

FSC Marketing Update

July 2021

Covering:

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



Social – Facebook



The Field Studies Council

Top Facebook posts:

The Field Studies Council
5d · 🌐

Do you always find yourself stopping to take a photo of buzzing bees on flowers or impressive sea views? 🐝 🌸 🌊

To celebrate #WorldPhotographyDay on Thursday 19th August, we are running a photography competition for the first time this summer. We will be announcing and sharing the winning photographs from each category on the day. We have categories for both adults and children so everyone can get involved! 📸

Send your images to us by Monday 16th August 2021. More details [http...](http://...) See More

FSC Photography Competition

CASH prize up for grabs!

FIELD-STUDIES-COUNCIL.ORG

FSC Photography Competition – Field Studies Council
A photography competition for all ages! Get creative in the outdoors by...

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

4,785 People Reached 367 Engagements [Boost Post](#)

👍👍 Angela Eastham, Di Watkins and 44 others 8 Comments 28 Shares

Performance for Your Post			
4,785 People Reached			
104 Reactions, Comments & Shares			
58 Like	45 On Post	13 On Shares	
5 Love	4 On Post	1 On Shares	
13 Comments	11 On Post	2 On Shares	
28 Shares	28 On Post	0 On Shares	
263 Post Clicks			
0 Photo Views	144 Link Clicks	119 Other Clicks	
NEGATIVE FEEDBACK			
2 Hide Post	2 Hide All Posts		
0 Report as Spam	0 Unlike Page		

Reported stats may be delayed from what appears on posts

The Field Studies Council is 🥳 feeling excited.
July 5 · 🌐

🔥 It's competition time! 🔥

With so many places already booked up and accommodation prices soaring, we're offering the chance for one family to join us on one of our August family holidays this summer 🌞

If this sounds like the break you need, like this post and let us know what your favourite holiday activity is. The competition will end at midnight on Sunday 11th July so act fast! The winner will be announced in the comments the following day.... See More

Win a family holiday this August!

Stay With US!!

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

4,523 People Reached 422 Engagements [Boost Post](#)

👍👍 FSC Epping Forest, Ian Pew and 43 others 45 Comments 16 Shares

Performance for Your Post			
4,523 People Reached			
152 Reactions, Comments & Shares			
48 Like	43 On Post	5 On Shares	
2 Love	2 On Post	0 On Shares	
86 Comments	80 On Post	6 On Shares	
16 Shares	16 On Post	0 On Shares	
270 Post Clicks			
3 Photo Views	78 Link Clicks	189 Other Clicks	
NEGATIVE FEEDBACK			
3 Hide Post	1 Hide All Posts		
0 Report as Spam	0 Unlike Page		

Reported stats may be delayed from what appears on posts

661likes gained = 13,230 Page likes in total.

Facebook Shopping – 482 views 164 clicks to website



Social – Twitter



Top media Tweet earned 3,231 impressions

It's National Moth Week 🦋 Moths are diverse in color, shape & size but they also offer a huge array of ecological benefits, from pollinating plants to feeding birds, bats & even people around the globe
[#mothweek](#) [#nationalmothweek](#)
[@Moth_Week](#)
pic.twitter.com/gF6DE7SVCH



🔗 9 ❤️ 32

Top Tweet earned 4,042 impressions

Restoring a kelp forest off the Sussex coast, creating new habitat for heat-sensitive butterflies & connecting fractured wetlands for the reintroduction of beavers are among 12 new projects receiving funding to help tackle climate change 🦋 [@WildlifeTrusts](#)
ow.ly/6wuZ50Fruff

🔗 8 ❤️ 24

JUL 2021 SUMMARY

Tweets

62

Tweet impressions

279K

Profile visits

6,828

Mentions

171

New followers

125



11,963 Twitter followers.



Social – Instagram

FSC @field_studies_council



Instagram Linktree – 768 clicks to the website (lifetime)



FSC

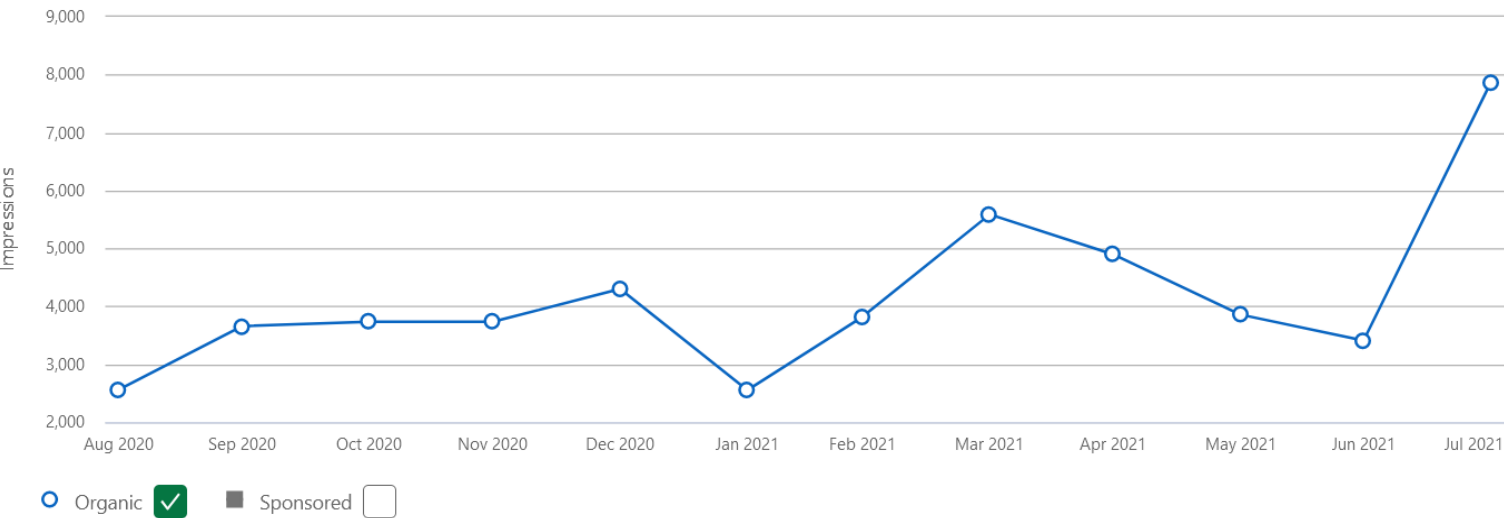
Social – LinkedIn

Update metrics ?

Time range: Jul 31, 2020 - Jul 30, 2021 Metric: Impressions ▾

Aggregate organic and sponsored

Off ☐



3,360 LinkedIn followers.

Social – Facebook: Paid


Facebook ads ran for 4 ID guide bundles and summer/family activity packs.

Spend: £4,288

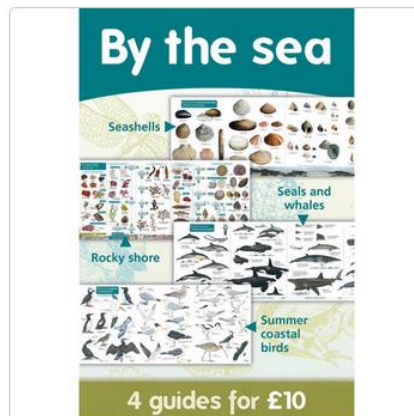
Value of purchases from ads: £15,462

Return on investment: £3.61 per £1 spent

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

 **The Field Studies Council**
Sponsored · 🌐

Summer is a great time to get outside - get offers on fold out ID guides and activity packs for nature spotters of all ages!



By the Sea ID
guide bundle,...

[LEARN MORE](#)

Flo
bur

 **The Field Studies Council**
Sponsored · 🌐

Help your young explorers spot animals & plants in the garden, woods, sea & sky this summer. Offers on wildlife guides and activity packs!

**Summer Holidays
Children's Activity Pack**

IN THE COUNTRYSIDE

Offer price £10

Wildlife activity pack £10 [LEARN MORE](#)

Insects bundle

FSC

Social – Facebook: Paid

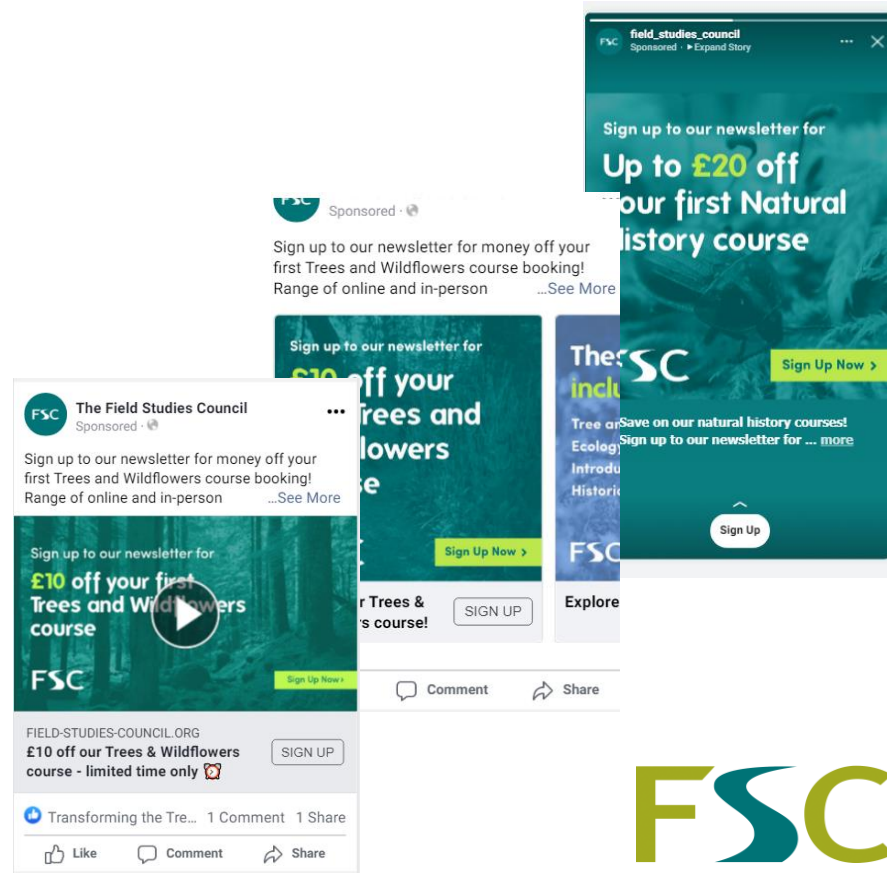
Facebook campaign to promote Eco-Skills courses and grow the mailing list.

Spend: £510

Number of new subscribers from ads: 200

Course purchases: 7

Audiences targeted included those who are interested in Whale watching, Marine Conservation Society, Marine conservation, Save Our Marine Life, Marine biology, Whale and Dolphin Conservation Society or Marine mammal, Natural history or Natural environment, Bushcraft, Scout (Scouting), Girl Scouts, Ray Mears' Bushcraft, The Scout Association, Brownie (Girl Guides) or The Wildlife Trusts, Field of study: Wildlife conservation, British Trust for Ornithology, Royal Society for the Protection of Birds, National Trust for Places of Historic Interest or Natural Beauty, Countryfile, RSPB Love Nature or BBC Springwatch, Walking in the United Kingdom, Ramblers, Wildlife garden or Butterfly gardening.



Email

General

- July Newsletter sent on 01.07.2021: Opened 34% | Clicked 7%
- July Newsletter (weekend re-send) sent on 01.07.2021: Opened 33% | Clicked 6%

Natural History

- G Green Day course non returners sent on 09.07.2021: Opened 17% | Clicked 11%
- G Green Day course active enquiries sent on 12.07.2021: Opened 27% | Clicked 14%
- Generation Green Free Publications - getting guides Email 1 publications sent on 15.07.2021: Opened 37% | 4%
- Generation Green Free Publications - getting guides Email 1 publications 26+ sent on 16.07.2021: Opened 38% | Clicked 6%
- Generation Green Free Publications - getting guides Email 2 courses sent on 28.07.2021: Opened 33% | Clicked 6%
- Generation Green Free Publications - getting guides 26+ Email 2 courses sent on 28.07.2021: Opened 33% | Clicked 6%

Schools

- Biology newsletter sent on 13.07.2021: Opened 44% | 9%
- Geography newsletter sent on 13.07.2021: Opened 34% | 7%
- Primary newsletter sent on 13.07.2021: Opened 30% | 3%

Email

Leisure

- FSC Family courses at Amersham sent on 02.07.2021: Opened 58% | Clicked 13%
- DF stay with us visitors 2020 sent on 12.07.2021: Opened 40% | Clicked 21%
- FM stay with us visitors 2020 sent on 12.07.2021: Opened 41% | Clicked 8%
- PM stay with us visitors 2020 sent on 12.07.2021: Opened 39% | Clicked 17%
- NC, RC and SL stay with us visitors 2020 sent on 12.07.2021: Opened 57% | Clicked 7%
- JH stay with us visitors 2020 sent on 13.07.2021: Opened 11% | Clicked 11%
- BL stay with us visitors 2020 sent on 13.07.2021: Opened 33% | Clicked 0%

Digital / Search Campaigns

Work Completed

General/SEO

- Responded to query on reporting
- Created email sending group for reports
- Initial consultancy on recruitment campaign
- Reviewed search rankings and identified terms needing assistance
- Identified meta descriptions for improvement
- Optimised 34 pages to assist SEO
- Fixed a negative keyword conflict
- Trialled adding broad keywords to the School Trips campaign
- Discussion about YouTube ads
- Monthly SEO audit, keyword review and written report

PPC

- Added broad versions of keywords for testing
- Examined high spend and CPA on paid Schools campaign, suggested adjustments
- Paused Grant Natural History campaign
- Moved Primary School campaign to Paid account
- Removed redundant and non-serving keywords
- Reduced paid account budgets as agreed
- Added responsive ads to the Arts ad groups
- Added three image extensions to assist performance
- Cleared up some bad extensions in the Paid account
- Initial set up of recruitment ads in FB (separate project)
- Optimisation of Eco-skills campaigns in Google Ads and Facebook (separate project)

Work Planned

- Write search-optimised meta tags for other pages
- Further work on internal link strategy to assist rankings
- Optimise / feed back on new Biology and Geography landing pages and help with go live to ensure minimal impact on SEO
- Continue to research new backlink opportunities
- Continue to trial ad groups with low impressions and high importance in the Paid Google Ads account
- Monitor results of pausing old Natural History campaign in Grant account - as a trial to see how that affects spend of other ad groups
- Further optimisation of both Google Ads accounts
- Monitoring and optimisation of Facebook Ads (including
- Monthly SEO audit, keyword review and written report

Keywords: This was a good month for rankings, with many lower ranked keywords rising to higher places and the majority of changes being positive.

"University trips" rose 16 places, now sitting at rank 9.

"Geography school trips" rose 8 places to 22nd position.

"British filming locations" rose 14 places to 30th position.

Ad Campaigns: The Paid account did very well month on month, with significant increases against June, thanks to the recent changes and updates to what campaigns were running.

Ecommerce: This has been an excellent month for revenue with transactions up by over 500 from June.

Conversions are mostly coming from organic (google), or from direct website traffic. Facebook referrals have taken the third spot which is nice to see.



Website Analytics: field-studies-council.org

Comparing to data from previous month:

1st – 30th June 2021

User sessions: 96,658

School enquiry form submissions: 100

Courses purchased: 1,713 = £63,172*

Publications purchased: 5,169 = 23,396

1st – 31st July 2021

User sessions: 95,168 -1.5%

School enquiry form submissions: 68 -32%

Courses purchased: 2,516 +47% = £82,338* +30%

Publications purchased: 5,480 +6% = £28,133 +20%

**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 – 31st July 2020

User sessions: 64,131

School enquiry form submissions: 28

Courses purchased: 2,107 = £22,888

Publications purchased: 3,582 = £19,363

1st – 31st July 2021

User sessions: 95,168 +48%

School enquiry form submissions: 68 +143%

Courses purchased: 2,516 +19% = £82,338* +260%

Publications purchased: 5,480 +53 = £28,133 +45%

Sales Enquiries

Total number of enquiries taken: 642

When is it for?/where is it from? Value £	<08/03/2021	2021	2022	Total
Not Known	0	53457	82106	135563
Covid-19 displacement	2275	57836	133437	193547
External - groupaccommodation.com		6400		6400
External - Plan My School Trip	0	8992	32776	41768
External - Search Engine	500	23790	13170	37460
External - Word of Mouth		20060	38297	58357
FSC - Centre-Based Marketing Activity		2852		2852
FSC - Course Attendee (Professional/Teacher Training)	0	11052		11052
FSC - HO Marketing (Brochures/Leaflets)	0	3150	11574	14724
FSC - Nature Friendly Schools	0	2898	5870	8767
FSC - Social Media	9350	39027	34119	82496
FSC - Website	3705	45420	121774	170899
Generation Green	0	1016		1016
Repeat - Centre Rebooker	8360	81963	681051	771374
Repeat - Lapsed Rebooker		27925	42882	70807
Repeat - Region Rebooker	0	9818	206077	215895
Unknown - via Email	18680	49777	172118	240575
Unknown - via Telephone	3525	25305	85176	114005
Total	46395	470736	1660424	2177555

Who is it for?	Estimated Value £
{No Level}	38307
A Level	938487
AS Level	6859
International Baccalaureate	6777
Key Stage 1	3940
Key Stage 2	353592
Key Stage 3	182322
Key Stage 4	418100
Not Applicable	67298
Post Graduate	29690
Pre School EYFS	1120
Scottish Advanced Higher	12777
Undergraduate	118287
Total	2177555

Next steps - August

Schools

- Continue to plan the Autumn campaign.
- Begin the Geography, Biology and Primary emails ready for September send.

Website

- Marketing team will begin to follow new process of prioritising tasks. Charles will then pass to Headscape.
- Put the new schools landing pages live and share with digital agency to update ads and optimise pages.
- Brand up the Cinolla portal location pages when ready

Publications

- Promote Summer bundle offers and pack offers

Eco-Skills

- Promotion of September online and place-based courses through organic social media and paid Facebook ads also targeting younger audiences
- Promoting the pilot beginner courses Learn to Love and Love to Draw weekends in non FSC locations
- Continue to attract new subscribers to the biodiversity mailing list

Impact Report

- Create a four-month social media plan linking to a new webpage

Leisure

- Final push on August family holidays
- Push specific booking.com dates for specific centres

Brand

- Now the rebrand has been approved by the board we will be creating a detailed plan of actions and costings which Ian will then take to the F&A at the end of September
- Work with Rebecca on the brand guidelines

Recruitment

- Target areas around centres to promote casual, seasonal and tutor opportunities with social ads and a targeted door drop

Schools' Autumn Campaign

- Coordinate the schools' autumn campaign to coincide with schools returning after the summer

