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Dear Colleagues,

I thought that this week would be a good opportunity to look at how the sales and marketing team support us. Roisin McAteer and Dawn Cook as this week's guest editors have put together the following short bullets which I think give a good flavour of the breadth of their activity and impact:

#### Google Ads

24 of our Google Ads use free credit from Google which have led to 884 conversions (bookings). Our paid-for Google Ads account is running adverts for school trips, natural history courses, Generation Green and general FSC, to convert £1,296.80 from 1,749 clicks.

#### Social media

The marketing department manages four social media accounts with a combined audience of 35,495. Through engaging content, we have grown this audience 23% since January 2021. So far in 2021 our paid-for adverts on social media have brought in £75,790.84 through direct publication sales and £12,125.70 from ecommerce courses in 2021. We are always thinking creatively about how to engage new audiences which is why we recently created our new [TikTok](#) channel to promote our Young Darwin Scholarship, Duke of Edinburgh opportunities and seasonal jobs to young people.

#### Website

We work closely with our website developers, Headscape, to improve our website user experience. Since the beginning of the year, the FSC website has been viewed 1,976,543 times and has processed 17,103 transactions, totalling £557,944.


#### Newsletters

We email once a month to individuals and termly to our school audiences. To date, FSC newsletters have brought in £32,618.52 this year. Our peers' average open rate is 28.9% whereas we regularly achieve over 35% open rate.

#### Press and PR

We work with BeBold to generate national coverage. FSC has been mentioned in [The Telegraph](#), [BBC Radio Shropshire](#) and The Education Business Magazine. We also design adverts for print to promote courses, school trips and funded projects. Our adverts have appeared in The Educational Visits Guide, Museum & magazine, the Chelsea Magazine and BBC Countryfile.

#### Content

Over the next few months we are planning new content for FSC. We are gathering  [new photography](#) at centres of school groups and staff, as well as commissioning professional videos to communicate our impact and why FSC is such a great place to work. We are also planning a series of engaging blogs to support campaigns and activity around the organisation.

If you have any suggestions of how marketing might communicate our key messages, impact and products, please get in touch at [marketing@field-studies-council.org](mailto:marketing@field-studies-council.org).

Stay safe and keep well

Mark