

CASE HISTORY – EDUCATION



This project was to examine the position of City of London Freeman's School in relation to their competition, and to provide a detailed strategic and tactical plan designed to raise their profile, awareness, reputation and pupil numbers of the school

- Extensive SWOT that included:
 - research – internal and external
 - perceptions - both internal and external
 - trends
 - demographics
 - pupil mapping
 - audit of appearance
 - statistics
 - mystery shop
- A Strategic and Tactical Plan was developed in line with the school's Business Plan
- Recommendations of website design company plus
 - What 'good looks like' comparison sites
 - Briefing and recruiting Web Design company
- Recruiting a Marketing Manager – from job description to short-list interview and selection process