

FSC Marketing Update

May 2021

Covering:

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



Social – Twitter



Top Tweet earned 12.1K impressions

We're sending out thousands of free wildlife guides to connect young people with wildlife this summer. Register here for the chance to get yours: field-studies-council.org/register-for-f...

thanks to [#GenerationGreen](#)
[@DefraGovUK](#) [@HeritageFundUK](#) [#offer](#)
[#wildlife](#) [#wildifewednesday](#) [#nature](#)

🔗 53 ❤️ 60

Top media Tweet earned 8,106 impressions

Applications are now open for our Young Darwin Scholarship 🦋 field-studies-council.org/2021/05/28/you... If you're 16-25 and love spending time in the outdoors, learning with like-minded people then this is the perfect opportunity for you 🦋 🌿 🦋
[#YDS](#) [#wildlife](#) [#Careers](#)
pic.twitter.com/yllFSh5n4W



🔗 1 🔄 42 ❤️ 38

MAY 2021 SUMMARY

Tweets

68

Tweet impressions

216K

Profile visits

4,767

Mentions

239

New followers

72



11,762 Twitter followers.



Social – Facebook



The Field Studies Council

Top Facebook posts:

The Field Studies Council
 May 19

We're giving away thousands of free wildlife guides to young people this summer! 🌿🦋

Register here for the chance to get yours: <http://ow.ly/PmP950EMKPk>

So pleased to be part of the Generation Green Project enabling us to do this: Department for Environment, Food and Rural Affairs (Defra) National Lottery Heritage Fund YHA England and Wales The Outward Bound Trust UK The Scouts Girlguiding National Parks UK

FIELD-STUDIES-COUNCIL.ORG

Register for free wildlife guides – Field Studies Council

Love nature, but don't know what you're looking at? Register to receive...

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

5,242 People Reached	788 Engagements	Boost Post
-------------------------	--------------------	-------------------

👤 Sarah Pea Jones, James Stubbs and 65 others 8 Comments 83 Shares

Performance for Your Post

5,242 People Reached

359 Reactions, Comments & Shares

221 Like	63 On Post	158 On Shares
14 Love	4 On Post	10 On Shares
41 Comments	11 On Post	30 On Shares
83 Shares	83 On Post	0 On Shares

429 Post Clicks

0 Photo Views	311 Link Clicks	118 Other Clicks
-------------------------	---------------------------	----------------------------

NEGATIVE FEEDBACK

1 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

The Field Studies Council
 May 28

Applications are now open for our Young Darwin Scholarship 🦋🌿 https://field-studies-council.org/.../young-darwin-scholarsh... If you're 16-25 and love spending time in the outdoors, learning with like-minded people then this is the perfect opportunity for you 🌿🦋

FIELD-STUDIES-COUNCIL.ORG

Young Darwin Scholarship open for applications – Field Studies Council

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

3,458 People Reached	174 Engagements	Boost Post
-------------------------	--------------------	-------------------

👤 Mohammad Bin Al Jaber, John Sankey and 18 others 31 Shares

Performance for Your Post

3,458 People Reached

92 Reactions, Comments & Shares

53 Like	16 On Post	37 On Shares
6 Love	4 On Post	2 On Shares
2 Comments	0 On Post	2 On Shares
31 Shares	31 On Post	0 On Shares

82 Post Clicks

0 Photo Views	78 Link Clicks	4 Other Clicks
-------------------------	--------------------------	--------------------------

NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

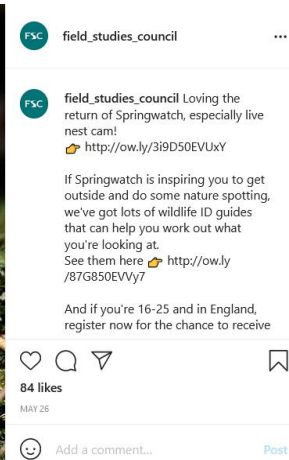
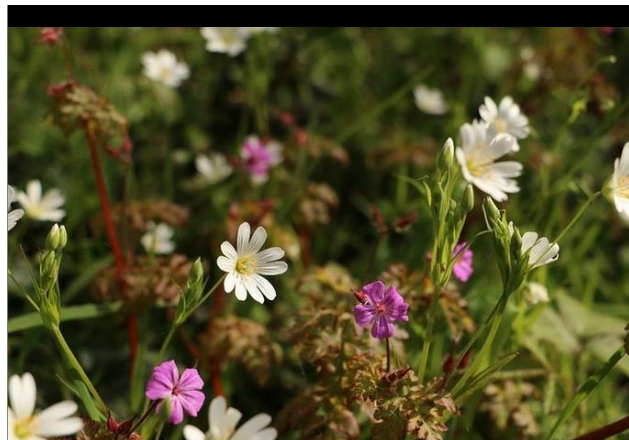
Reported stats may be delayed from what appears on posts



288 likes gained = 12,152 Page likes in total.

Social – Instagram

FSC @field_studies_council



3,420
followers

FSC

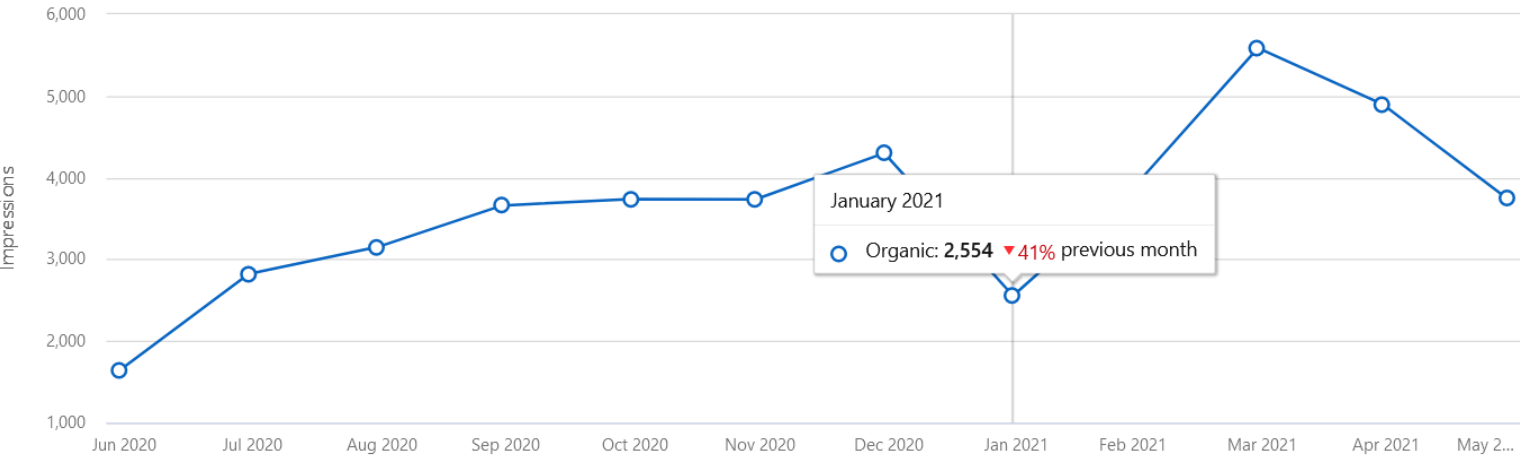
Social – LinkedIn

Update metrics ?

Time range: Jun 1, 2020 - May 30, 2021 Metric: Impressions

Aggregate organic and sponsored

Off



Organic ☒ Sponsored ☐

3,089 LinkedIn followers.

Social – Facebook: Paid

The 4 for £10 publications deal ran for a final week in May on Facebook ads before running a new deal in June.

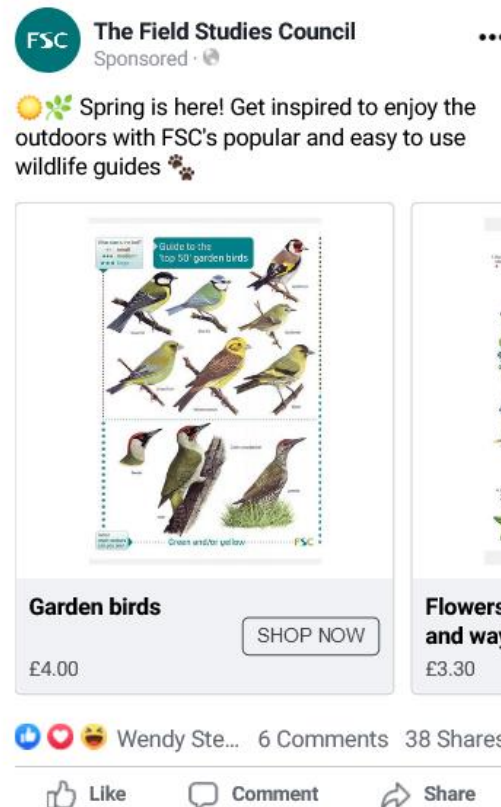
Spend: £217

Value of purchases from ads: £431

Return on investment: 99%

Total value of purchases against those ads was £30k for May, which was over half of the publications £58k target for May.

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



The Field Studies Council
Sponsored · 🌐

🌞🌿 Spring is here! Get inspired to enjoy the outdoors with FSC's popular and easy to use wildlife guides 🐾

Guide to the top 50 garden birds

Garden birds
£4.00 [SHOP NOW](#)

Flowers and way
£3.30

👍❤️😄 Wendy Ste... 6 Comments 38 Shares

👍 Like 💬 Comment ➦ Share

Social – Facebook: Paid

Facebook advertising was also used to promote the eco-skills online courses.

£200 has been spent on boosting the individual courses on Facebook. This led to 30 purchases and £1,193 in sales.

 **The Field Studies Council**
Sponsored · 🌐

Using the written word, bring nature's power to life on your page. [...See More](#)

 **Online Course** **Developing Nature Writing**

FIELD-STUDIES-COUNCIL.ORG
Developing Nature Writing - Online [GET TICKETS](#)

 Sarah Jane and 21 others [3 Comments](#)

 Like  Comment  Share

 **The Field Studies Council**
Sponsored · 🌐

Begin your journey into the world of amphibians and reptiles with this combined introductory onlinecourse. This [...See More](#)

 **Online Course** **Discovering Amphibians and Reptiles**

FIELD-STUDIES-COUNCIL.ORG
Discovering Amphibians and Reptiles [GET TICKETS](#)

  Ann-Marie Ma... [6 Comments](#) [19 Shares](#)

 Like  Comment  Share

Email

Schools

- Non returner secondary residential sent on 13.05.2021: Opened 27% | Clicked 1%
- Non returner secondary residential RESEND on 17.05.2021: Opened 8% | Clicked 1%
- Non returner secondary day sent on 13.05.2021: Opened 30% | Clicked 1%
- Non returner secondary day RESEND on 17.05.2021: Opened 7% | Clicked 0%
- Non returner primary residential sent on 18.05.2021: Opened 38% | Clicked 3%
- Non returner primary residential RESEND on 20.05.2021: Opened 67% | Clicked 0%
- Non returner primary day sent on 18.05.2021: Opened 21% | Clicked 2%
- Non returner primary day RESEND on 20.05.2021: Opened 76% | Clicked 3%

Education co. Emails

- KS3 outdoor learning opportunities sent on 18.05.2021: Opened 13% | Clicked 5%
- KS3 outdoor learning opportunities RESEND on 25.05.2021: Opened 4% | Clicked 4%
- A Level Biology and Geography Digital packages for Generation Green on 27.05.2021: Opened 11% | Clicked 11%

General

- May Newsletter sent on 03.05.2021: Opened 39% | Clicked 11%

Leisure

- Walking holidays sent on 20.05.2021: Opened 65% | Clicked 24%
- Previous I&F customers (place-based push) sent on 21.05.2021: Opened 51% | Clicked 28%
- Previous I&F customers (place-based push) RESEND on 26.05.2021: Opened 20% | Clicked 9%



Digital / Search Campaigns

Work completed

General

- Created review meeting slides
- Arranged and conducted a review meeting with the client
- Investigated possible 403 error
- Assisted with client query relating to Publications/Guides
- Minor SE tweaks to 3 new landing pages including meta tags and copy
- Investigated billing info query
- Investigated dip in rankings for Bookbinding Courses and provided improvements to pass to client
- Carried out a Search Term review of Filming Locations / Natural History and excluded several terms
- Reviewed Search Rankings & made improvements for several pages on the site
- Monthly technical audit, keyword ranking summary and written report

Google Ads

- Planned new structure for Arts and Walking ads, reviewed landing pages and started to restructure the account
- Added several new campaign level extensions to assist performance
- Created an additional negative keyword list (Natural History)
- Reviewed budgets
- Removed some non-serving keywords

Generation Green Google Ads and Facebook / Instagram Ads project

Keywords: Keyword rankings have performed well this month, with most terms seeing an increase in position. The largest improvement came from "school field trips", which jumped up an impressive 16 places to position 8.

Ad Campaigns: Year-on-year Google Ads metrics are continuing to show strong improvement across the board, with a revenue improvement of nearly 8,134%.

Ecommerce: Compared to last month, revenue has seen a slight dip but is still significantly improved compared to March.

Work planned

- Investigate drop in 'School Trips' ranking
- Evaluate initial results from Arts, Crafts and Walking ads
- Finish account restructure, ad creation, etc, related to Arts, Crafts and Walking
- Restructure National History campaign based on client's priorities
- Optimise new DoFE expedition pages
- Optimise / feed back on new Biology and Geography landing pages
- Trial remarketing ads in the Paid Google Ads account
- Trial some campaigns with very little traffic on the Paid Google Ads account
- Add Geography campaign to Bing at £2 / day
- Help with any other new pages or priorities
- Continue to research new backlink opportunities
- Monthly technical audit, keyword ranking summary and written report
- Eco-skills project



Website Analytics: field-studies-council.org

Comparing to data from previous month:

1st – 30th April 2021

User sessions: 65,668

School enquiry form submissions: 59

Courses purchased: 1,927 = £49,647

Publications purchased: 4,221 = 24,143

1st – 31st May 2021

User sessions: 90,350 40%

School enquiry form submissions: 98 66%

Courses purchased: 2,334 (21%) = £47,200* (-5%)

Publications purchased: 3,848 (-9%) = £20,075 (-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 April 2020

User sessions: 42,031

School enquiry form submissions: 13

Courses purchased: 1,128 = £2,705

Publications purchased: 3,034 = £14,221

1st – 31st May 2021

User sessions: 90,350 115%

School enquiry form submissions: 98 654%

Courses purchased: 2,334 (107%) = £47,200* 1645%

Publications purchased: 3,848 (27%) = £20,075 422%

Sales Enquiries

Enquiry Data May 2021	When is it for?				Estimated Income £
Where is the enquiry from?	<04/01/2021	2021	2022	2023	Grand Total
Not known	1120	55952	22900		79972
Covid-19 displacement - current customer	1400	104839	74330		180569
Covid-19 displacement - new customer	0	4446			4446
External - groupaccommodation.com	0	18550	20640		39190
External - Plan My School Trip	280	29300	39330		68910
External - Search Engine		6860	44600	7600	59060
External - Word of Mouth		6569			6569
FSC - Centre Visitor (non-booking)		780			780
FSC - Course Attendee (Professional/Teacher Training)		16436			16436
FSC - HO Marketing (Brochures/Leaflets)	350	19661	5600		25611
FSC - Social Media			770		770
FSC - Website	23144	77634	36977		137755
Placeholder	0				0
Repeat - Centre Rebooker	56075	216872	131756		404702
Repeat - Lapsed Rebooker	0	16227	0		16227
Repeat - Region Rebooker	13518	10305	26000		49823
Unknown - via Email	28858	86052	4369	0	119279
Unknown - via Telephone	23928	111029	32810	0	167767
Grand Total	148673	781510	440082	7600	1377864

Who is the enquiry for?	Estimated Income £
{No Level}	24250
A Level	520081
AS Level	11500
Higher	3580
International Baccalaureate	21090
Key Stage 1	15960
Key Stage 2	258532
Key Stage 3	24356
Key Stage 4	306118
Not Applicable	75588
PGCE	1740
Post Graduate	3875
Pre School EYFS	1680
Scottish Advanced Higher	11312
Scottish Primary	2652
Undergraduate	95552
Grand Total	1377864

Next steps - June

Schools

- 2 'Residential Ready' emails sent out to large database of contacts via Education Co.
- Promotion of Generation Green subsidised offers on digital and non-residential
- Promote summer school catch up products for Year 7 transition

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
- Begin to build Cinolla portal promotional pages

Publications

- Promote AIDGAP offer in June

Eco-Skills

- Promotion of July online and place-based courses
- Promote Young Darwin Scholarship so that we meet the target of 75 applications via social media (organic and paid)
- Send out Millport Marine Symposium invite and other marine opportunities via email on World Oceans Day – Including ORCA courses
- Update SEO pages in website footer so they align with eco-skills categories and include link to biodiversity newsletter

Leisure

- Respond to traffic light travel announcements and promote summer holiday availability
- Work on promoting young people experiences (DofE)
- Create postcard flyer with discount on arts courses to go in August edition of Artist and Illustrator

Brand

- Organise brand boards to go up on display at centres so that customers and staff can give their feedback
- Create digital version of brand boards and questions so that it can be sent out online via digital channels.

