

**MTM** The business  
of education  
CONSULTING



Market research, strategy &  
support for education

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# Give your organisation an **BOOST!**

**We've been working with state and independent schools, school groups, colleges, universities and all kinds of education providers for 35 years and we know just how to turbo-charge them and point them in the right direction - to success!**

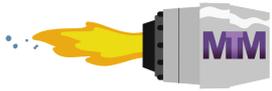
At MTM, we're fully fuelled up with all the latest **UK-wide demographic information**. We have the skills and experience to **analyse and interrogate** it, and tell you what you need to know to make the right decisions about your organisation's future **trajectory**. We will help you to **stay on track** and reach your **destination**.

**In this project guide, you'll find out how MTM can support you by:**

- Monitoring your recruitment performance with our **Admissions Dashboard** - page 4
- Equipping you with the facts about your market through **data research** - page 6
- Getting the inside track on perceptions through **surveys** - page 10
- Keeping the cash rolling in through **strategic business planning** - page 13
- Making the best use of intelligence and resources so your **marketing hits the mark** - page 14
- Giving you global insight as you develop **internationally** - page 21
- Helping you to be a hit in the **Higher Education sector** - page 22

**Get in touch with us to find out how your organisation will benefit from an MTM boost!**

*Best wishes, James and the MTM team*



# ADMISSIONS DASHBOARD

**Imagine how much time you'd save if you could analyse, track and present your admissions data instantly and easily, and create infographics for reports and presentations at a click of a mouse – well now you can!**

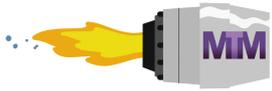
**MTM Admissions Dashboard** is an online tool that gives you an instant overview of your organisation's admissions performance - however, whenever and wherever you want it.

You can see at a glance the **number of places available** today and in future in all year groups, as well as **prospective** families who have **enquired**, **requested a prospectus** or **attended an open day**. With a few clicks you can analyse your data to show **conversion rates**, **trends** and other **comparisons and analysis** that is most useful to you. Reporting is instant too - **generate attractive and clear infographics** in seconds to use in reports and presentations.

The design of **MTM Admissions Dashboard** is clear, easy to use and totally **customisable** to suit your school – choose the colours, the nomenclature and the data to be displayed, as well as the forms of analysis and comparison you need.

**Totally secure**, MTM Admissions Dashboard works via an API alongside your existing management information system, so no personal information is transferred or held. Just **login via your browser**, whether you're in the office or elsewhere.

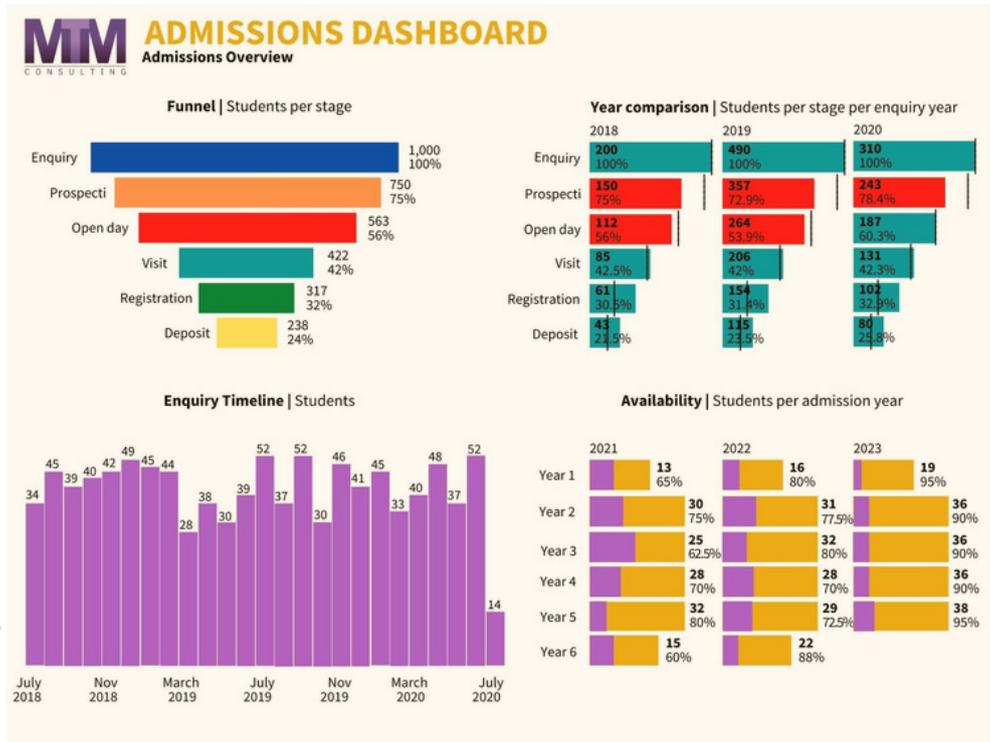
**Chat to the friendly MTM team to find out more.**



# ADMISSIONS DASHBOARD

## MTM Admissions Dashboard shows:

- Enquiries by stage and month
- Conversion rates
- Year-on-year comparison
- Current availability of places
- Take-up of places over three years
- Where enquirers live
- Enquirers' lifestyle groups
- Prospectus requesters
- Methods of communication
- Open day attendees
- Enquiries to follow up
- Plus export and print infographics for reports and presentations - instantly!





# DATA RESEARCH

**We love facts - they provide the foundation for sound planning and decision-making. MTM has decades of experience of researching and interrogating data to uncover the information you need to take confident next steps.**

Our **data research** projects are based on up-to-the-minute statistics - national demographics as well as education sector data. Our experts access and analyse the relevant information, and draw conclusions that are factually correct and can point the way forward for your organisation to:

- improve **recruitment** and increase the number of students on roll
- minimise student **attrition**
- raise the organisation's **profile** in its target market and its sector to aid recruitment, but also to attract high-calibre teaching and non-teaching staff, leaders and governors

MTM uses a combination of **qualitative and quantitative** research methods to acquire exactly the intelligence you need to understand the **realities** of your organisation's situation and where the **opportunities** for success lie.

There's information about our standard data research projects on the next few pages, but every one is customisable to suit your organisation.

**Chat to the friendly MTM team to find out more.**



## MTM 3-60

**The view from the mountain top - all the information you need to fully understand your organisation's position in the market and to identify the best opportunities.**

**MTM 3-60** is a complete demand and supply analysis, showing where your organisation sits in relation to its competitors and how strong that competition is, as well as under-accessed locations for recruitment, insights into how the market could change in future, and what your organisation can do to capitalise on future changes.

Market position, full catchment analysis, roll trends analysis, population projections

## MTM hills & valleys

**Are your marketing efforts focused on the right locations and the right families?**

Our catchment analysis shows you where your prospective new students live and where they don't, so you can target your marketing more effectively and make the best use of your budget.

This is essential information for profile-raising and bus route planning.

Catchment analysis

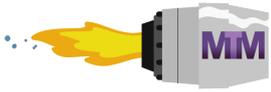
## MTM denizens

**How will your local population and target demographic look in ten years' time?**

MTM's access to UK-wide demographic data enables us to show you, so you can prepare your organisation for the changes to come and make the most of the opportunities.

Absolutely necessary for future-proofing, action planning and budgeting.

Population projections



# DATA RESEARCH

## MTM tides

**An examination of your organisation's roll and its fluctuations over time, and comparison with those of its main competitors.**

This research lets you know if your organisation is occupying your desired position in the market, and identifies recruitment trends.

It's invaluable for staying a step ahead of the competition and keeping your niche.

Roll trends analysis, market positioning

## MTM commutes

**How far are your students prepared to travel to you?**

We map the locations of your current and prospective families to let you know how much time students spend travelling to and fro.

Required reading for profile-raising and bus route planning.

Travel time analysis

## MTM bus route planning

**Maximise the potential of existing buses and plan new routes.**

How efficiently is school transport being used? And is it being used effectively in marketing?

Bus use analysis

## MTM birth rates

**Insights into birth rate trends in your target market, by gender if required.**

Invaluable for forward planning and budgeting for facilities development and marketing.

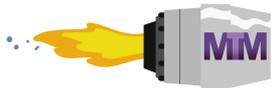
Analysis of birth rates trends

## MTM academic attainment

**Reporting on how students attending competitor institutions have fared in public examinations.**

Results are then compared to those of your own students - prep or primary, senior or sixth form.

Academic results comparison



# DATA RESEARCH

## MTM new homes

### **The key to potential future admissions.**

Intelligence on where new homes are to be built in your area and whether or not the new residents are likely to fall into your organisation's target market.

Residential construction and planning insight

## MTM family homes

### **Essential information when planning future profile-raising and transport routes.**

Clear visualisation of current families' home locations.

Current pupil home locations heat maps

## MTM home moves

### **How many families are relocating to your catchment area, and where they have come from?**

Allows for targeted marketing and school development planning.

House move trends

## MTM bursary analysis

### **This research profiles current families receiving bursaries.**

Information is then compared with families paying fees to inform future bursary decision-making.

Bursary recipient comparison

## MTM bursary recruitment

### **Insights into where to find families whose children may require a bursary offer to join.**

Useful when seeking to advertise and allocate bursary funds to the right students.

Bursary recruitment

## MTM healthcheck

### **Identify trends and stay on top of KPIs by repeating research projects at regular intervals.**

Totally bespoke, **MTM healthcheck** can comprise one or more research projects, and results in valuable trend and performance comparison over time. Discuss your requirements with us.



**MTM's survey researchers really enjoy speaking to your current families, to find out what they like and don't like, and also to those who chose alternative provision, to ask the reasons behind their decision.**

They don't mind asking the tough questions and, in fact, our respondents welcome the opportunity to share their opinions, good and bad. We're then able to report back to you the unvarnished truth about perceptions of your organisation.

Our surveys are carried out by friendly, experienced researchers, who gently interview the respondents on their views, which are invaluable to you as you fine-tune your offer and your processes.

Ultimately, this feedback is absolutely vital to:

- improve recruitment and increase the school roll
- minimise student attrition and improve retention rates

All of MTM's surveys are customisable and we will be happy to create a bespoke project for you, in order to give you the specific insights you need.

**Chat to the friendly MTM team to find out more.**



### **MTM non-joiners**

**Why did some families not join? Why did they go elsewhere? You provide the list of parents' contacts and we do the rest, resulting in a report that uncovers the reasons students who visited were not eventually enrolled.**

During a 10- to 15-minute informal conversation with parents who showed an interest in your organisation but ultimately did not choose it, our researchers find out which school they did choose, why they considered your organisation, what they were looking for, and any push/pull factors that were instrumental in the decision-making process.

Telephone interviews with families who did not choose your organisation - essential in order to improve conversion rates from offer to acceptance of a place

### **MTM early leavers**

**What were the factors that caused families to leave before a natural transition point? What could your organisation have done to keep them?**

During a 10- to 15-minute informal conversation with parents whose children left your school before a natural exit point, our researchers find out which school they ultimately chose, why they decided yours was no longer the right school for their children, what they were looking for in school, and any push/pull factors that ultimately led them to choose the alternative.

Telephone interviews with families whose children left before the usual exit point - essential in order to improve retention rates



### **MTM parent satisfaction**

**How satisfied are parents? What is your organisation doing well, and not so well? How can you improve?**

Through an online survey or more targeted telephone interview, our researchers understand which aspects of your organisation's current parents (all, or segments, such as certain year groups) are pleased with, and which aspects they would like to see improved.

Survey of current parents

### **MTM mystery shop**

**What are your prospective customers' first impressions? How does your admissions process compare to your competitors'?**

One of our experienced mystery shoppers will visit 'under-cover' to give an impartial report and insights.

Customer experience research

### **MTM awareness**

**What do families in your market know about your organisation? What do they think of it?**

Our researchers reach out to a panel of suitable families to gauge their awareness and knowledge of your market, in particular your organisation and others considered to be key competitors, to understand the defining factors and inform your future marketing messages.

Awareness research

### **MTM staff wellbeing**

**How high is staff morale?**

Our researchers undertake an online survey of all staff to gauge their morale and their opinions on the support available to them, enabling leaders to ensure staff engagement and to understand any concerns before they become significant.

Staff survey



**MTM provides independent, affordable, technical and strategic support to those responsible for the financial health of schools, colleges and universities through our affiliation with The Melford Partnership's financial consultants.**

With more than 65 years' combined experience of leadership in the education finance sector, the Partnership's key strength is the ability to identify, at an early stage, **potential threats** to organisations' financial robustness, and work with clients to develop long-term **strategic plans**. Confidentiality and trust are central to the approach, as is close collaboration with governing and financial teams.

**Chat to the friendly MTM team to find out more.**

### **MTM building and funding strategy**

- Identification and modelling of alternative strategic options
- Preparation of business plans with a view to raising external investment
- Identifying working capital facility needs and support arranging
- Identification of long-term funding needs and arranging support
- Stakeholder management through change

### **MTM financial reporting**

- Assessment of the robustness of the existing financial reporting systems
- Cash flow modelling, in particular to identify cyclical versus structural deficits
- Profitability analysis by department including identification of fixed and variable costs
- KPI reporting
- Financial projections modelling



**Put a rocket behind your marketing! MTM can bring fresh ideas and new vigour to your marketing planning and assist with your everyday marketing, PR and communications activities, to make sure every bit of energy propels your organisation in the right direction.**

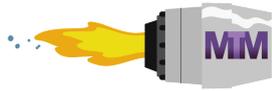
Education marketing is so much more than selling a desk in a classroom – it's the process of **communicating** your organisation's strengths and character to the families who will really benefit from being a part of your community.

From **marketing planning** and ensuring the effective **organisation** of the marketing function, to **implementing** it on a day-to-day basis, MTM can help take your marketing forward.

Our **strategic marketing** experts create bespoke, workable plans to ensure that your organisation's marketing delivers results.

And our **media & PR** service gives one-off or on-going support to help communicate your key marketing messages to the wider world.

**Chat to the friendly MTM team to find out more.**



# STRATEGIC MARKETING

**MTM's strategic marketing professionals maximise the opportunities revealed by market research and work with you to develop workable action plans, tailored to make the best use of your resources and focused on achieving your organisation's aims.**

Our marketing services are totally customisable - elements of any service can be combined to create a package that suits your specific requirements. Findings are delivered in the form of a presentation and a report.

## **MTM marketing audit**

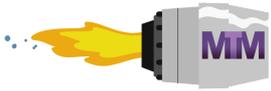
**A thorough examination of your organisation's current marketing function and performance.**

- One-to-one discussions with key staff and focus groups with selected pupils and parents
- Segmentation and analysis of enquiries and conversions
- Profiling of past, current and potential parents and pupils
- Review of current marketing mix - brand identity, digital profile, advertising, PR and marketing collateral
- Competitor analysis including fee comparison and SWOT analysis

## **MTM UK admissions audit**

**How well is your organisation recruiting and retaining UK pupils? This audit reviews staffing and department structure and identifies opportunities for improvement.**

- One-to-one discussions with key staff
- Segmentation and analysis of past enquires and conversions, enquiries and registrations for future enrolment and retention levels
- Review of data collection and management including CRM or MIS systems
- Review of processes, policies, and procedures including communications, visits, open days and follow-up



# STRATEGIC MARKETING

## MTM international marketing and admissions audit

**A full review of your organisation's record of success in recruiting international students.**

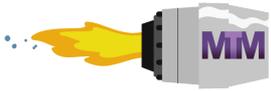
- One-to-one discussions with key staff and focus group with international pupils
- Review of agent relationships, lead generation, conversions, and non-joiner feedback
- Segmentation (nationality, year group of entry, gender, Tier 4 etc) and analysis of past enquires and conversions, enquiries and registrations for future enrolment and retention levels at key transition points
- Review of data collection and management including CRM or MIS systems
- Review of processes, policies, and procedures including CAS/visa processing, communications, marketing collateral, visits, and follow-up
- Review of staffing and department structure

## MTM marketing strategy

**Provision of a workable strategy, targeted squarely at achieving your organisation's goals.**

This must follow an **MTM marketing audit** (and also ideally an **MTM admissions audit**). The overarching strategy is presented to the organisation's key stakeholders, along with an agreed marketing strategy document.

- Consideration of the findings and recommendations of marketing and / or admissions audits and any market research undertaken
- Establishment of overall business objectives
- Consideration of the overall marketing mix - price, positioning, product and promotion
- Recommendation of marketing strategies that would be appropriate to meet these objectives, together with budgets, targets, KPIs and timelines



# STRATEGIC MARKETING

## MTM marketing planning

**A practical action plan, detailing the activities needed to fulfil the marketing strategy.**

Following the agreement of an **MTM marketing strategy**, and with the engagement of all key stakeholders, an effective marketing plan will be delivered.

- Action planning, with clear objectives, timelines, costs and measurables to deliver strategic marketing objectives
- Recommendations for adjustments to brand identity, where needed, including considerations for the organisation's website, promotional materials, engagement, and communications
- Multi-channel marketing solutions, including advertising (on and off-line and including search, display and re-targeting), content marketing, e-marketing, PR, SEO and events

## MTM retention strategy

**Provision of a workable strategy to minimise the number of pupils leaving early.**

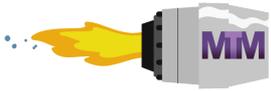
Following in-depth analysis, a workable plan for retaining pupils at key transition points will be delivered

- Analysis of enrolment and retention data including any previous leaver surveys and exit interview feedback
- Establishment of key push and pull factors, together with internal and external influences
- Review of competitors

## MTM brand positioning

**An outsider's view of your public impression.**

- Review and evaluation of all internal and external communications including messaging, materials and brand attributes, awareness, visibility, and loyalty
- Competitor analysis



# STRATEGIC MARKETING

## MTM change management

### **A plan to manage change within your marketing and admissions department.**

At the conclusion of the review, a working communications plan will be delivered, as well as a report on learning and outcomes.

- Review of the motivations for change, any obstructions to this, perceptions of key stakeholders and desired outcomes
- Comprehensive planning of communications with clear timelines and appropriate messaging for all key stakeholders, including staff, parents, pupils, feeder schools, governors etc
- Leading or assisting (with confidentiality and sensitivity) with change management and implementation of the communications plan, review progress and report back on learnings and outcomes

## MTM human resource solutions

### **Review of current marketing and admissions department staffing and recommendations for adjustment.**

This analysis follows an **MTM marketing audit** and/or an **MTM admissions audit** and will result in the delivery of a department structure and restructuring plan, job descriptions and candidate reviews and feedback.

- Consideration of the findings and recommendations of the above audit(s)
- Planning a staffing structure, considering current structure, experience and skill sets of personnel, budget restrictions and overall objectives
- Reviewing and adjusting, within constraints and recommend process of re-structure
- Presentation of job descriptions, as required



**Only continual public relations activities will keep your organisation uppermost in the minds of the families who are your target market.**

MTM's media professionals provide practical day-to-day **PR support** and management of outside agencies to assist with advertising (on and off-line), search engine optimisation, social media, public relations management, content management, e-marketing, production of marketing collateral, events, attendance at senior management and governors' meetings, representing the organisation at sixth form recruitment fairs and events, as well as offering advice and consultation on an ad hoc basis

MTM also offers specific **media office** support, working on your behalf to make the most of opportunities to contribute to publications and online platforms and offer assistance when composing letters to parents - **just discuss your requirements with us, in confidence.**

### **MTM media release set-up**

**Get your media release operation up and running to achieve editorial coverage in relevant media.**

- Audience: identify target audience, match to suitable media (newspapers, magazines, online news portals, professional organisations), compile media contacts list for distribution
- Content: agree key messages and supply content guidelines
- Design: media release design for Word, email or digital communications platforms (eg Mailchimp)

### **MTM media release subscription**

**Media release set-up plus the creation, design and distribution of six media releases per year (usually one per half-term).** Additional media releases also available.

- Media release set-up
- Content and design: original content written from information supplied, with additional interviews or research as needed
- Distribution and handling of media enquiries, if required

## **MTM business media release**

### **Communication of important business news.**

Creation, design and distribution of one in-depth media release on a business-related topic - merger, acquisition, expansion, closure - written, designed and distributed to relevant media.

- Audience: identify target audience, match to suitable media (newspapers, magazines, online news portals, professional organisations), compile media contacts list for distribution
- Content: agree key messages and write original content from information supplied, with additional interviews or research as needed
- Design: media release design for Word / email / digital communications platforms (eg Mailchimp) if not already in existence
- Distribution: production and distribution to agreed contacts
- Handling of media enquiries, if required

## **MTM articles for publication**

### **Make the most of opportunities for coverage in relevant publications with articles that are read and enjoyed by your target market.**

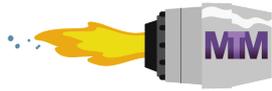
Advertorial or editorial, readable and informative articles written with style and to suit the publication or platform, in line with key messages. Opportunity must be pre-secured.

- Articles written for publication or online content
- Based on information supplied
- Additional research or interviews also carried out if needed
- Written to brief, style and length by professional journalist

## **MTM letter to parents**

### **Communication with your organisation's parents or other stakeholders, by letter or email.**

- Tailored to recipient profile
- Sensitive to issues
- Based on information supplied
- Additional research or interviews also carried out if needed



# INTERNATIONAL STRATEGY

**If your organisation is considering setting up an establishment overseas, MTM can help ensure that it has the best chance of success.**

Our data research, surveys and analysis equip you with the **facts, context and insights** you need to make informed decisions and to familiarise yourself with the market you are entering.

**Chat to the friendly MTM team to find out more.**

## **MTM market awareness**

**Do you know how well your organisation is known in your new international market? What is it already known for?**

When conducting MTM's market awareness surveys, our experienced researchers interview families who would be reasonably expected to know something about your organisation.

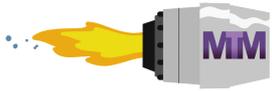
They discover what families already know about you, whether or not they would consider using your organisation, or recommend you to friends, and the reasons for their views.

## **MTM product viability**

**How well will your new product or service be received in the international market?**

Launching a product or service in new markets abroad can be expensive and risky.

MTM's viability surveys provide you with the information you need to help you gauge how successful your new initiative is likely to be, before taking the decision to invest.



# HIGHER EDUCATION

**The UK's higher education sector is growing. MTM can provide the information to ensure that your organisation is developing in the most effective and sustainable directions.**

MTM offers the information growing higher education providers need to increase their student population and expand successfully.

Our qualitative and quantitative market research gives a clear picture of the organisation's current **position** and the insight needed to make important **decisions for the future**.

As every provider is unique, our market research projects are bespoke, but often include:

## **Data research**

- Social mobility
- Current student demographic awareness
- Catchment analysis
- Pensions analysis

## **Surveys**

- Staff satisfaction
- Pupil satisfaction
- Feeder schools' perception and awareness
- International students

**Please discuss your provider's needs with our friendly team.**



**MTM exists to provide solid data, insightful analysis, clear recommendations, strategy and support to enable education organisations to plan for future stability and success, and to uphold their responsibilities to students, parents and other stakeholders.**

MTM is an established education market research company, which has a true understanding – built over more than three decades – of the sector, coupled with unparalleled skills and experience to support education business leaders to make the decisions that will ensure that their organisations are steadfast and successful, in the long-term.

Rather than engaging MTM as a supplier, we like to think we're part of the team. We take time to understand your requirements, your aims for your project and your ultimate goals. Communication is continual throughout our work with you and, at the end, we are more than happy to present the findings in person, or virtually, to give you the level of detail you need and to answer any specific questions. We really want to help you to get the most out of your MTM project, so we are also happy to recommend the next steps that can add further value and move your organisation forward.

We really appreciate our clients' feedback and are constantly adapting our products and services to keep up with the education sector as it evolves, and to ensure that we are providing our clients with exactly the information and support they need to be successful.

To find out how MTM can be instrumental in your organisation's future success, please get in touch for a chat.

**The MTM team is looking forward to hearing from you!**

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