



Case Study: Stocksbridge High School

Project: Research - Online surveys with feeder school and Y7 parents

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

1 THE CHALLENGE

- School facing significant pupil deficit for forthcoming Year 7 cohort
- Lack of understanding around the wants and needs of prospective parents when considering secondary provision for their child
- Increased competition from local competitor schools
- Current parental experience of the school not known
- Lack of parent endorsement in marketing activities

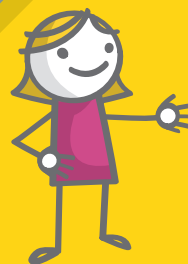


2 OUR APPROACH

We created 2 online parent surveys for this large secondary school:

- Year 7 parents
- Year 6 parents at feeder schools

Through careful questioning and detailed analysis of the results, we defined a core set of marketing messages which would speak to those all important prospective families whilst also underpinning the School's value with its current parents



3 THE RESULTS

- **Deep understanding of the needs of local families**, enabling the School to **highlight the key messages** during conversations and in their marketing materials
- Marketing efforts focused around showcasing aspects of a secondary school which parents perceived to be the most important
- **Highlighted opportunities** to influence 'undecided' Year 6 families
- Positive parent feedback used as **powerful testimonials** in marketing materials.



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School Marketing Made Simple

We'd love to work with you too!
Contact us:
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"It has given us knowledge, constructive marketing ideas and a useful marketing plan"

Stocksbridge High School,
Sheffield