



Case Study: UK Prep School

Project: Mystery Shop

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1 The Challenge

This charming prep school found that converting interested families into actual enrolments felt like an impossible puzzle. While they recognised their facilities might not measure up to their competitors, they didn't know how to move forward from there. Uncertain which qualities to showcase and struggling to understand why they were not being chosen, the school felt lost in a sea of well-meaning efforts.



2 Our Approach

We conducted a **Mystery Shop** - examining their enquiry process across 6 weeks - revealing several gaps, the main ones being:

- A lack of personalisation when engaging with enquiring families - very generic emails and telephone dialogue.
- And a lack of follow-up and nurture activity - the admissions team thinking 'ok, job done, now let's leave it with them'. NO! These are super warm families ... they need to be nurtured to get them over the line.



3 The Results

Once they understood the gaps, they actioned our recommendations, starting with the priorities we identified, many of which they were able to implement the same day and at zero cost. This drove an **additional £60k in school fees in 9 months**. Which gave the Headmistress a brilliant Return on Investment.

They now have a mystery shop every six months, as do most of our school clients, to ensure admissions is tip top at all times.



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School Marketing Made Simple

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

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*"Delighted. An additional
£60k pa in school fees in
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small changes"*

**Prep School Headmistress
Yorkshire, UK**