



## Case Study: Co-ed prep school (3-11), North West

### Project: Marketing & Admissions Audit

Stickman  
has helped over  
**50 schools**  
UK & internationally!

### 1 THE CHALLENGE

This century-old Cheshire prep school had been experiencing declining pupil numbers in recent years, despite an affluent catchment area and positive parent community. To ensure the school remains sustainable for the future, the school recognised that evidence-based changes were required.



### 2 OUR APPROACH

Audited the school's marketing and admissions process and conducted research (focus groups with parents, a school tour and mystery shopping). This revealed **gaps in the admissions process, low levels of awareness of the school, and budget being spent on ineffective marketing channels.** We developed an 8-step Plan which included a mix of 'quick wins' and longer-term strategies.



### 3 THE RESULTS

- The School's name and branding was changed to clarify its premium positioning to parents
- Re-routed the school tour and school entrance
- Leveraged positive Word of Mouth from parents
- Refined key messages
- Focused the budget on consolidated, effective marketing channels to boost awareness of the school
- Launched new school website
- Optimised management of inbound enquiries (phone calls)
- Work is ongoing, but already seen 10% uplift in enquiries



*"The relief of having solid, clear advice and specialist sector knowledge was immense. They knew exactly what to do to address the issues we were facing. Amazing."*

Headmistress

**stickman**   
School Marketing Made Simple

We'd love to work with you too!  
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