



Case Study:
Lady Barn House School
 Project:
**Marketing and Admissions
 Coaching Programme**

Stickman
 has helped over
50 schools
 UK & internationally!

1 THE CHALLENGE

- To increase pupil numbers in an environment of increased competition from both the state and independent sectors and a declining birth rate
- To differentiate the School with a clear identity
- To pinpoint the type of families that the School would like to attract going forwards and how to reach them effectively



2 OUR APPROACH

We delivered our Marketing & Admissions Blaster Coaching Programme to upskill the marketing team and fast-track the School's marketing efforts.

Working collaboratively with key members of staff, the tailored coaching consisted of a blend of live sessions focused on the areas of challenge, best practice examples, bitesize templates and tasks to complete and guided feedback.



3 THE RESULTS

- A deep understanding of the **School's core target audience** and **where to find them**
- A **Marketing Action Plan (MAP)** giving the marketing team 3 proven marketing strategies to focus on. This took the guesswork out of what to do to get results as well as addressing the School's challenges head on.
- 3 powerful marketing messages boosting the School's 'story'. The 'story' ensured **consistent use of messaging by staff** and across all marketing activity.
- The coaching approach helped to **secure 'buy-in' from staff** who are now **proactive in supporting marketing efforts**



"Really beneficial. [Stickman] made us rip it all out, go back to basics, start afresh and build it up again"

**Lady Barn House School
 Preparatory School, Cheshire**

stickman 
 School Marketing Made Simple

We'd love to work with you too!
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