



Case Study:
Prep School, Stockport, Manchester
 Project:
Open Day Marketing Plan

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

1 THE CHALLENGE

- Losing over £740,000 annually in fees via a severe pupil shortage
- Lack of awareness locally and regionally
- Increased competition and from both state and independent schools
- Key messages and School's USP not clearly defined
- Growing uncertainty amongst current parents around the future sustainability of the school



2 OUR APPROACH

We created an **Open Day Marketing Plan** to optimise attendance at the School's Spring open day. Through on and off-site research and auditing the school's marketing and communications activities, Stickman was able to create a bespoke, step by step Marketing Plan like no other! Using a mix of traditional and guerilla style marketing activities, the plan made sure the School would stand out from its competitors during Open Day season.



3 THE RESULTS

Unfortunately Covid-19 hit and so planning has had to be put on hold. The **Marketing Plan remains valuable** however and the recommended activities will benefit the school for future Open Days and beyond.



A key element to the plan was bringing the school back into the community using their best assets - their pupils, parents and staff team! Through the planned delivery of experiential workshops at local family hotspots, festival style learning events and even pop up choirs coupled with a blend of complimentary on and offline activity the plan was certain to deliver results!



We'd love to work with you too!
 Contact us:

+44 (0)161 706 0306

hello@thestickmanconsultancy.co.uk
www.thestickmanconsultancy.co.uk

"Stickman knew exactly what to do to address the issues we were facing. Amazing."

Headmistress