

FSC Marketing Update

June 2021

Covering:

- Social media: Organic
- Social media: Paid
- Email marketing
- Digital / Search Campaigns
- Website analytics
- Sales Enquiries
- Next steps



Social – Twitter



Top Tweet earned 10.9K impressions

A new rewilding project has been announced which aims to re-introduce red squirrels & other wildlife to the Yorkshire Dales. The project is a partnership between [@YorksWildlife](#) [@WWF](#) [@NaturalEngland](#) [@UniversityLeeds](#) [@UBoC_rainforest](#) & [@WoodlandTrust](#) 🐿️🐿️ ow.ly/4WOI50FjJrP
pic.twitter.com/311zTYNvuP



🔄 2 🔄 14 ❤️ 72

Top media Tweet earned 2,262 impressions

Go 7-spot ladybird spotting this [#InsectWeek21](#) and let us know if you see any! Look for: Usually 7 black spots, black head with white patches in the front corners. Look on: Plant leaves and stems especially stinging nettles. [#insects](#) [@insectweek](#)
pic.twitter.com/LXBte7nfxP



🔄 5 ❤️ 10

JUN 2021 SUMMARY

Tweets

89

Profile visits

6,337

New followers

71

Tweet impressions

350K

Mentions

217



FSC

Social – Facebook



The Field Studies Council

Top Facebook posts:

The Field Studies Council
 June 18 · 🌐

The 1,000th captive-bred hazel dormouse has been released into the wild in a UK-wide reintroduction scheme for these threatened mammals.

#FeelGoodFriday <http://ow.ly/Xury50Fcgsi>

BBC.CO.UK
Thousandth dormouse brought back to the wild
 The captive-bred hazel dormouse is now settling into its new woodland...

👍 Get More Likes, Comments and Shares
 When you boost this post, you'll show it to more people.

4,787 People Reached **680** Engagements

👍👍👍 Kara Clarke, Mike Crees and 244 others 4 Comments 42 Shares

Boost Post

Performance for Your Post

4,787 People Reached

553 Reactions, Comments & Shares

378 Like	181 On Post	197 On Shares
116 Love	54 On Post	62 On Shares
10 Care	10 On Post	0 On Shares
1 Haha	0 On Post	1 On Shares
1 Wow	1 On Post	0 On Shares
15 Comments	4 On Post	11 On Shares
43 Shares	42 On Post	1 On Shares

127 Post Clicks

0 Photo Views	33 Link Clicks	94 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post 0 Hide All Posts

The Field Studies Council
 June 14 · 🌐

Plans to lift mandatory fieldwork requirements for another year are out of kilter with educational recovery <http://ow.ly/hbpF50F9vzA>

TES.COM
GCSEs 2022: No fieldwork will 'bake in' lost learning
 Charity says that plans to lift mandatory fieldwork requirements for...

👍 Get More Likes, Comments and Shares
 When you boost this post, you'll show it to more people.

2,213 People Reached **122** Engagements

👍👍👍 Delphine Byford, Wendy Wilshaw and 13 others 2 Comments 2 Shares

Boost Post

Performance for Your Post

2,213 People Reached

20 Reactions, Comments & Shares

11 Like	11 On Post	0 On Shares
4 Sad	4 On Post	0 On Shares
1 Angry	1 On Post	0 On Shares
2 Comments	2 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

102 Post Clicks

0 Photo Views	41 Link Clicks	61 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post 1 Hide All Posts

👍 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts



405 likes gained = 12,561 Page likes in total.

Facebook Shopping – 248 views 63 clicks to website

Social – Instagram

FSC @field_studies_council



field_studies_council

field_studies_council Dive straight into one of our introductory marine and coastal courses! From conservation of marine mammals to our marine symposium, there's something for everyone.

Tap the link in our bio to learn more.

#MarineWildlife #MarineMammals #FieldStudiesCouncil

2 w

grandeurinthisviewoflife That's Fathers Day sorted!

View Insights

Liked by fscmillport and 80 others

JUNE 19

Add a comment...



field_studies_council

field_studies_council If you're aged 16-17 and learning about the natural world with like-minded people sounds like something you would enjoy then apply for our highly subsidised FSC Young Darwin Scholarship 🙌

If successful you will benefit from a 5 day residential trip led by

View Insights

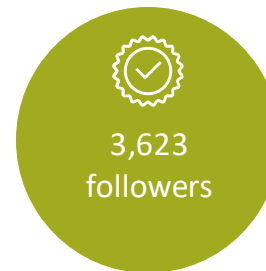
79 likes

JUNE 10

Add a comment...

Post

Instagram Linktree – 208 clicks to the website



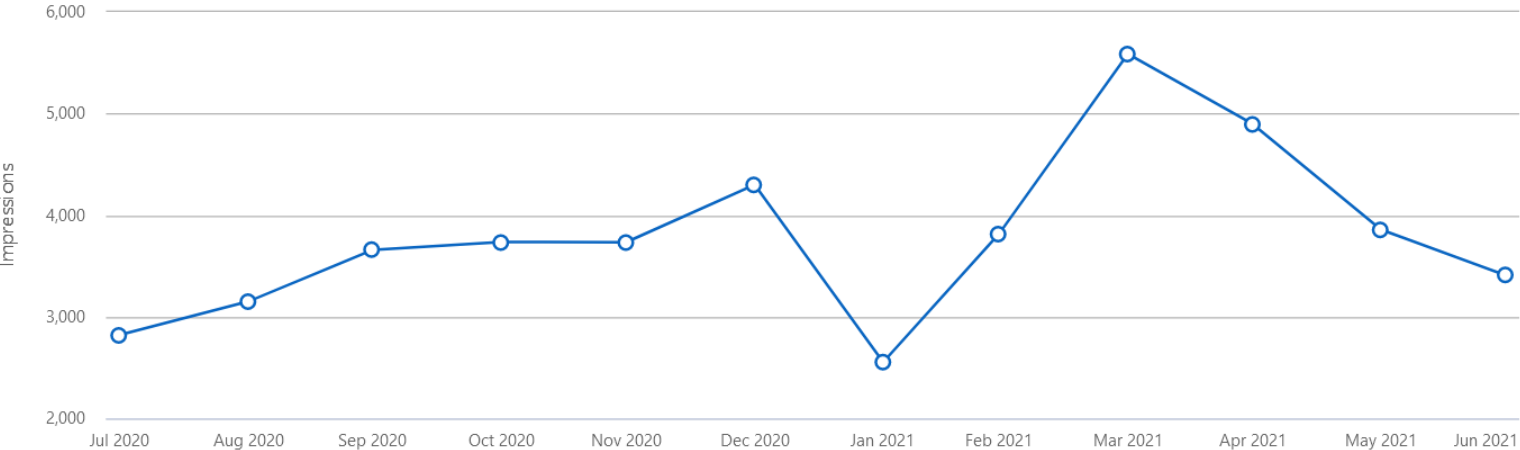
FSC

Social – LinkedIn

Update metrics ⓘ Time range: Jun 30, 2020 - Jun 29, 2021 Metric: Impressions ▾

Aggregate organic and sponsored

Off ☐



○ Organic ☒ ☐ Sponsored

3,210 LinkedIn followers.

Social – Facebook: Paid

Facebook ads ran for chart + AIDGAP bundles offers and 2xAIDGAP book bundles.

Spend: £3249

Value of purchases from ads: £10574

Return on investment: £3.25 (per £1)

Conversion testing was done testing linking ads to landing page vs listing vs product page – listing page most successful but more testing to be done on Summer offers.

Audiences targeted included those who watch Springwatch, volunteers, parents, wildlife enthusiasts and remarketing to previous website visitors.



Email

General

- June Newsletter sent on 03.06.2021: Opened 39% | Clicked 11%

Natural History

- Millport Marine Symposium sent on 08.06.2021: Opened 26% | Clicked 7%
- Gen green free pubs 16-25 sent on 21.06.2021: Opened 59% | Clicked 6%
- Gen green free pubs 26+ sent on 21.06.2021: Opened 54% | Clicked 5%
- Gen green not getting free pubs 16-25 sent on 21.06.2021: Opened 65% | Clicked 28%
- Gen green not getting free pubs 26+ sent on 21.06.2021: Opened 47% | Clicked 16%

Leisure

- Stay with us offer sent on 08.06.2021: Opened 39% | Clicked 7%
- Stay With Us August offer sent on 28.06.2021: Opened 40% | Clicked 7%
- Stay With Us August offer RESEND on 29.06.2021: Opened 17% | Clicked 2%
- Previous I&F customers (named contacts) sent on 29.06.2021: Opened 50% | Clicked 22%
- Previous I&F customers (unnamed contacts) sent on 29.06.2021: Opened 32% | Clicked 17%

Email

Schools

- Feedback survey to digital customers sent on 08.06.2021: Opened 31% | Clicked 8%
- Feedback survey to digital customers RESEND on 30.06.2021: Opened 12% | Clicked 1%

Education co. Emails

- Utilise government funding for our Summer outreach options sent on 23.06.2021: **Opened**
- Primary: 'Teacher name, are you looking at next years residential? Sent on 30.06.2021: Opened 9% | Clicked 4%
- Secondary: 'Teacher name, are you looking at next years residential? Sent on 30.06.2021: Opened 12% | Clicked 3%
- Generation Green Day course target areas: 'Heavily subsidised Biology, Geography, & Science day courses' Sent on 24.06.2021: Opened 18% | Clicked 21%

Schools Marketing Company emails

- Generation Green Day course target areas: '£12 per student Biology, Geography and Science day courses' Sent on 29.06.2021: Opened 16% | Clicked 21%

Digital / Search Campaigns

Work completed

General

- Created review meeting slides
- Added landing pages
- Investigated drop in 'school trips' ranking - now recovering / tweaks to Primary landing page text
- Keyword research around DofE page
- Identified and fixed several broken links on the site
- Reviewed Search Rankings to identify terms needing assistance
- Reviewed Search Rankings & made improvements for several pages on the site
- General client communication
- Monthly technical audit, keyword ranking summary and written report

Google Ads

- Switched Google Ads back to Max Conversions now the ads are running
- Finished updating Craft campaign
- Added Jewellery Making ad group
- Updated ads and keywords across all four ad campaigns
- Finished restructuring Arts campaign, including new ad group as agreed.
- Removed 400 campaign level negatives and added 174 to shared lists instead
- Finished Walking campaign updates / set Mountain Walking ad group to pause end of June / added new DofE expeditions ad group
- Removed 2 obsolete Sitelink Extensions
- Adjusted several Landing Page URL for relevance
- Created imagery for and set-up Image Extensions for several campaigns

Keywords: Keyword rankings have generally performed well this month, with many terms seeing an increase in position. The largest improvement came from "school field trips", which jumped up an impressive 6 places to position 6.

Ad Campaigns: Year-on-year Google Ads metrics are continuing to show strong improvement, with conversions up. Month-on-month performance has also improved for the ads, with revenue up £893.

Ecommerce: Compared to last month, revenue has improved with an increase of £19,696.02. This is due to an increase in quantity and also a significantly higher average order value. It is worth noting a significantly higher average order value through dofe.org

Work planned

- Investigate drop in 'School Trips' ranking
- Generate an effective internal link strategy
- Continue to evaluate initial results from Arts, Crafts and Walking ads
- Monitor the progress of the accounts that have been restructure - Arts, Crafts & Walking
- Monitor progress of National History campaign based on client's priorities
- Optimise new DofE expedition pages
- Optimise / feed back on new Biology and Geography landing pages
- Follow the performance of the Mountain Walking group
- Trial some campaigns with very little traffic on the Paid Google Ads account
- Input and tweak meta tags wherever necessary
- Help with any other new pages or priorities
- Continue to research new backlink opportunities
- Monthly technical audit, keyword ranking summary and written report



Website Analytics: field-studies-council.org

Comparing to data from previous month:

1st – 31st May 2021

User sessions: 90,350

School enquiry form submissions: 98

Courses purchased: 2,334 = £47,200*

Publications purchased: 3,848 = £20,075

1st – 30th June 2021

User sessions: 96,658 7%

School enquiry form submissions: 100 2%

Courses purchased: 1,713 (-27%) = £63,172 (34%)

Publications purchased: 5,169 (34%) = 23,396 (17%)

**Note many payments will be deposits so the actual value of sales is higher.*



Website Analytics: field-studies-council.org

Comparing to data from the same month of the previous year:

1st – 30th June 2020

User sessions: 63,644

School enquiry form submissions: 30

Courses purchased: 3,364 = £13,258

Publications purchased: 4,238 = £23,670

1st – 30th June 2021

User sessions: 96,658 52%

School enquiry form submissions: 100 233%

Courses purchased: 1,713 (-49%) = £63,172 (376%)

Publications purchased: 5,169 (22%) = 23,396 (-1%)

Sales Enquiries

Where is the enquiry from?	When do they want to come?			Total
	No date	2021	2022	
	How much is it worth £?			
Not known	0	26467	28140	54607
Covid-19 displacement current customer	5500	61795	135449	202744
External - groupaccommodation.com	0	50520		50520
External - Plan My School Trip	3300	10652	14890	28842
External - Search Engine	500	10230	5380	16110
External - Word of Mouth		25445	3402	28847
FSC - Course Attendee (Professional/Teacher Training		11052		11052
FSC - HO Marketing (Brochures/Leaflets)	0	1460	5525	6985
FSC - Nature Friendly Schools	5700	5917		11617
FSC - Social Media	3750	35800	16920	56470
FSC - Website	5790	35731	106518	148038
Generation Green	0	456		456
Repeat - Centre Rebooker	15720	96561	345058	457340
Repeat - Lapsed Rebooker		11273	28590	39863
Repeat - Region Rebooker	350	19644	67475	87468
Unknown - via Email	8380	41806	59536	109722
Unknown - via Telephone	280	24640	53203	78123
Total	49270	469447	870084	1388801

Who is coming?	How much is it worth £?
Not known	30032
A Level	578243
AS Level	12553
International Baccalaureate	16605
Key Stage 1	3530
Key Stage 2	175552
Key Stage 3	105746
Key Stage 4	260869
Not Applicable	88665
Post Graduate	21190
Pre School EYFS	1260
Professional Training	85
Scottish Advanced Higher	12777
Scottish Primary	29610
Undergraduate	52085
Total	1388801

Next steps - July

Schools

- Take digital courses off the website but give access to generation green customers
- Begin planning the Autumn campaign

Website

- Work with website agency on tasks including adding marketing preferences to the checkout
- Finish in-house work on refreshing schools landing pages and course content when education have time to respond to our queries
- Have the Cinolla portal promotional pages finished by 16th June

Publications

- Promote Summer bundle offers and pack offers

Eco-Skills

- Promotion of August online and place-based courses through organic social media and paid Facebook ads
- Targeting younger audiences utilising reels, stories and video on Instagram, including stories takeover
- Continuing with new copy in SEO pages including highlighting available subsidies
- Creating a content calendar for Eco Skills social feed

Leisure

- Run Facebook ads to promote family holidays in August
- Run a Facebook competition to win a family holiday in August
- Email people who stayed with us last summer with this year's opportunities

Brand

- Collate feedback about brand from the brand boards and survey monkey questionnaire
- Show how the brand could look at FSC Rhyd-y-creuau and give costs

