



Case Study: Brockhurst & Marlston House School, Berkshire

Project: Research – Online Survey

Stickman
works with schools
of all shapes and sizes
from preps, primaries
and seniors
to multi-academy
trusts!

1 THE CHALLENGE

This well-established, family-run day and boarding prep school had pupil places to fill. Having carried out a Marketing Strategy & Plan project with the school, we recommended further research with parents to dig deeper and to inform strategic decisions around key messaging and marketing activity.



2 OUR APPROACH

We created a bespoke online parent survey designed to find out parent perceptions, drivers for choosing the school and media consumption to inform marketing channels.

We scrutinised survey results, identified key themes and related these to solid recommended actions for the School to take: to make their key messaging compelling for their both for current parents who recommend the school and for prospective families; identifying the marketing channels that will be most effective and efficient in reaching their target audience.



3 THE RESULTS

- **School identity and USPs crystal clear** - clearly telling prospective parents why they should choose the School
- Positive parental feedback gathered - great **testimonials for marketing materials**
- The School rated **Stickman's services** as "excellent"




School Marketing Made Simple

We'd love to work with you too!
Contact us:
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"Worth every penny and wish we'd connected with you years ago."

Rachel Harper,
Brockhurst & Marlston
House School