



Case Study: Girls' Prep School, UK

Project:
**Boosting Open Day numbers
with online Marketing
Course.**

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

1 The Challenge

The School were facing challenges around pupil recruitment, despite an affluent (albeit competitive) catchment area.

The challenge was to attract a greater number of prospective parents.



2 Our Approach

We put them on our 6-module marketing course.

- We taught them to power up their key messaging and USPs - done via video training and live check-in sessions.
- They embedded the new messaging across their school using our checklist
- They optimised their website for prospective families using our checklist instead of having a costly new website.
- As part of the course, The school followed our 'ready to go' marketing plan, designed to maximise visitor numbers to a school's open day.



3 The Results

- 3 families enrolled within just weeks of the Open Morning - value of £130k.
- 20 new prospective families visited the Open Morning - potential value to the School £880,000+
- Value-added PR and advertising worth over £3k.
- Collateral that positions the School as a leading independent school.
- Delighted parents, staff and governors.



stickman
School Marketing Made Simple

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

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*"Loved what you did for
the Open Day - made a
real difference in the
number of visitors and new
parents attending"*

Teacher,
UK Girls' Prep School