

Free Marketing Health Check for Multi-Academy Trusts



Introduction

In an era where MATs are experiencing increased competition and budgets being squeezed left right and centre, driving revenue which ensures effective and sustained growth is vital.

The Stickman team have developed a **quick** and **easy marketing health check** for MATs to enable them to 'take the pulse' of their own marketing activities and to assess whether or not it's time for them to seek some marketing or communications expertise.

The health check takes **less than 2 minutes to do...** so go on, do it now! **Simply answer the 10 questions on the following page, then see what your 'diagnosis' is and what we recommend to cure any marketing illnesses!**

The Health Check

Score yourself against the 10 questions below, then read on to see your diagnosis and our recommended course of action:

Questions		Yes, definitely! (2 points)	Yes, kind of (1point)	No (0 points)
1	Does your MAT have a clear set of goals in relation to what you want to achieve with your marketing?			
2	Do you have a clear idea of your target audience? (type of school, where they are located, their needs and wants, what will motivate them to join your MAT)			
3	Do you have absolute clarity when describing your MAT and outlining why it's unique?			
4	Does your MAT identity (brand) reflect who you are and what you stand for?			
5	Is your MAT identity consistent wherever it's used (e.g. across member schools)			
6	Do you use a Marketing Plan to map out your marketing activities?			
7	Do you know the top 3 marketing channels that reach your target audience?			
8	Do you understand the optimum timings for your marketing activities (across the term/academic year ?			
9	Do you have a structured process in place to make sure your marketing is activated in a timely and effective manner?			
10	Do you review your MATs marketing activities regularly? (at least once per term)			
TOTAL				

Now take your total score and **READ ON** to see your diagnosis and our recommended course of action!



Your Diagnosis

0-6 points: It's time to take action. You need help, and quick. We'd recommend you sit with any staff involved in marketing at your MAT, and **examine your processes from end to end** - how you're attracting and engaging with prospective schools. What's working, what isn't...where are the gaps? Make a list in the table overleaf and prioritise 3 areas to improve in the next 4 weeks.

7-13 points: You're doing ok, but there are some gaps. It's important to work towards increasing your score because your marketing position is a little vulnerable right now. Shortlist the areas where you scored low in on the table overleaf, and add actions for improvements and dates against each.

14-20 points: You're doing well, but some fine-tuning may be beneficial. Ask yourself, are you optimising EVERY aspect of your MAT offers? If you think you might be neglecting *any* area/s, make a list of these in the table and write actions against each to remedy them and by when.



Taking Action

Make a list in the table below and prioritise a minimum of 3 areas to improve in the next 4 weeks.

	Area for Improvement	Actions to be Taken	By When
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Get In Touch

Remember, Stickman are education marketing specialists so if you need help or want some advice, we'd love to hear from you:

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