

FSC Marketing Update

August 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
Published by Hootsuite ·
26 August at 10:30 ·

Beavers are often described as eco-engineers - their dams create wetland habitats where wildlife can flourish. The animals transport logs, branches, stones and mud to build the barriers across rivers. The dams help create pools of deep water that deter predators. However, beavers can also cause localised problems for some landowners.

What are your views?
<http://ow.ly/56ur50FXDh7>

NEWS

BBC.COM
Consultation begins on beaver reintroductions

7 comments 4 shares

Performance for your post

4551 People reached

120 Likes, comments and shares

152 Post clicks

0 Photo views 45 Link clicks 107 Other Clicks

View More Details

NEGATIVE FEEDBACK

0 Hide all posts 2 Hide post

0 Report as spam 0 Unlike Page

120 Likes, comments and shares

BRANDED CONTENT DISTRIBUTION **View Breakdown**

4551 Total reach	4551 Organic reach	0 Paid reach
4631 Total impressions	4631 Organic impressions	0 Paid impressions

The Field Studies Council
Published by Hootsuite ·
11 August at 09:35 ·

We were thrilled to find out that Geography saw the biggest rise in entries of any A Level subject, with 16.8 per cent more than last year 🎉

Are you considering studying Geography at university? Do you want to enrich your field experience and explore some of the possible career pathways?

Check out our Geography camp at [Nettlecombe Court Field Centre](http://ow.ly/kjes50FOIUw) this month 📍 <http://ow.ly/kjes50FOIUw>

Get more messages for The Field Studies Council
You can add a Messenger button to your post to get more messages for The Field Studies Council.

66 10 comments 2 shares

Performance for your post

4269 People reached

83 Likes, comments and shares

99 Post clicks

2 Photo views 12 Link clicks 85 Other Clicks

View More Details

NEGATIVE FEEDBACK

0 Hide all posts 3 Hide post

0 Report as spam 0 Unlike Page

83 Likes, comments and shares

BRANDED CONTENT DISTRIBUTION **View Breakdown**

4269 Total reach	4269 Organic reach	0 Paid reach
4269 Total impressions	4269 Organic impressions	0 Paid impressions

586 likes gained = 13,816 Page likes in total.

Facebook Shopping – 319 views 96 clicks to website



Social – Twitter



Top media Tweet earned 1,733 impressions

Learn to identify wildflowers, their anatomy, terminology, and common families on our Botany Beginnings 2 Day Course.

Taking place at the beautiful FSC Castle Head, Cumbria 4th – 5th September 2021

Book Here field-studies-council.org/shop/courses/b... pic.twitter.com/I59ODKNH1o



🔗 4 ❤️ 2

Top Tweet earned 2,975 impressions

Where's your nearest freshwater snail? No one in Britain & Ireland is ever far from one - almost any pond-dipping session will produce at least one snail species. Read about where to find & how to identify [#snails](https://ow.ly/TZjV50FDE8V) ow.ly/TZjV50FDE8V @CardiffCurator @conchsoc @AmgueddfaCymru pic.twitter.com/NcT2YMWfiP



🔗 8 ❤️ 13

AUG 2021 SUMMARY

Tweets

40

Profile visits

2,695

New followers

47

Tweet impressions

159K

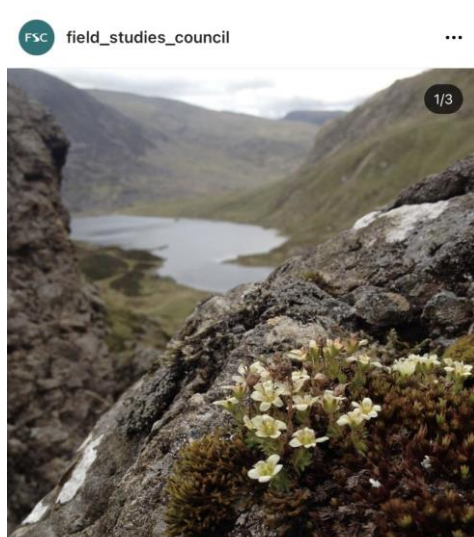
Mentions

95



Social – Instagram

FSC @field_studies_council



View Insights

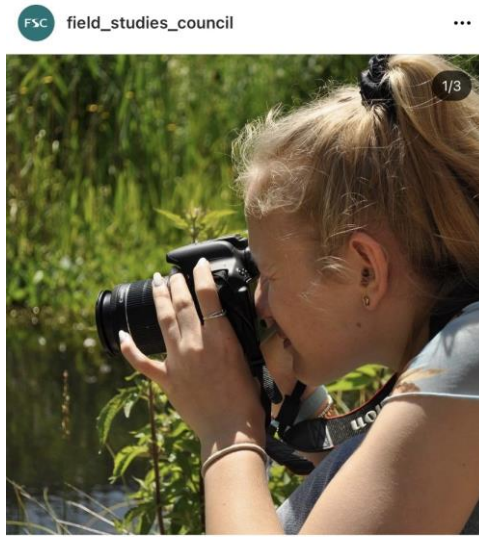
Promote



Liked by castleheadfsc and 197 others

field_studies_council We asked nature enthusiast and wildlife spotter, Lauren, for inspiration and advice for new nature spotters... more

View all 6 comments



View Insights

Promote



Liked by this.is.ros and 194 others

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

Instagram Linktree – 1.22k clicks to the website (lifetime)

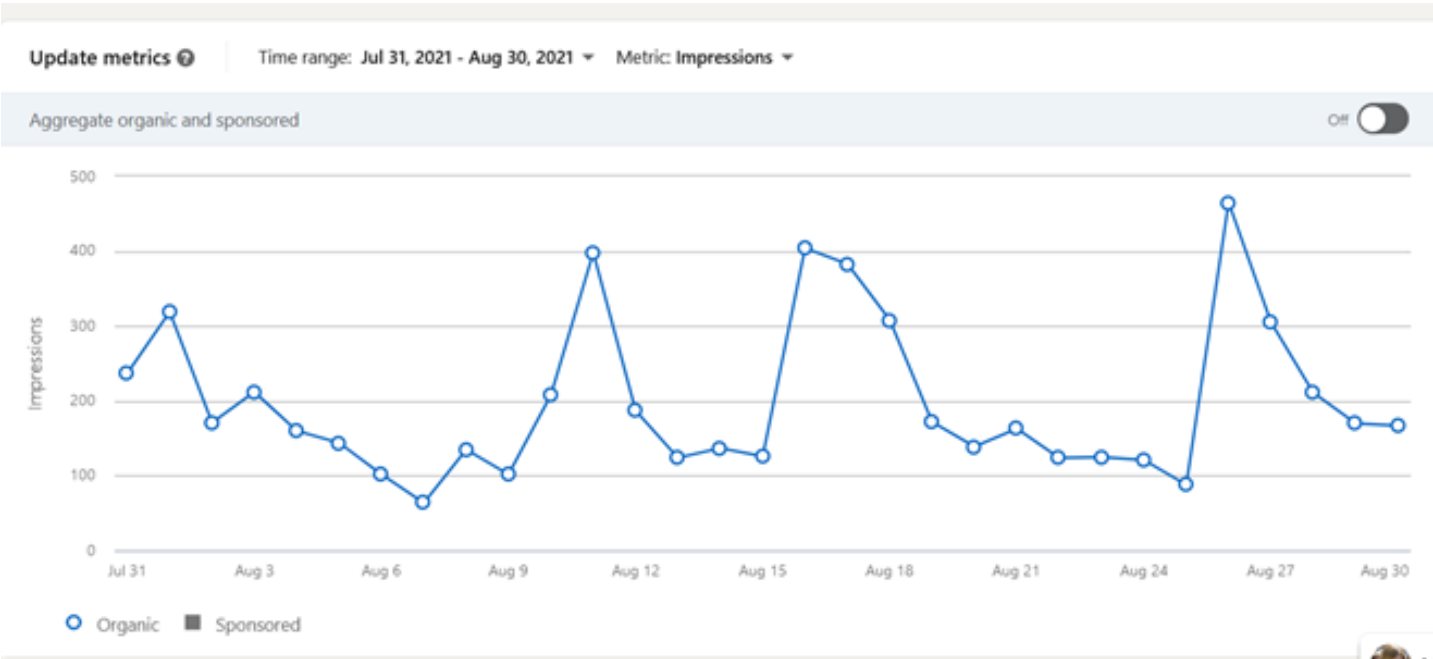
Top Performing Link – 'Views our Jobs'



4,530
followers

FSC

Social – LinkedIn





3,461 LinkedIn followers.

Social – Facebook: Paid

Continued Facebook ads for summer offers including 4 ID guide bundles and activity packs, testing to increase conversion.

Spend: £5,781

Value of purchases from ads: £10,077

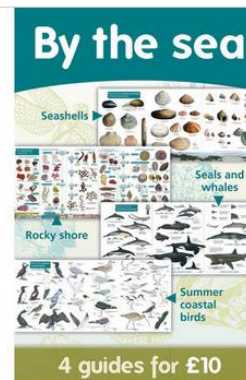
Return on investment: £1.74 per £1 spent

Highlights from testing:

- Remarketing to shop visitors returned the most revenue, followed by the Spring/autumnwatch audience
- Best ROI was the general ad (non offers) to the remarketing audience
- Highest average order value was from the offers ad to general parents audience
- Linking ads to product listing page resulted in higher conversion and average spend than linking to product pages
- Ads including offers didn't always perform better than general ads



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



By the Sea ID
guide bundle,...

LEARN MORE



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!



Wildlife activity
pack £10

LEARN MORE

Insects
bundle £10

Flo
bur



Social – Facebook: Paid

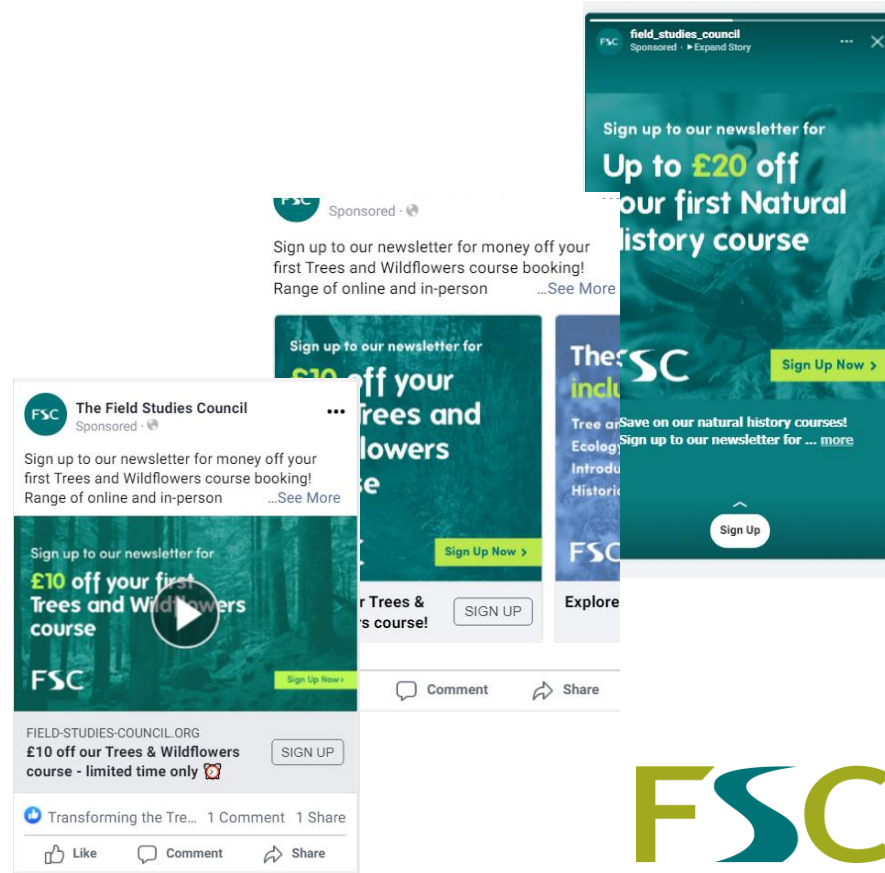
Facebook campaign to promote Eco-Skills courses and grow the mailing list.

Spend: £554

Number of new subscribers from ads: 142

Course purchases: 14

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

- August Newsletter sent on 01.08.2021: Opened 35% | Clicked 10%
- August Newsletter (weekday re-send) sent on 03.08.2021: Opened 16% | Clicked 4%

Natural History

- Generation Green Free Publications - getting guides Email 3 courses sent on 20.08.2021: Opened 26.4% | Clicked 3.2%
- Generation Green Free Publications - getting guides 25+ Email 3 courses sent on 20.08.2021: Opened 22.3% | Clicked 1%

Digital / Search Campaigns

General/SEO

- Worked on tutors recruitment project
- Answered query regarding landing pages for tutors project
- Called to discuss potential YouTube advertising for publications
- Reviewed new geography page
- Consulted with Mary about redirecting old biology and geography pages
- Checked over new pages for SEO optimisation
- Added links to 5 pages to optimise internal link strategy
- Edited text on KS2 rock and soil page
- Found 404 errors linking to biology site
- Found live 'draft' page
- Reviewed and updated directory pages, submitted info to 8 directories
- Identified 5 new backlink opportunities
- Monthly SEO audit, keyword review and written report

PPC

- Updated reporting software now we have two Google Ads accounts in use
- Reviewed triggered search terms and added 70 negative keywords
- Duplicated negative keyword lists over both accounts
- Reviewed recommendations for the grant account and improved optimisation score
- Created a/b test to see if broad keywords work better for School Trips - General campaign
- Added responsive ad for DofE
- Found Bing funds have run out
- Added UTM parameters to Bing

Work Planned

- Write search-optimised meta tags for other pages (ongoing)
- Follow up on new and old backlink opportunities
- Potentially move School Trip campaigns back to the Grant account if performance doesn't improve
- Fix 404 errors and live draft page
- Monitor results of a/b test on School Trips - General campaign
- Possibly trial some YouTube ads
- Potentially set some Natural History ads running again
- Further optimisation of both Google Ads accounts
- Monitoring and optimisation of Facebook Ads
- Monthly SEO audit, keyword review and written report

Keywords: It's good to see geography and biology keywords holding position, despite the pages being replaced.

Further down the rankings, "school trips" rose 12 places to rank in 19th, and "virtual field trips" rose 30 places to land at 37th.

Ad Campaigns: Revenue and ROI have both dropped somewhat on the Grant account, although conversions and CTR have seen good numbers in August. Aside from the Brand campaign, the School Trips – General campaign is seeing the highest revenue and ROI, at \$186 and 133%. The DofE campaign is also looking healthy.

Ecommerce: Monthly revenue has seen a fall this month, as is to be expected, with drops in transactions and average order value as well. This should get back on track come September.

Website Analytics: field-studies-council.org

Comparing to data from previous month:

1st – 31st July 2021

User sessions: 95,168

School enquiry form submissions: 68

Courses purchased: 2,516 = £82,338*

Publications purchased: 5,480 = £28,133

1st – 31st August 2021

User sessions: 79,907 ⁻¹⁶

School enquiry form submissions: 25 ⁻⁶³

Courses purchased: 1,909 ⁻²⁴ = £34,506* ⁻⁵⁸

Publications purchased: 3,887 ⁻²⁹ = 20,747 ⁻²⁶

**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 August 2020

User sessions: 52,473

School enquiry form submissions: 15

Courses purchased: 834 = £13,949

Publications purchased: 2,331 = £11,406

1st – 31st August 2021

User sessions: 79,907 +52%

School enquiry form submissions: 25 +66%

Courses purchased: 1,909 +128% = £34,506* +147%

Publications purchased: 3,887 +66% = 20,747 +81%

Sales Enquiries

Total number of enquiries taken: 130

Where has it come from/When for?	Unqualified	2021	2022	Total
Not identified	0	6985	16541	23526
Covid-19 displacement current customer		8930		8930
External - groupaccommodation.com		5320	0	5320
External - Plan My School Trip		6580		6580
FSC - Website	396	9043	48905	58344
Repeat - Centre Rebooker	0	12855	137903	150758
Repeat - Lapsed Rebooker	0	790		790
Repeat - Region Rebooker		455	19200	19655
Unknown - via Email	280	4349	20300	24929
Unknown - via Telephone		22333	27676	50009
Total	676	77640	270525	348840

Who is it for?	Unqualified	2021	2022	Total
Not known	0	0	9968	9968
A Level	0	26223	56614	82837
AS Level	0	1530		1530
Key Stage 1		560		560
Key Stage 2	280	6554	29243	36077
Key Stage 3			14110	14110
Key Stage 4	0	4220	54775	58995
Not Applicable	0	21981	5011	26992
Scottish Advanced Higher	396			396
Scottish Higher		3337	0	3337
Scottish National 4/5		4480		4480
Scottish Primary			20804	20804
Undergraduate		8755	80000	88755
Total	676	77640	270525	348840

Next steps - September

Schools

- Continue to plan the autumn campaign.
- Begin the Geography, Biology and Primary emails ready for September send.
- Begin working on separate campaign for FSC Birmingham.

Publications

- Promote August bundles across social media, investigating options for testing YouTube advertising and email/web advertising

Eco-Skills

- Promotion of struggling September courses and October online and place-based courses through organic social media and paid Facebook ads.
- Surveying target audiences, especially Young People in run up to course reviews and 2022 course releases

Donations

- Regular meetings to discuss rolling out donation's social media and advert campaigns.

DofE

- Promote the new schools group bronze expeditions through email and organic social media campaigns.

Leisure

- Upload Christmas courses
- Promote October family holidays

Brand

- Timeline and costings will be submitted to the F&A at the end of September
- Continue to work with Rebecca on the brand guidelines
- Work with Headscape in preparation for website update
- Work with signage company to estimate costs of FSC RYC signage update

Recruitment

- Target areas around centres to promote casual, seasonal and tutor opportunities with social ads.

Schools' Autumn Campaign

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

Nature Friendly Schools

- Support NFS marketing strategy messages and sharing new residentials

