



THE WEBSITE & MARKETING AGENCY MULTI ACADEMY TRUSTS, TRUST



WELCOME TO ITCHYROBOT

We are your trusted partner in education, dedicated to helping Multi-Academy Trusts thrive and excel. With our team of professionals, we bring a world of expertise to your setting, empowering you to develop and grow your MAT to new heights.

At iTCHYROBOT, we understand the unique challenges and opportunities that the education sector presents. As a specialised website, digital and marketing agency, we are committed to supporting MATs in their quest for excellence.

**ITCHYROBOT
ARE DEDICATED
TO SUPPORTING
YOUR ACADEMY
TRUST TO GROW
AND THRIVE**

www.itchyrobot.co.uk



WHY OUTSOURCE?

Outsourcing your website and marketing requirements to iTCHYROBOT offers a range of benefits compared to employing in-house teams:

1 COST EFFICIENCY
Outsourcing can be more cost-effective, eliminating the need for hiring and training in-house staff.

2 ACCESS TO EXPERTISE
Benefit from our specialised skills and experience in education focused website and marketing solutions.

3 FOCUS ON CORE PURPOSE
Concentrate on your MAT's core functions while we handle the technical aspects.

4 SCALABILITY
Easily adjust your service needs to match the growth of your MAT.



Our Vision

Tudhoe Learning Trust is a family of schools in County Durham with its own identity and heritage with a collective aim - to work together, always striving to ensure our pupils achieve their full potential through the skills and knowledge required for an ever-changing world.

OUR CHILDREN COME FIRST - NO EXCUSES

Our Trust Vision

TRUST WEBSITES

Your Trust needs to portray impact, collaboration and shared goals and values. Many Trusts who have worked with us need to ensure that their brand is delivered professionally and consistently across all communication channels. Whether your Trust needs a shared approach to your brand, or you prefer for schools to promote their individuality; we can provide a solution.

What we offer

- ✓ Initial consultation with our marketing experts to identify your needs and goals.
- ✓ Unique design, crafted by our teams, whether uniformed across the Trust or individual designs.
- ✓ A platform for schools that enables time-saving and cost saving benefits along with a simple Content Management System.
- ✓ A supportive and knowledgeable team on hand to support you throughout the project and beyond.

Find out more about our MAT website solutions



**FIND OUT
MORE**

Scan here



DOMAIN & HOSTING SOLUTIONS

Our domain and hosting solutions ensures your Trust has peace of mind with security and management. We manage all of your domains on your behalf, prompting you when they are due for renewal and managing all tech related issues.

Our hosting solutions are robust and secure, and have saved Trusts time and expensive contracts, letting your IT team focus on technology for educating.

WEB & CONTENT SUPPORT

We believe in making school website updates as simple as possible, so you can focus on other crucial tasks and maintain a healthy work/life balance.

Instead of spending 15 minutes updating policies or 30 minutes editing staff pages, why not let our experts handle it for you? All those little updates soon add up over a month to an hour here and there.

**Book in a time to chat with us
about your Trusts web needs**



**BOOK A
CHAT**

Scan here



...ng person in all of our
...s, to relish challenge and
...pect for others.

PAS
MAKING



MARKETING SOLUTIONS

Marketing may be a function that is unfamiliar to the education sector, but it is a necessary requirement with the growing number of Trusts, falling pupil numbers and the need to promote your school positively to your stakeholders.

Whether you already have in-house marketing support and would like a trusted partner to call upon in times of need or are looking to recruit a marketing professional, the team at iTCHYROBOT can help.

HOW CAN ITCHYROBOT SUPPORT YOUR TRUST?



Communications

Improve the effectiveness of your internal and external communications.



Marketing Planning

Creation and implementation of an effective marketing plan.



Increase Admissions

Campaigns and support to increase pupil admission numbers.



Social Media

Training and implementation of successful social media strategies.



Marketing Campaigns

Guidance and support in creating focused and successful campaigns.



Marketing Audits

Review what works and what doesn't to save your Trust time and money.

DESIGN SOLUTIONS

Your Trust's brand can evoke many feelings and emotions amongst your school communities. It is therefore important that this brand is professional, credible and consistent across all of your Trust websites, marketing collateral and social channels.

Your brand is much more than your logo and needs to feed into your overall marketing strategy. The team have worked alongside many organisations to support the development of brands, creation of brand strategies as well as influencing how this is portrayed in the wider community.



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GET IN TOUCH

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BE SOCIAL

