



Case Study: Secondary school, UK

Project: Strategic Marketing Plan

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

1 The Challenge

This school, despite being located in an affluent catchment area, faced the issue of empty school places. Low awareness, strong competition from both state and independent schools, and a lack of a distinctive story after having accumulated multiple messages over the years but feeling stuck on which to prioritise. Uncertainty about the most effective marketing channels, a reactive rather than proactive approach, and extremely limited time further compounded their struggle to attract more pupils.



2 Our Approach

- Developed key marketing messages based on USPs.
- Optimised the marketing mix.
- Enhanced the Open Morning experience for prospective parents e.g. created a branded school map; pupil engagement; clear signage; premium hospitality; branded giveaways etc.
- Captured data and executed follow-up communication activity.



3 The Results

After years of declining numbers, the school welcomed **17 extra pupils**, generating an **additional £680,000 in annual fees**. This is a huge leap forward. Open day attendance soared from just 30 to an impressive 200, turning curiosity into action.

Better yet, a **super-strong identity** took hold, with staff and pupils confidently sharing the School's new key messages. Even the Chair of Governors couldn't hide their delight at the transformation.



stickman
School Marketing Made Simple

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

+44 (0)161 706 0306
hello@thestickmanconsultancy.co.uk
www.thestickmanconsultancy.co.uk

*"A huge THANK YOU.
We're thrilled!"*

**Chair of Governors,
UK Independent
Secondary School**