

Marketing Independent Schools – Uptake of Market Research and Social Media

In April 2012 [DJS Research Ltd](#) carried out research with members of the Association of Marketing and Development in Independent Schools (AMDIS). [AMDIS](#) has members from over 400 institutions, representing around a fifth of independent schools in the UK according to 2010 figures. The survey focused on schools' use of market research and social media.

The survey, which was completed by 61 respondents, found that the vast majority (93%) of independent schools had carried out a survey at some point in the past. Of these, 100% had completed a parent survey, and almost two thirds (63%) had completed a survey with students. Just over half (54%) of respondents' schools had carried out internal surveys with their own staff, whilst only a quarter (26%) had continued to research members of the school community after they had left in the form of alumni surveys. Just under a fifth (19%) had carried out another form of survey.

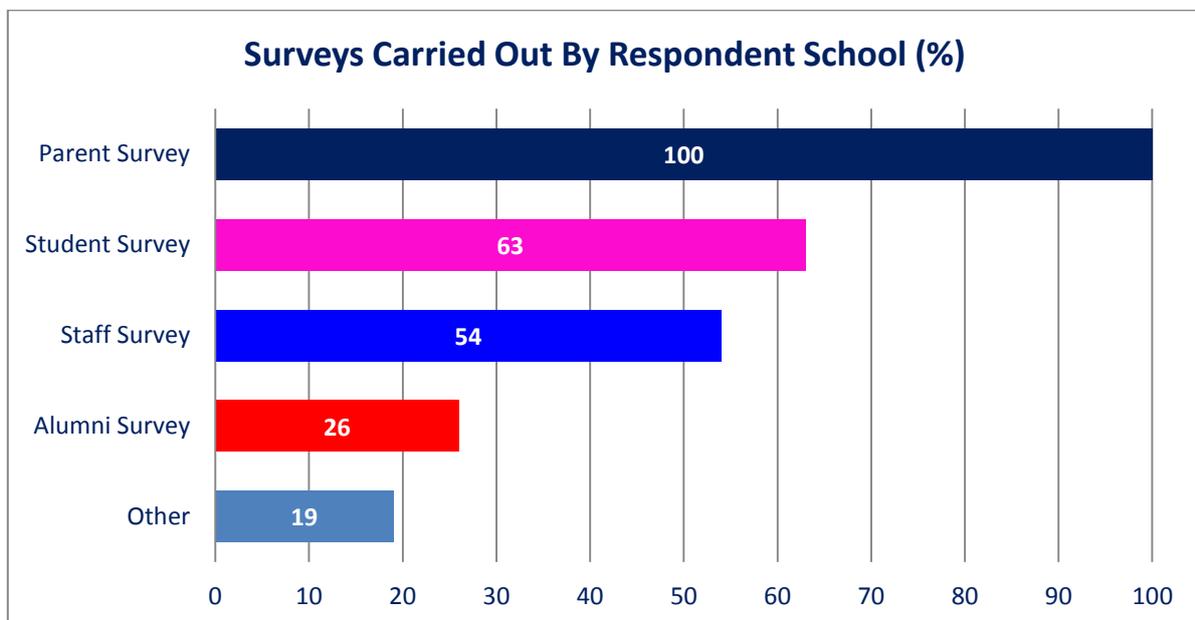


Figure 1. Base: All Who Have Carried Out A Survey (57)

Social media uptake among respondents was varied. Over half (56%) were regular users of Facebook and created content for the site, and almost a third (31%) showed the same levels of engagement with twitter. However, it seems likely that these were used on a more personal basis, as the more professionally orientated LinkedIn service had only 21% of respondents using it regularly. Only 16% of respondents regularly used blogs. Between a third and two fifths had set up accounts on Facebook (33%), Twitter (36%) and LinkedIn (41%) but had only tried out a few basic things. Similar numbers had heard of Twitter (31%) and LinkedIn (36%) but had not yet set up accounts. Blogging applications appear to be badly undersubscribed, with 54% having heard of the concept but not having set up and account; only a tenth had heard of Facebook and declined to open an account.

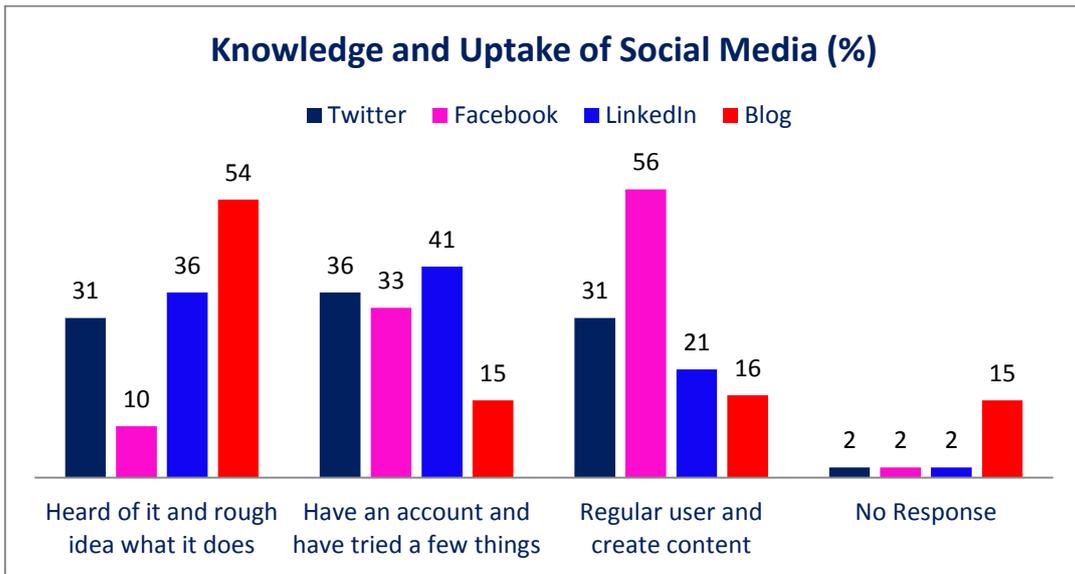


Figure 2. Base: All Respondents (61)

In terms of the effectiveness of social media, the results appear to be conclusive – with the vast majority (84%) of respondents saying they have not had any success generating intake or revenue for their school by using social media.

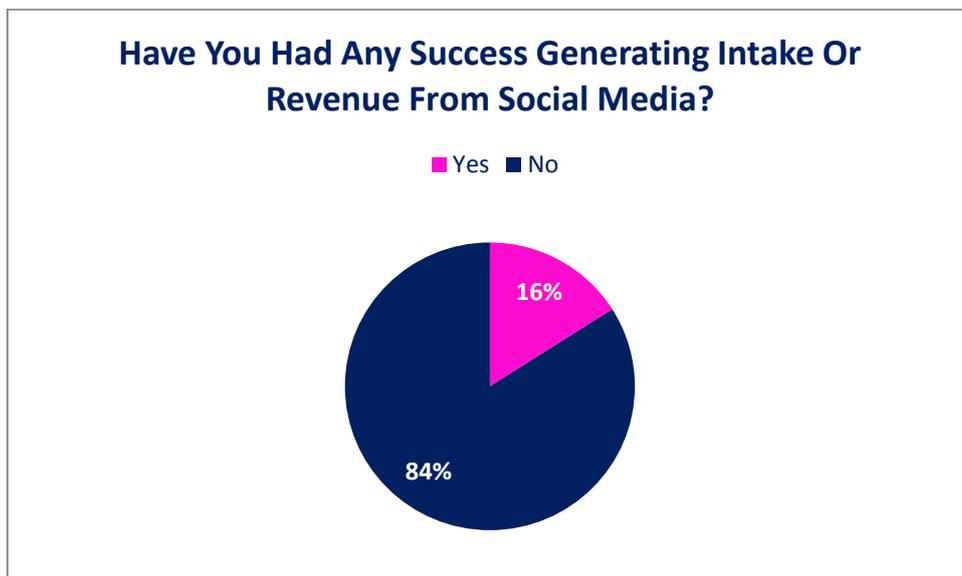


Figure 3. Base: All Respondents (61)

About DJS Research Ltd

DJS Research Ltd is an independent full service market research agency based in the UK, but with proven international capability. We carry out work for public, private and third sector clients across all industry sectors. In recent years, we have carried out research for a number of educational institutions and organisations, unions, awarding bodies and government bodies. Our market research experience includes a wide array of methodologies and respondent groups – from online surveys with alumni, through paper-based student satisfaction research to group discussions with key stakeholders to discuss an organisations brand or the viability of a new course offering. Some of our past education experience is detailed below, but for more details please visit the [education sector](#) page of our corporate website.



For more details about DJS Research Ltd, or to discuss a research project with us, feel free to get in contact via [email](#), or call +44 (0) 1663 767 857. Additionally, you can also visit our website www.djsresearch.co.uk or follow us on Twitter: [@DJSResearch](#)