



Case Study: Prep school, UK

Project: Strategic Marketing Plan

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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.

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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**