build out a thorough guide that contains tips and tricks to help you succeed in marketing yourself as a tutor through the Nimbus platform!

Of course, it's always a work in progress. If you ever have an idea or a suggestion that could make it better, we'd love to hear about it.

OVERVIEW

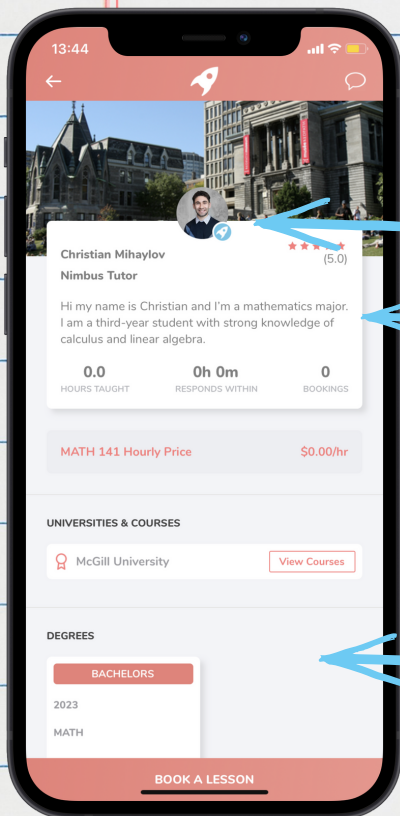
This guide will teach you the basics about how to position yourself and create a marketing strategy for your tutoring side-hustle. Marketing is all about getting the right message (that you're a great tutor) in front of the right people (students). This guide will breakdown just how to do that by channel (social media, in-person).

We have also created a library of templates for you to use and share as you see fit!

Our goal is to give you the tools you need to be successful. Feel free to reach out if there's anything else we can do to help make that happen.

NAILING YOUR PROFILE

Step 1 get the Nimbus App (duhhh), on the app you must create a tutor profile for yourself. Before we move onto marketing yourself, let's make sure your profile is the strongest it can be! It's Important that your profile is complete, accurate and compelling.



Profile picture

Bio

Courses & Degrees

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YOUR PICTURE

Your profile picture is a prominent part of your personal brand. It's the first impression that new visitors to your profile will see. Make sure to select a high quality photo to display, this is the first step to getting students comfortable with you.

YOUR BIO

Put yourself in the prospective student's shoes, what would you want to know about your future tutor? Your bio is where you should include your background, expertise and any other experiences that would pertain to tutoring.

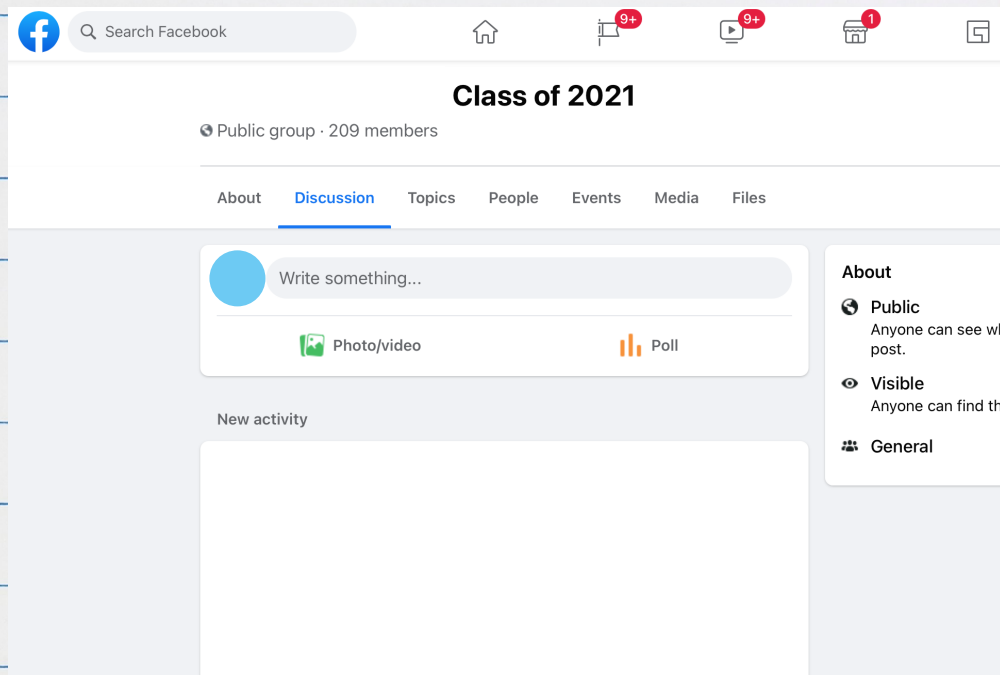
COURSES & DEGREES

Make sure to include your past course experience, degrees and other certificates that could be of value to your students. The more thorough your profile is, the more confident a student will be booking a lesson with you.

MARKETING METHODS

JOINING FACEBOOK GROUPS

Being in the right groups and knowing how to find active campus forums will help you connect with students in need of tutors throughout the semester.



How?

Head to facebook and type in 'Class of 20xx' in conjunction with your university's name- these are typically the easiest groups to find

- Check if anyone has already posted in the group requesting a tutor
- Create a post for the page explaining what you offer and how they can reach out to you. You can check out our templates here
- Regularly check and participate in these facebook groups to remain at the top of people's minds for tutoring help!

LET YOUR STUDENTS DO THE TALKING



Word of mouth marketing is a tried and true marketing strategy. Word of mouth marketing happens when past customers talk about a company's services to their friends, family and others in their social circles. With the students you've tutored we want to make sure they talk about their experience, and refer you to other students.

How?

Ask your students to leave a review of their experience on the Nimbus app, this will help create a positive reputation amongst students! You can also ask your students to share your profile with their friends to increase your exposure.

MAKE USE OF STUDENT ORGANIZATIONS

Research clubs and student organizations on campus, and reach out to them to see if they would be interested in connecting you with their students to help market yourself. Send an email, dm them on instagram or meet them on campus directly!

USING THE 'GRAM

Social media is a great way to leverage your current following, and create more exposure for your tutoring business. We have created some templates for both Instagram stories + posts to help you promote yourself!

Caption ideas:

General:

In need of a tutor for [insert course names here]? I am now offering tutoring sessions on the Nimbus app, book a session with me today and let's get started on acing your courses!

How to get started:

- Download the Nimbus app
- Search my name
- Find availability that works for you
- Request a session!

Exam season:

Exam season stressing you out? I am now offering tutoring on the Nimbus app for [insert course names here]. Book a session with me today and let's get started on acing your exams!

How to get started:

- Download the Nimbus app
- Search my name
- Find availability that works for you
- Request a session!

New Semester:

Need help navigating your new courses this semester? Book a session with me and I can help you understand and navigate [insert course names here] with ease!

TEMPLATES

Check out our social media templates [here](#) 

DOWNLOAD THE APP:



Scan to download the
Nimbus App



If you have any questions or feedback, please feel free to reach out to our support team: support@nimbuslearning.com.

Good Luck & Happy Studying!

- Nimbus