


Strategic Marketing for the **Education** **Sector.**



**THE
EDUCATION
AGENCY**

A woman with long brown hair, wearing a white button-down shirt, is leaning over a young woman with blonde hair in a ponytail, also wearing a white school uniform shirt and a blue and red striped tie. They are both smiling and looking at each other in a classroom setting. In the background, there is a bulletin board with several papers pinned to it, and a colorful poster on the wall.

“We’ve been delighted with the work the Education Agency has carried out for us which has resulted in increased footfall at our open events, and consequently an overall increase in our student numbers from a target of 165 to 197 places being offered.”

Holly Hartley, ex-Principal

We worked with Stoke-on-Trent based Thistley Hough Academy for seven years. We were initially brought onboard to improve the high school’s reputation locally. In the first year of working with us they had a 40% increase in first choice applications compared to the previous year.



THE CHEADLE ACADEMY

The Cheadle Academy, a cornerstone of the community, embarked on a re-branding journey to honour their legacy while embracing a modern identity.



We delved deep into the rich history of Cheadle, Stoke-on-Trent. Inspired by the town's resilient spirit, we crafted house identities that embody The Cheadle Academy's commitment to academic excellence and personal growth.

About us

How we can help you.

The Education Agency leverages its twenty years of experience to bring an exemplary brand strategy to education clients nationally.

We specialise in working with Schools, Colleges, Sixth Forms, Universities, MATs and Education Providers to maximise opportunities, increase coverage and fulfil objectives. We partner with organisations; offering our specialist knowledge and reducing pressures on teaching staff to juggle the requirements of promotional activity. We are always open to talking to organisations about their requirements.



The new branding reflects a more mature and sophisticated image. Conveying a sense of stability, experience, and expertise, reinforcing our reputation as a leading educational provider.

CASE STUDY



St Margaret Ward
Catholic Academy

St Margaret Ward offers high-quality learning for 11-16 year-olds and post-16 through its Trinity Sixth Form. The academy benefits from a strategic marketing mix to improve brand positioning and overall perception. Student recruitment is key to its marketing success.



25% increase

in Open Day figures in 2024

"We have worked with The Education Agency for two years and they have provided several services for us. They have designed our website, created and printed our prospectus and promotional materials and they manage our social media and termly newsletter. Their work is always to a high standard, they help us to positively promote our school and they are always professional, accommodating and friendly to work with."

Dominic Mckenna, Principal
St Margaret Ward Catholic Academy



Marketing for Education

Our unique approach.

We are extremely proud of our approach and the successful campaigns that we have spearheaded.

The Education Agency has returned excellent results for many clients when commissioned to increase student numbers.

Services

We provide a holistic service that combines to add impact and create change where it is needed most. We use our combined expertise to offer the following:

Branding

Conducting in-depth research and an analysis of your organisation's current position. The Education Agency engages with all stakeholders to understand your brand message.

Brand awareness campaigns

A full brand, audience and reputation review can be carried out to support your marketing plans going forward.

Bespoke websites

We have a passion and genuine dedication for designing and developing easy to navigate, simple to use, cost-effective and high performing websites for schools, colleges, universities and MATs/MACs.

Crisis communications

Crisis communication plans can put you in a strong position to respond and turn the situation around if necessary. It can also act as a sensitivity guide in upsetting and difficult circumstances.



(Bespoke 25th anniversary logo)

Services

Enrolment campaigns

All the enrolment campaigns we deliver ensure that we capture all the unique selling points of your school, MAT, university or college. The strategies utilise your school's USP to communicate to the target audience the unique elements of your institution and why parents or pupils should choose you over competitors.

School recruitment support

Increasing numbers for your primary or secondary school, college or sixth form or university is our bread and butter. Marketing and student recruitment support is one of the most common reasons education centres choose to work with The Education Agency.



Open day support

The Education Agency takes a proactive, exciting and effective approach to its open day support campaigns, focusing on footfall and conversions.

Our strategies for educational amplification help to take the stress away from staff who need to manage their day-to-day role. We spend time to understand your values and goals and work our strategies around them.

We will craft a targeted marketing campaign to attract the perfect fit for your school. Social media buzz, email distributions, and attractive prospectuses, we spread the word to bring people to your doors.



CASE STUDY

Reputation management

Our dedicated PR team works with you regularly to curate content based on the positive signals coming out of organisation. This reputation management is a powerful way to keep student numbers high and parents happy.

A clear communication strategy paired with a strong presence in the media is highly effective for connecting with prospective parents and pupils.

Teacher recruitment

At The Education Agency we take time to identify where your ideal teachers spend their time; both online and outside. This gives us the insight to develop an effective teacher recruitment strategy. Whether we target them with digital advertising, billboards, thought leadership articles in local news or national magazines, each campaign is unique.



We were approached by Staffordshire Universities Academy Trust to design and maintain a high-performing and user-friendly, bespoke website. This website template would then be rolled out across the 20 remaining schools within the Trust.



The team would also embark on a series of training events to enable the Trusts' staff and teaching staff to update the websites whenever they needed to. Allowing the schools greater control over their content and updates was a key factor in the success of this project.

Rising to the challenge of a short timeline for completion, the team delivered the project on time, and under budget – launching all 21 websites in one week!





theeducationagency.org

Need support with your organisation's marketing? Let's talk on **0330 1070190** or email **info@theeducationagency.org**

