



# Case Study: Edge Grove Preparatory School, Herts

Project:  
Research

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

## 1 THE CHALLENGE

Following a period of growth and development, this successful independent preparatory day and boarding school were keen to better understand their parent body's perceptions of the School and to establish the efficacy of current parental communications. Research was conducted to inform marketing activities going forwards.



## 2 OUR APPROACH

We conducted desktop research plus crafted a bespoke online survey that was sent to the parent body. We then dissected the results and translated our findings into a consolidated set of recommendations to inform the School's onward marketing and communication activities. The whole project took a matter of weeks from start to finish.



## 3 THE RESULTS

- **Clarification of parental perceptions** about the School e.g. the vision & values of the School were well understood by parents, whereas some communication channels offered opportunities for improvement
- Aspects that the School felt might be of concern to parents, were shown not to be
- Difference in parental **engagement by year group** were highlighted and solutions presented
- **Positive parental feedback** was collated, providing invaluable **testimonials** and **parent voice**
- A rich seam of key words were gathered from parents to inform the development of a **school strapline** and **key marketing messages**
- The **marketing team** were **delighted** to have Stickman's third party expertise to **help inform their marketing strategy**
- **The school rated our services** as 'Excellent'



*"Stickman worked quickly and effectively. They were very easy to work with and guided us about the best approach to take. I would 100% recommend their services."*

Stephanie Hanna  
Marketing & Development  
Edge Grove Prep School

**stickman**  
School Marketing Made Simple



We'd love to work with you too!  
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