



Case Study: American Overseas School of Rome, Italy

Project: Marketing & Admissions Strategy

Stickman
has helped over
50 schools
UK & internationally!

1 THE CHALLENGE

- Highly reputable co-ed independent school in Rome but facing pupil recruitment issues in a challenging environment
- Strong competition from international and local schools in Rome
- Sluggish Italian economy and changing US political situation
- Confused messages and visual identity - neither resonating with their target audience/s

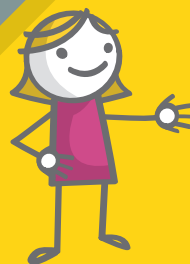


2 OUR APPROACH

The first step in developing AOSR's Marketing & Admissions Strategy was assessing the value of the existing marketing activities and speaking to key stakeholders. This was done via:

- Marketing, communications and admissions audit
- Mystery shopping of enquiry process
- School visit, parent survey, pupil and parent focus groups

We then created a bespoke Marketing Strategy & Plan which detailed step by step guidance on how to raise the School's profile, promote its USPs, reach their target audience/s on the best channels and optimise their admissions process so that key prospective families were nurtured through to enrolment.



3 THE RESULTS

- **Quality representation** of the school to target families
- **Increased positivity** and recommendations among staff and parents
- Clear priorities for quick and longer term pupil recruitment 'wins'
- More efficient use of marketing budget focused on generating a return
- **Consolidation of marketing and communications** activities for more effective and efficient use of resources



The report was very direct in terms of priorities, so that has been a really valuable tool for us to plan our marketing and admissions priorities for this school year, next year and the longer term.

Communications and
Development Manager,
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stickman 
School Marketing Made Simple

We'd love to work with you too!
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