



Case Study: Girls' preparatory school, Cheshire

Project: Marketing & Communications Strategy

Stickman
has helped over
50 schools
UK & internationally!

1 THE CHALLENGE

- Negativity amongst the parent body
- Limited awareness within the catchment area
- Strong local competition from both state and independent schools
- Marketing not reflecting the School's position as a leading independent school
- Empty school places as a result of the above



2 OUR APPROACH

Created a marketing strategy. Involved:

- Parent/staff focus groups, tel. interviews, school tour, marketing audit
- Optimising the marketing mix (digital, print, nursery liaison etc.)
- 'Look & Feel': key messages, brand refresh, photography
- New school website
- New marketing collateral
- Reigniting the Parents' Society
- Customer Service training
- Open Morning recruitment campaign (see case study)
- Data capture of prospective parents



3 THE RESULTS

- Increased positivity amongst parents, staff and governors -
- Improved awareness of the School in its catchment area
- Quality representation of the School in its catchment area
- Empowering staff to create quality marketing collateral for themselves
- Free of charge PR and advertising worth over £6k



"A huge THANK YOU. Thrilled with the progress and quality of the marketing"
Chair of Governors

"The marketing looks great. Much more professional"
Y1 Parent

"You're so good at the 'feel good' for parents"
Headmistress

stickman 
School Marketing Made Simple

We'd love to work with you too!
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