



Case Study: Multi Academy Trust (MAT), Bristol, UK

Project: Critical Friend

Stickman
has helped
**100s of
schools**
UK & internationally

1 The Challenge

This Bristol-based, nine school MAT was facing a number of challenges:

- Low awareness of, and mixed messages about, the MAT amongst parents and staff.
- Retaining the individual character of each school (in their marketing) whilst communicating their links to the MAT.
- Tactical, reactive marketing rather than strategic - lack of a cohesive approach at both MAT and school-level.
- The MAT's marketing team couldn't see the wood for the trees - in terms of the strategic marketing priorities - through being immersed in the 'day to day'.



2 Our Approach

Following the creation of a Parent Communications Strategy, Stickman provided support to the MAT's marketing team via our Critical Friend package.

This was primarily to support the implementation of the Strategy, but the MAT's marketing team were able to pick up the phone or email the Stickman squad with whatever marketing or communications dilemma they were faced with.



3 The Results

- The 'can't see the wood for the trees' feeling amongst the marketing team was removed, and their time was re-focused on key marketing and communications activities that would benefit both the MAT and its member schools.
- Parent Communications Strategy was manageable and effective.
- Marketing staff were upskilled through being able to seek input on best practices



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"The strategy helped us to understand where we could make improvements that would really make a difference. The mentoring of our marketing staff was great too. Thrilled"

CEO of the Trust