

Marketing Update

April 2022

Covering:

- Social media: Organic
- Social media: Paid
- Email marketing
- Digital / Search Campaigns
- Website analytics
- Public Relations
- Trees for Cities
- Sales Enquiries
- Next steps

Highlight

- Natural History GCSE was announced with great press coverage and great engagement on socials reaching over 51k on Facebook
- Young Darwin Scholarship Campaign went live
So far applications are at:
 - 16-17 (32 applications)
 - 18-25 (73 applications)



Top Posts – By Organic Reach

Facebook Shopping – 537 views 62 clicks to website



16,000
Page Likes

Social - Twitter

April 2022 Twitter summary

Top Tweet earned 3,672 impressions

Are you aged 16-25, fascinated by the natural world and interested in an environmental career? 🌿

Our **#YoungDarwinScholarship** is back! Connect with like-minded young people & professionals, learn new skills, gain experience and have a fantastic time! 🧑🏫

👉 field-studies-council.org/young-darwin-scholarship... pic.twitter.com/nVKjsD5Cds



🔄 25 ❤️ 23

Top media Tweet earned 1,569 impressions

Thank you **@SchoolTravelOrg** for sharing our news 🙌

The Young Darwins Scholarship is back! If you're aged 16-25 and fascinated by the natural world, you may want to read on. 🦋 🌿

Read the full article here: ow.ly/nt7L50INi2s

#YoungDarwinScholarship #FSCEcology
pic.twitter.com/SxbFTv1Uuz



🔄 1 ❤️ 4

12,450
followers

APR 2022 SUMMARY

Tweets

63

Tweet impressions

61.2K

Profile visits

5,515

Mentions

153

New followers

38

Social - Instagram

7,074 followers (current total)



View Insights

Boost Post



Liked by **danpuplettature** and **215 others**
field_studies_council New natural history GCSE is a 'major win' for young people and the envi... more

View all 9 comments

this.is.rosh 🌞🌞🌞🌞

21 April



View Insights

Boost Post



Liked by **fscprestonmontford** and **204 others**
field_studies_council Move your knowledge to the next level this May.... more

View all 6 comments

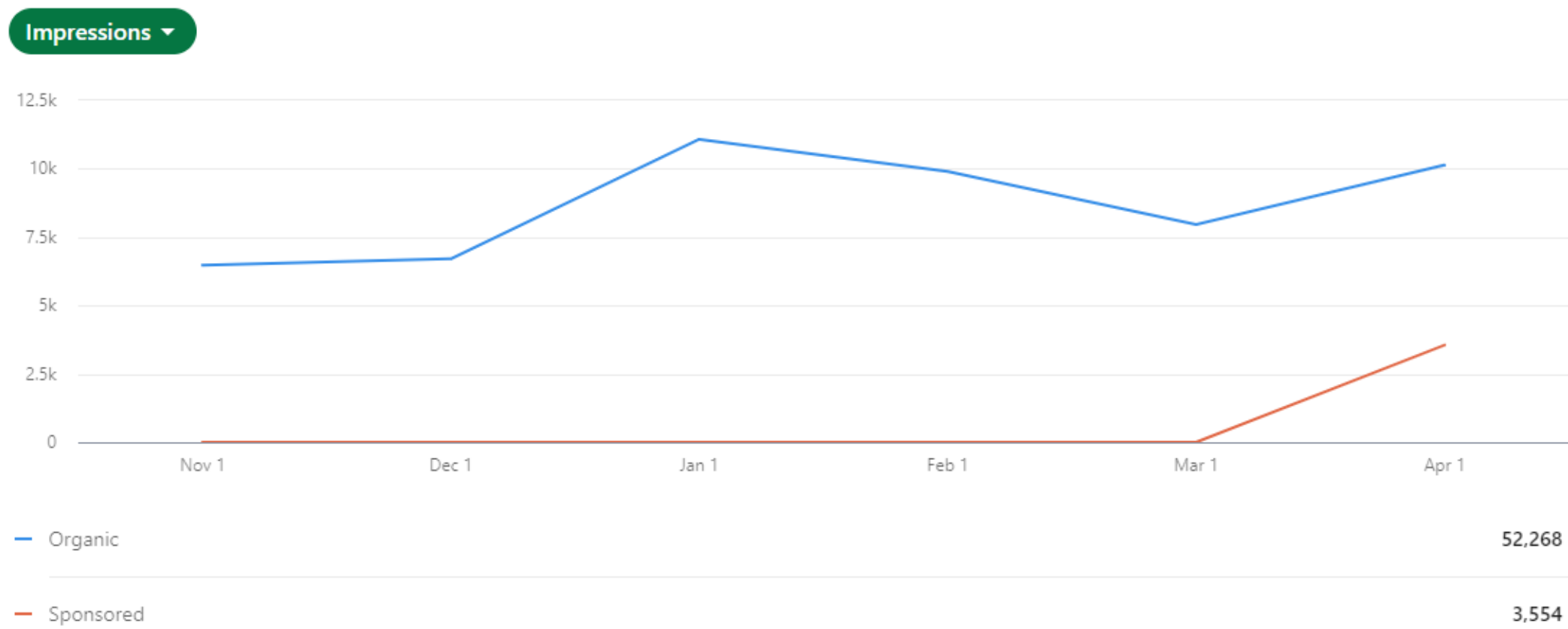
field_studies_council @thebirdfromblighty
fantastic Danielle 😊

3.97k
lifetime
linktree
clicks

423 April
linktree
clicks

Social – LinkedIn

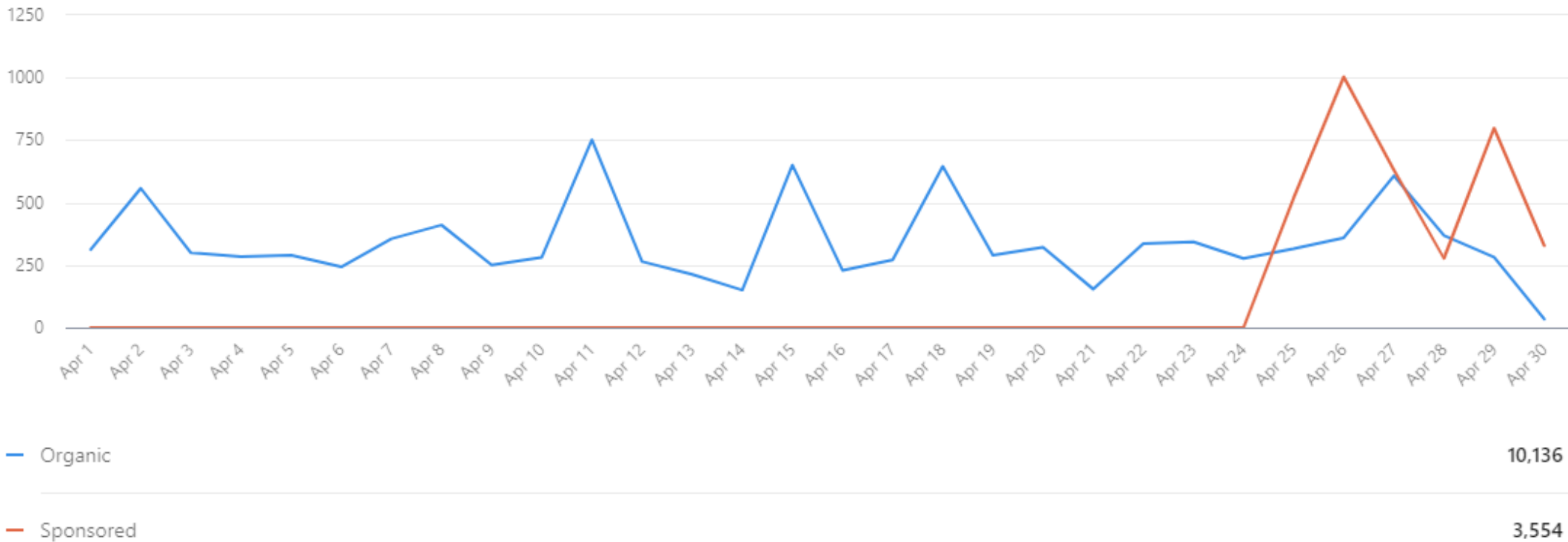
Clicks over the past 6 months:



Social – LinkedIn

Impressions in April:

Impressions ▾



Social – Facebook: paid

Publications – General Public

Continuing with illustrators and walkers, we revisited remarketing to shop pages with better results, ready for May/June sales.

Spring Guides and Gifts Campaign

The hedgerow guides performed well but the gifts didn't attract as much interest.

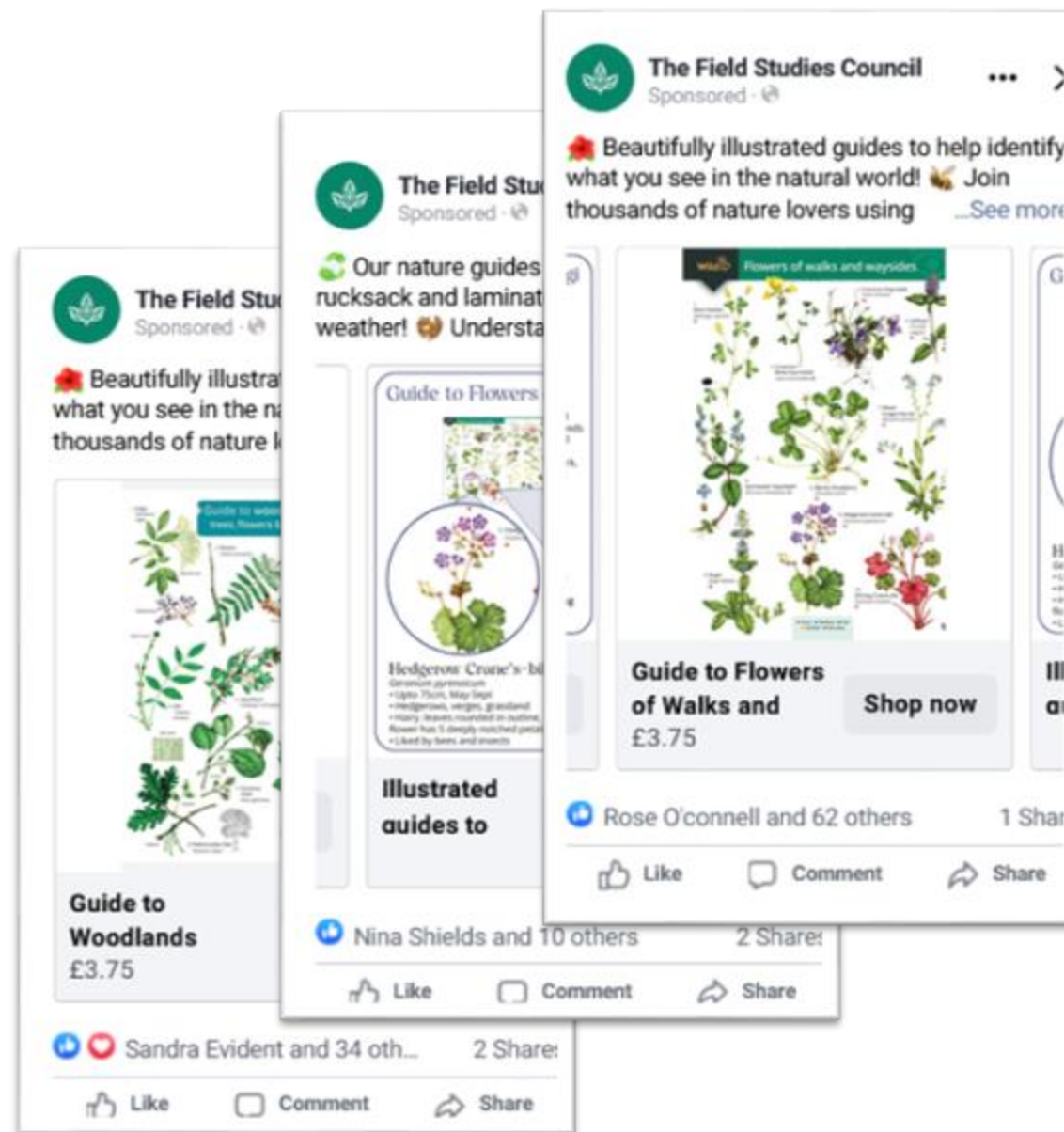
Spend: £386

Value of purchases from ads: £975

Return on investment: +£1.53 per £1 spent

Comments:

- We held back on the spend ready for the May/June sale



Social – Facebook: paid

Publications - Careers

Continued niche publications were promoted encouraging ecologists to upskill and overcome the reported skills gap

Professional Development

Phase 1, Grasses and Ferns

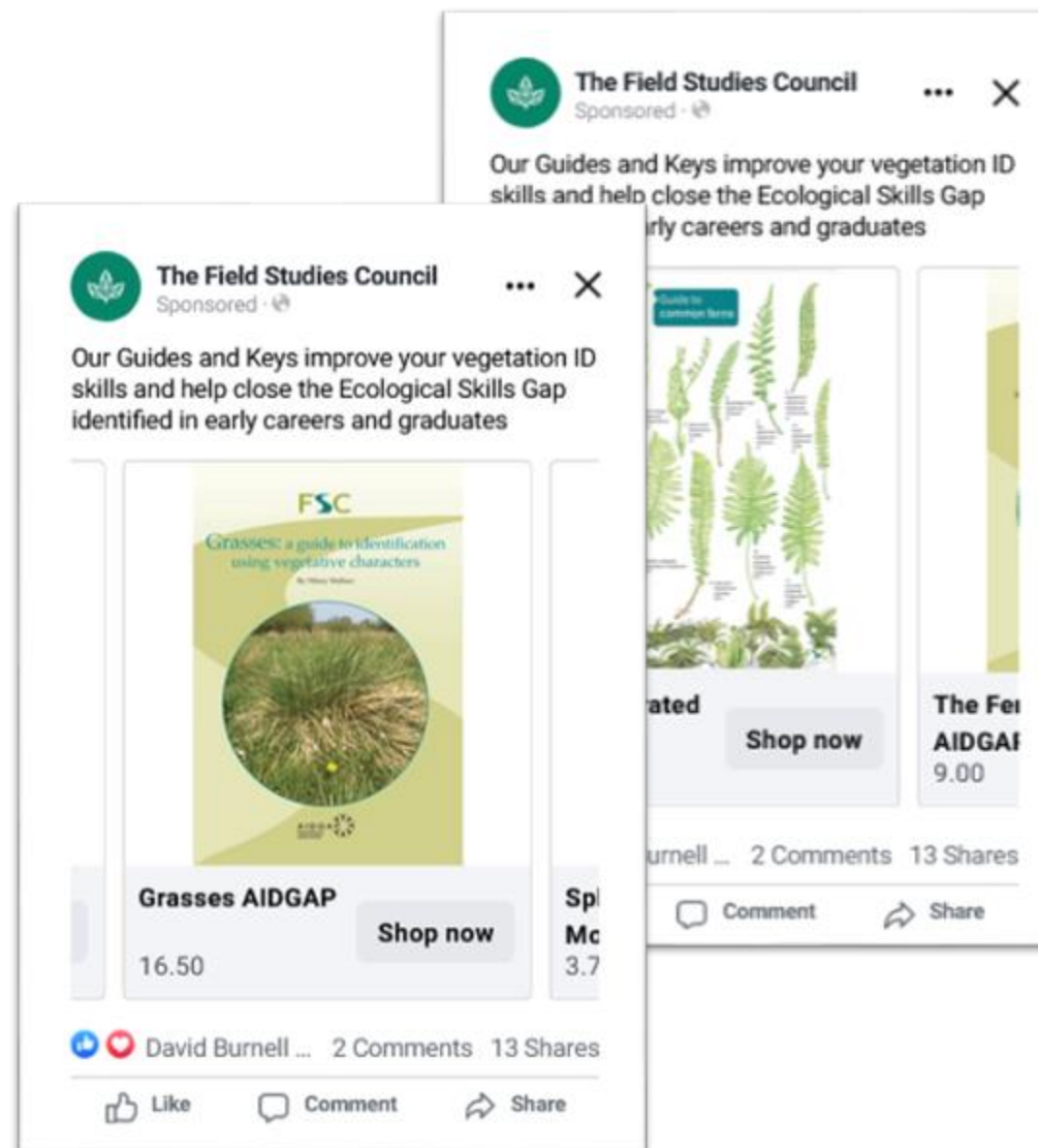
Spend: £500

Value of purchases from ads: £1174.76

Return on investment: +£1.35 per £1 spent

Comments:

- Volunteers and keen amateurs was the best performing audience



Social – Facebook: paid

Eco Skills

With a large number of courses on the website, the adverts have targeted subjects, virtual, and intermediate courses

Quarter 3 Course Promotions

Audiences have included a higher level of natural science interest, and retargeting the natural history page views.

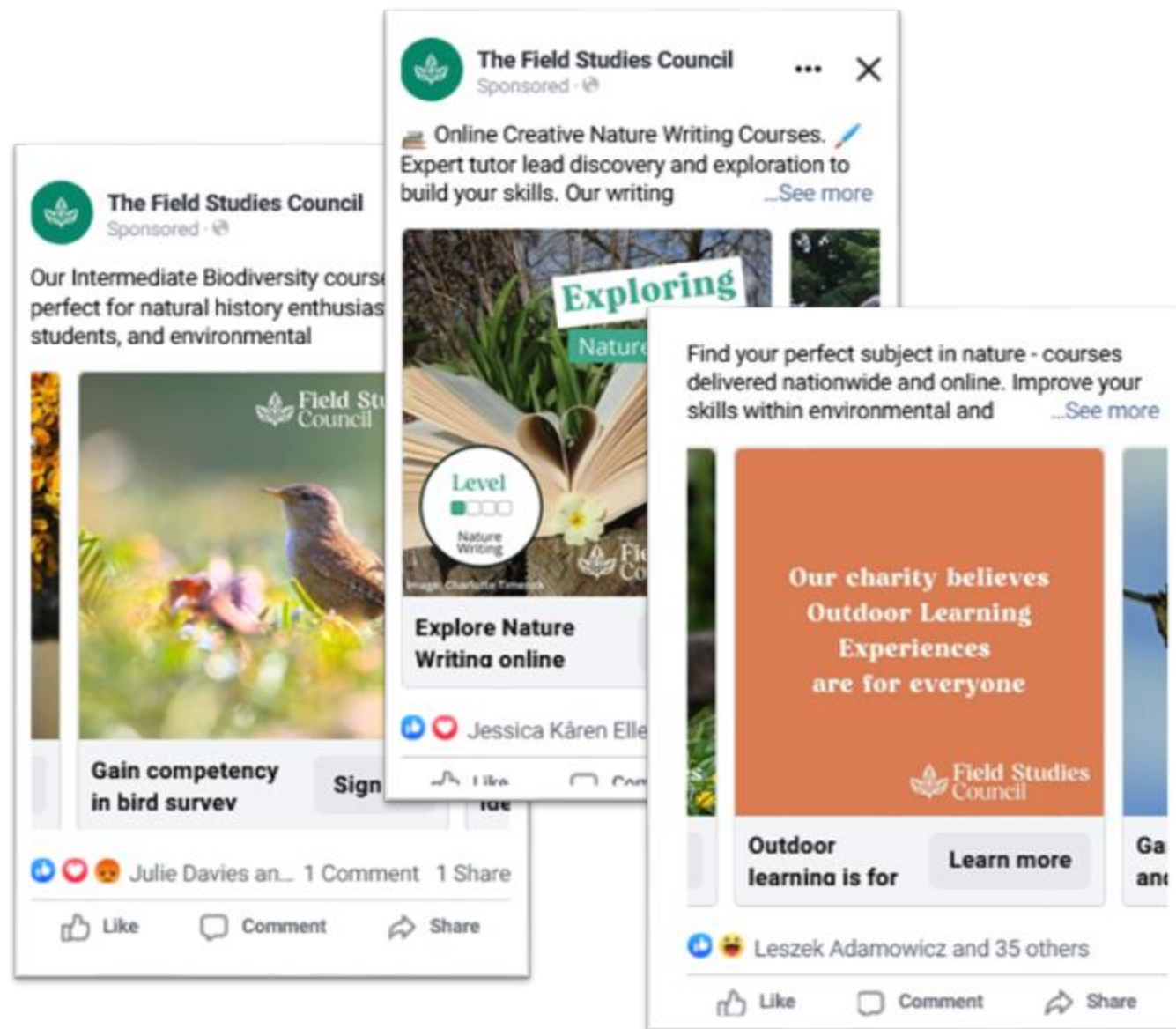
Spend: £1800

Value of purchases from ads: £3042

Return on investment: £3.06 per £1 spent

Highlights:

- We have had more success with Facebook ads promoting the intermediate courses and virtual courses.



Email campaigns

General Emails

- **April Newsletter 4th April 2022:** Opened 45.7% Clicked: 9.7%
- **Youth Updates – 14th April 2022:** Opened 40.5% Clicked: 5.3%

Biodiversity Emails

- **Mammals, Invertebrates, Botany and Fungi new courses and opportunities 13th April 2022:** Opened 48.9% Clicked: 11.1%
- **Resend - Mammals, Invertebrates, Botany and Fungi new courses and opportunities 2022:** Opened 22% Clicked: 4.9%
- **Fungi, Spiders, Beetles and Craneflies + New residential:** Opened 46.7% Clicked 8.7%

Email campaigns

Generation Green

- **Evaluation Survey for GenGreen Eco Skills 3rd and final send 26th April 2022:** Opened 43% Clicked 3.4%
- **Evaluation Survey for GenGreen Eco Skills 4th and final send 26th April 2022:** Opened 23.1% Clicked 4.1%

Cancelled courses – Held Funds

- **Cancelled Courses Held Funds send1 12th April 2022:** Opened 70.2% Clicked 20.6%
- **Cancelled Courses Held Funds send2 19th April 2022:** Opened 76.5% Clicked 26.8%
- **Cancelled Courses Held Funds send3 26th April 2022** Opened 75.8% Clicked 26.6%

Eco Skills

- **ES Moodle Updates 7th April 2022:** Opened 64.9% Clicked 3.5%

Digital/Search Campaign

Work Completed

General/SEO

- Exported historical keyword data into new software
- Suggested using a Trello board to help with admin
- Sent over info about broken links
- Suggested a Foraging Courses page
- Optimised Drawing Courses page & added image
- Tweaked meta tag on Botanical Illustration Page
- Optimised Craft Courses page
- Researched keywords for Learning Resources section
- Organised & attended review meeting
- Sent over Contact Report
- Set up audit report & crawled site
- Monthly SEO audit, keyword review and written report

PPC

Google Ads

- Chased Google Ads billing issue & helped resolve
- Increased CPC on Google Shopping
- Resubmitted Google Shopping feed for review

Work Planned

- Set up a Trello board to help keep track of outstanding tasks
- Review keywords
- In depth look into ranked pages & cannibalisation, post keyword review
- Set up new Educational FB campaigns
- Review Geography Fieldwork redirects
- Look into issue with newsletter signup tracking
- Keyword research / optimisation for Learning Resources
- Continue to update publications meta-tags (as time allows)
- Write search-optimised meta tags for other pages (ongoing)
- Research new backlink opportunities
- Trial DSAs in the Paid account
- Further optimisation of both Google Ads accounts, and Microsoft Ads
- Monitoring and optimisation of Facebook Ads
- Monthly SEO audit, keyword review and written report

Ad campaigns: Google Ads have seen great increases year on year, with sessions up 102%, and revenue up 190%. ROI for the paid account is looking excellent at 583%.

Ecommerce: Year-on-year traffic is holding steady, while numbers have dropped back to around 72K after a strong March. Revenue is down 7% year on year, with £71K drawn in during April.

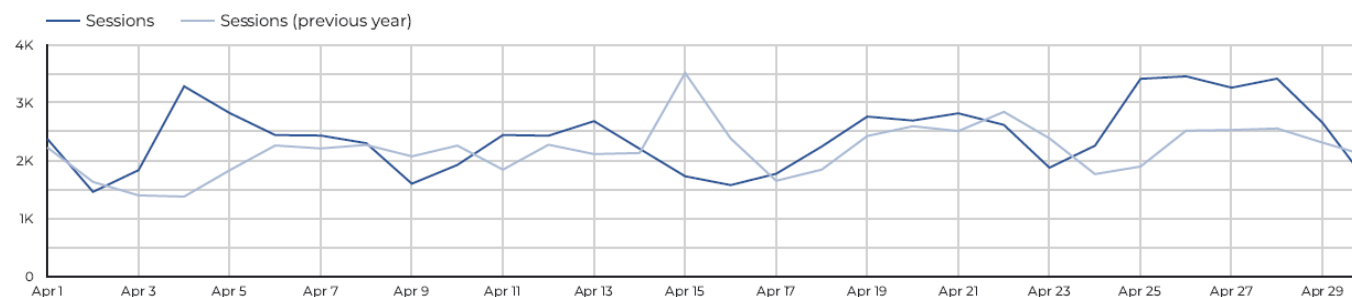
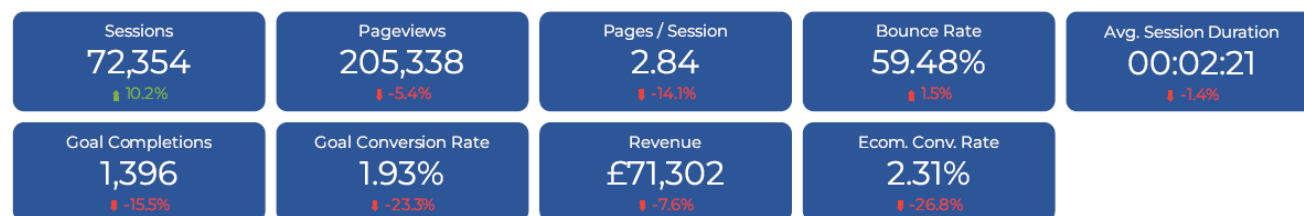
Keywords: Keywords are generally doing well. Some courses terms have seen good increases after our optimisations, and publications terms are looking good. Filming and DofE terms could use some work.

Digital/Search Campaign

Figures are looking fairly steady year on year. Sessions are up 10% year on year, although revenue is down 7%.

Month to month, sessions have fallen slightly from the highs of March, but are still looking healthy.

Overall traffic – 1 – 30 April 2022



Month of Year	Sessions	Pageviews	Bounce Rate	Avg. Session Duration
Apr 2022	72,354	205,338	59.48%	00:02:21
Mar 2022	102,583	268,649	61.11%	00:02:08
Feb 2022	77,726	221,437	59.83%	00:02:26
Jan 2022	76,363	229,918	55.14%	00:02:25
Dec 2021	47,886	146,261	56.45%	00:02:28
Nov 2021	80,335	228,089	59.72%	00:02:17

Website Analytics

Comparing to data from previous month:

1st – 31st March 2022

User sessions: 102,583

School enquiry form submissions: 164

Courses purchased: 1,658 = £65,080*

Publications purchased: 3,215 = £15,487

1st – 30th April 2022

User sessions: 72,354 -41.78%

School enquiry form submissions: 117 -40.17%

Courses purchased: 1,917 +15.62 = £55,125.24* -18.05%

Publications purchased: 3,109 -3.41% = £14,321.40 -8.14%

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

Website Analytics

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

1st – 30th April 2021

User sessions: 65,668

School enquiry form submissions: 59

Courses purchased: 1,927 = £49,647.41

Publications purchased: 4,221 = £24,143.45

1st – 30th April 2022

User sessions: 72,354 +10.18%

School enquiry form submissions: 117 +98.3%

Courses purchased: 1,917 +0.52% = £55,125.24*
+11.03%

Publications purchased: 3,109 -35.77% = £14,321.40 -
68.58%

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

Public Relations

April focus:

- Young Darwin Scholarships
- Announcement of GCSE Natural History

Grants for Schools (Be Bold)

- BBC Radio Sheffield – interview (continued from March campaign)

Young Darwin Scholarship (Be Bold)

- News release coverage in **17** publications

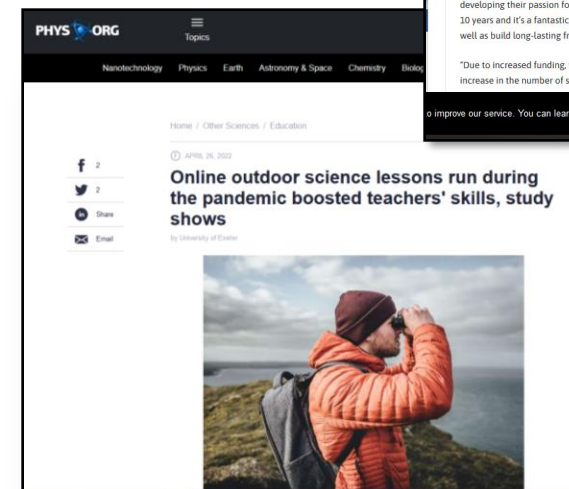
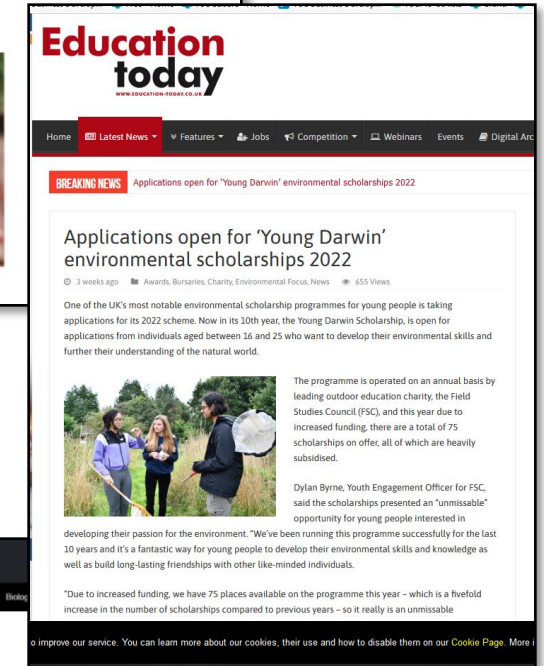
Natural History GCSE (Be Bold)

- News release coverage in **16** publications and BBC radio interview

Other FSC coverage

Online Outdoor Science Lessons Study (Dr Bethan Stagg)

- Coverage in **7** publications



Public Relations cont.

Annual GA conference

Field Studies Council was represented at the Annual GA Conference in Guilford

We had an exhibition stand managed by Dawn, Carol & occasionally Nick. Sessions were delivered by Simon Ward & Charlie Foster.

Time for Geography *Rivers Fieldwork Booster* video series, developed in partnership with the Field Studies Council, Aberystwyth University, Cardiff University and RSS Hydro have received the prestigious *Highly Commended Award* from the Geographical Association in this year's Publishers Awards!



Trees for Cities

At the end of 2021, Field Studies Council secured funding to deliver community training and resources as part of a £1.2M project secured by [Trees for Cities](#) to increase tree cover in smaller coastal cities and towns.

Guide Campaign (October – January)

13,065 people received guides:

- 2,025 individuals received one guide each
- 11,040 individuals received 5,525 guides through their 510 groups

Training Campaign (March - May)

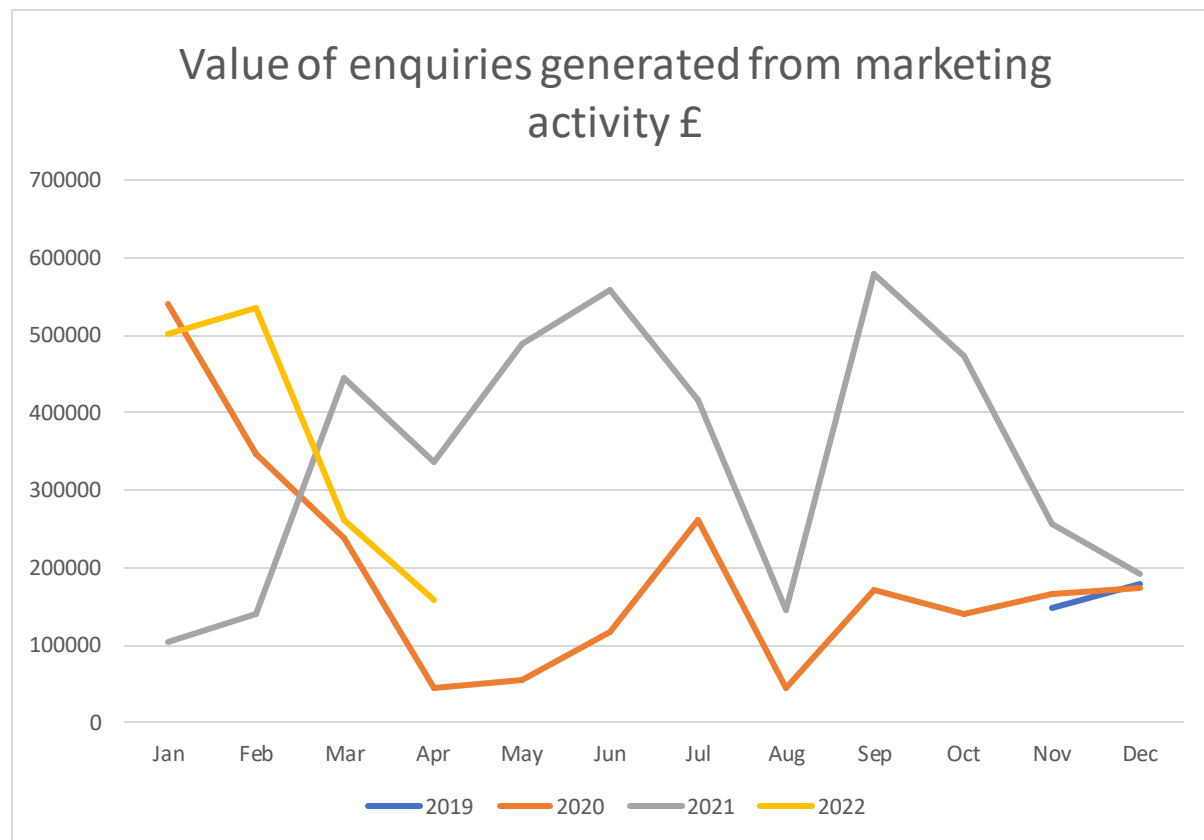
537 eligible registrations for 228 spaces:

- 37% have little to no tree knowledge
- 57% heard about the opportunity through our communications

All 228 spaces filled – training happening throughout May



Sales Enquiries



Marketing activity:

Enquiries through website, social media, telephone/email, paid directories and direct response.

Comment:

Apr 2022 enquiries at £158k showing a drop from Apr 2021 but higher overall for the 1st 4 months of 2022 compared to 2021. The sales team has focused on conversion of existing enquiries and work on rebookings during the quieter time of Easter school holidays. We have also changed classification of enquiry source on Cinolla to increase our understanding (removing 'via email' and 'via telephone' which told us how the customer contacted us but not why). This has reduced numbers generally attributed to marketing but is more accurate.

Plan:

Targeted activity through summer 2022 focusing on areas that are not meeting forecast/budget. Balancing number of enquiries generated against workload in sales team from rebooking/summer demand.

Next Steps –June

Schools

- Email campaign to fill selected autumn gaps
- Email campaign for YHA Jurassic Coast/Peak District geography courses
- Social campaign for National Fieldwork Week in June
- Launch paid for version of Digital Hub
- Refresh paid for Google adverts and check SEO

Publications

- Continuing with Google Shopping
- Improving the gift page SEO
- Running Facebook and Twitter adverts for Bundles Sales and AIDGAP publications for career level interest.
- Larger more detailed advert campaign – increased budgets
- Continuing organic posts encouraging one click journey to items within the Facebook shop, looking at more interactive posts inc video
- Promoting new guides Jellyfish, and Mammals Tracks and signs

Eco-Skills

- Commissioning blog on Birds of Prey
- Running Facebook and twitter adverts for courses and career webinars
- Trialling LinkedIn for careers webinars
- Changing our organic strategy to include a last chance IG reel every Friday
- Ensuring Google ads are running for all place based courses

BioLinks

- Release the remaining BioLinks courses for 2022. These will all be live and advertised in newsletter by the end of May.
- 2 regular newsletters – 12th May and 24th May.
- Paid advertisement creation for Buglife magazine (June release)
- BW BioBlitz organisation (Event in June)
- Boost FB posts for some online courses
- Picking up some other projects – Infographics for RES and creation of 'Guidance Notes'
- Prepare for National Insect Week in June

Leisure

- Write and carry out an updated marketing plan to promote leisure for remainder of 2022

Foundation

- Young Darwin Scholarship campaign (ongoing)

Public Relations

- Be Bold has secured a 1,200 word in feature in next month's Education Business
- Art and leisure course promotions
- FSC in Scotland
- Bishops Wood open day promotion (11th June)

Trees for Cities

- Registrations open for free summer training (27th May)
- Ongoing communications for registrations with a focus on 18–24-year-olds
- Running Facebook and twitter adverts with a youth focus
- Allocation of spaces for free summer training