

# FSC Marketing Update

December 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**  
16 December 2021 · 🌐

🐝 If solar park owners were encouraged to use the land to sow wildflowers alongside the solar panels, they could become valuable habitats for pollinators, research from Lancaster University has found. 🐝  
Managing them in this way would boost bumblebee numbers beyond the borders of the parks, to about 1km (0.6 miles) away, benefiting farmers who rely on bees to pollinate their crops.  
<http://ow.ly/JwNR50Ha9QA>

**The Guardian**

THEGUARDIAN.COM  
**Solar parks could be used to boost bumblebee numbers, study suggests**

**Performance for your post**

**5,584** People Reached

**122** Reactions, comments & shares 🗨️

<b>98</b> Like	<b>83</b> On post	<b>15</b> On shares
<b>4</b> Love	<b>2</b> On post	<b>2</b> On shares
<b>1</b> Angry	<b>1</b> On post	<b>0</b> On shares
<b>5</b> Comments	<b>2</b> On Post	<b>3</b> On Shares
<b>14</b> Shares	<b>14</b> On Post	<b>0</b> On Shares

**136** Post Clicks

<b>0</b> Photo views	<b>26</b> Link clicks 🗨️	<b>110</b> Other Clicks 🗨️
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**NEGATIVE FEEDBACK**

<b>0</b> Hide post	<b>0</b> Hide all posts
<b>0</b> Report as spam	<b>0</b> Unlike Page

**The Field Studies Council**  
28 December 2021 · 🌐

Imagine if this was your classroom...

We currently have teaching opportunities from Devon to Cumbria, and all our centres in between.  
Find out more 🙌 <http://ow.ly/VQN650HiJeA>

**Performance for your post**

**4,764** People Reached

**60** Reactions, comments & shares 🗨️

<b>42</b> Like	<b>36</b> On post	<b>6</b> On shares
<b>8</b> Love	<b>5</b> On post	<b>3</b> On shares
<b>1</b> Comments	<b>0</b> On Post	<b>1</b> On Shares
<b>9</b> Shares	<b>9</b> On Post	<b>0</b> On Shares

**167** Post Clicks

<b>10</b> Photo views	<b>140</b> Link clicks 🗨️	<b>17</b> Other Clicks 🗨️
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**NEGATIVE FEEDBACK**

<b>1</b> Hide post	<b>1</b> Hide all posts
<b>0</b> Report as spam	<b>0</b> Unlike Page

**312 likes gained** = 14,585 Page likes in total.

Facebook Shopping – 124 views 25 clicks to website



# Social – Twitter



## Top Tweet earned 5,152 impressions

Wildlife is dormant in winter..or is it? Join a nationwide survey of winter-blooming [#wildflowers](#) run by the Botanical Society of Britain & Ireland. The 11th [@BSBIbotany](#) New Year Plant Hunt runs 1-4 Jan - find out more & watch our video on what to see now! [ow.ly/a3HP50HfXL](#)  
[pic.twitter.com/hCOQkXtGB9](#)



1 19 27

[View Tweet activity](#)

[View all Tweet activity](#)

## Top media Tweet earned 2,761 impressions

Look up! There are plenty of birds to look out for from your garden, balcony or window in winter: can you spot a collared dove or fieldfare? [#winterwildlife](#)  
[pic.twitter.com/tyk6aa3NYg](#)



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## DEC 2021 SUMMARY

Tweets

54

Tweet impressions

81.3K

Profile visits

4,769

Mentions

135

New followers

41



12,190 Twitter followers.

FSC

# Social – Instagram

FSC @field\_studies\_council



View Insights

Boost Post



Liked by fscdalefort and 148 others

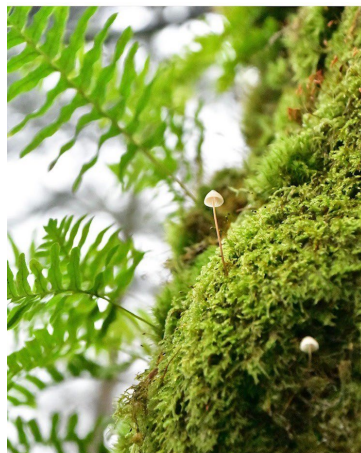
field\_studies\_council Imagine if this was your classroom...

We currently have teaching opportunities from Devon to Cumbria, and all our centres in between.

Tap the link in our bio to find out more.

#Recruitment #TeachingJobs #TeachingCareer  
#ClimateActionCareer #ConservationJob #EnvironmentJob  
#Tutor #OutdoorLearning #Education #GeographyTeacher

View all 2 comments



View Insights

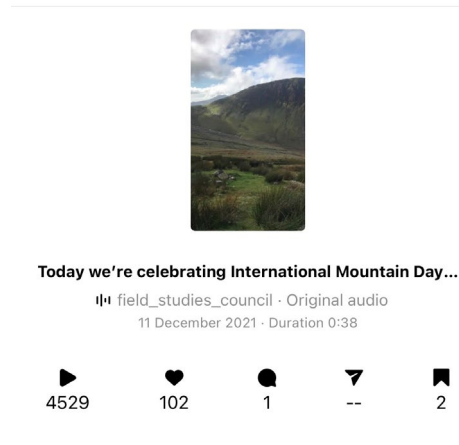
Boost Post



Liked by fscdalefort and 173 others

field\_studies\_council The more you look, the more you will see 🍄🍄

One tree can create homes for so many other species, 🌳🌳🌳



Today we're celebrating International Mountain Day...

field\_studies\_council · Original audio  
11 December 2021 · Duration 0:38

4529

102

1

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2

Reach ⓘ

4,374

Accounts reached

Plays

4,529

5,410  
Followers  
(Current Total)

**Linktree lifetime:**  
2.63k clicks to the  
website

**Linktree September:**  
386 clicks to the  
website

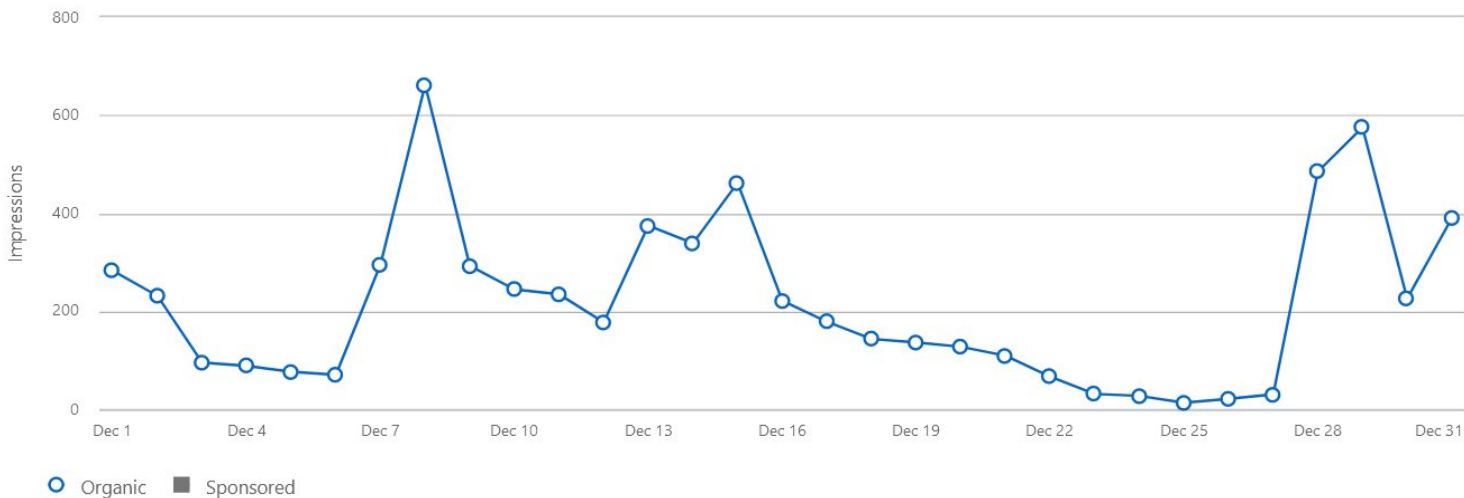


# Social – LinkedIn

Update metrics ?

Time range: Dec 1, 2021 - Dec 31, 2021 Metric: Impressions ▾

Aggregate organic and sponsored

Off 

3,934 LinkedIn  
followers  
(Current total)

# Social – Facebook: Paid

An advert to promote booking a residential trip in 2022 ran in December to target primary and secondary teachers.

## Results

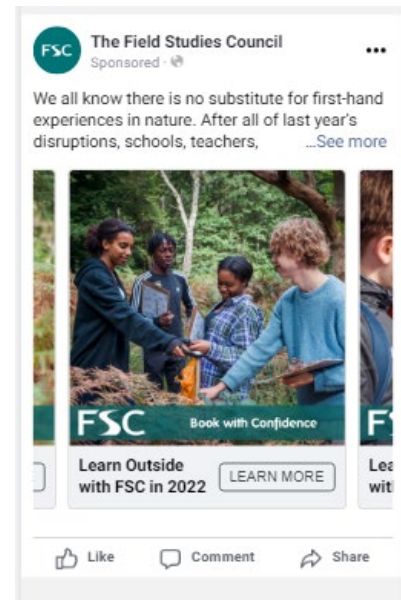
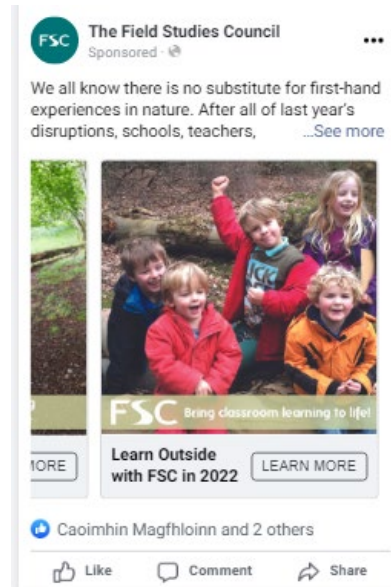
- Spend: £1000
- Reach: 200,294
- Website leads: 34

## Estimated ROI

- 50% of leads converted (17) x average residential booking value (£7,905) = £134,385
- For every £1 spent, £133 was earned.

## Assumptions

1. 50% of website leads converted.
2. The average booking value was £7,905.





## Social – Facebook: Paid

The AIDGAP sale campaign continued until 12th December, promoting 12 titles on offer to 3 key audiences and remarketing to website visitors.

### December

Spend: £527.47

Value of purchases from ads: £1446.40

Return on investment: £918.93, £2.74 per £1 spent

### Total campaign

Spend: £1100

Value of purchases from ads: £4531.30

Return on investment: £3431.30, £4.12 per £1 spent

### Highlights:

- 148 web orders delivered by campaign, Nature interest and Outdoor interest audiences performing strongest

**FSC The Field Studies Council**  
Sponsored · 🌐

It's time to boost your field guide library with up to 25% off some of our favourite indepth ID guide books - plants, insects, inverts & more!

**YEAR END BOOK SALE**  
Great for fostering a love of nature • From 15 November to 12 December 2021

Book Title	Original Price	Discounted Price
Winter trees	£9.00	£7.00
Ferns	£9.00	£7.00
Sphagnum	£6.50	£5.00
Grasses (vegetative key)	£16.50	£13.00

**FSC**

**Up to 25% off guide books** [GET OFFER](#)

## Social – Facebook: Paid

The Winter Gifts web page and Facebook campaign was launched at the end of November, running until 15th December to promote FSC guides, books and packs as Christmas gifts to general interest audiences and parents.


Spend: £1000

Value of purchases from ads: £2038.00


Return on investment: £1038, £2.04 per £1 spent

### Highlights:

- 58 web orders delivered by campaign
- Outdoor interest FB audience delivered the most orders (26 at £2.42 ROI)
- Parents wildlife gave the best return (£3.49 ROI) with highest average order value (12 orders, average £55.31)


**The Field Studies Council**  
 Sponsored · 🌱

Nature gifts for wildlife lovers - wildlife gifts & Christmas cards! Wildlife activity packs, nature notebooks, nature spotters & more! 🦋🐛🐦🐝



Wildlife activity packs

**Buy wildlife gifts for nature lovers** GET OFFER


**The Field Studies Council**  
 Sponsored · 🌱



## Social – Facebook: Paid

Eco Skills courses were promoted using a 20% early bird offer. The courses promoted through Facebook were reduced to targeted audiences that had performed better in November.

### Eco Skills

Spend: £437

Sales: 18

Value of purchases from ads: £584.40

These adverts reached 49266 people and generated 521 unique visits to the website

### Generation Green (subsidised courses)

Spend: £1040

Sales: 64

Value of purchases from ads: £1196

These adverts reached 167,765 people and generated 1,951 unique visits to the website

**The Field Studies Council**  
Sponsored · 🌱

Upskill your knowledge and Kickstart Ecology Careers in fascinating Natural History subjects. Use Early Bird Offer code JFM22 for 20% off all Natural History Jan - March 2022 booked before Dec 31st

**Natural History Courses For 2022**

FIELD-STUDIES-COUNCIL.ORG  
**Learn From the Experts in Natural History - Use EarlyBird JFM22** [SIGN UP](#)

👍❤️ Patricia Shaw and 37 others 9 Shares

👍 Like 💬 Comment ➦ Share

**The Field Studies Council**  
Sponsored · 🌱

FSC is a leading environmental education charity. We are offering a limited number of subsidised places to people aged 18-25 years old on our Natural History and Art courses, for £5, £10 or £20

**Claim if you are 18-25 years old!**

**£20 online courses on Marine Mammals**

[Claim Your Voucher Now](#) ➡

FIELD-STUDIES-COUNCIL.ORG  
**Upskill in Marine Mammals for £20** [BOOK NOW](#)

👍❤️ Alex Nunns and... 4 Comments 3 Shares

👍 Like 💬 Comment ➦ Share

# Social – Facebook: Paid

In December we ran a

- Christmas campaign
- Schools Campaign and
- Sponsor a Scholar

The campaigns gained a lot of attention though failed to bring in any donations.

Impressions: 76,598

Reach: 39,249

Clicks: 5,174

CTR: 13.18

Cost per click: 12 pence average

Spend: £600

The image displays two screenshots of Facebook sponsored posts from The Field Studies Council (FSC). The top screenshot shows a post with a video player. The video features a woman in a blue jacket looking at a small object in her hands, with a yellow text overlay that reads "GIVE THE GIFT OF NATURE THIS". Below the video, the text "£ donated to our charity will help scholars stand and value the natural environment which we all depend." is visible. The bottom screenshot shows a post with a video player. The video features a woman in a blue jacket looking at a small object in her hands, with a yellow text overlay that reads "GIVE THE GIFT OF NATURE THIS". Below the video, the text "£ donated to our charity will help scholars stand and value the natural environment which we all depend." is visible. Both posts include a "DONATE NOW" button and a "Like" button.

**The Field Studies Council**  
Sponsored · 🌐

Together, we will inspire the next generation to protect bees, trees and landscapes. Please give one extra gift this festive season.

**GIVE THE GIFT OF NATURE THIS**

£ donated to our charity will help scholars stand and value the natural environment which we all depend.

**Give a life changing scholarship**

STUDIES-COUNCIL.ORG  
onth protects nature b...  
filiated with Facebook

**DONATE NOW**

urdo Friel

Like Comment Share

**FSC**

# Email

## General

- December Newsletter sent on 01.12.2021: Opened 36% | Clicked 11%
- RESEND December Newsletter sent on 04.12.2021: Opened 24% | Clicked 7%
- Thank you email for 2021 support sent on 14.12.2021: Opened 38% | Clicked 1%

## Schools

- Digital hub newsletter sent on 08.12.2021: Opened 33% | Clicked 3%
- RESEND Digital hub newsletter sent on 08.12.2021: Opened 33% | Clicked 3%
- Digital hub newsletter sent on 15.12.2021: Opened 26% | Clicked 1%
- Digital hub newsletter sent on 18.12.2021: Opened 13% | Clicked 2%

## Gen Green

- Generation Green Free Publications - getting guides Email 6 new courses sent on 10.12.2021: Opened 31% | Clicked 4%
- Generation Green Free Publications - getting guides Email 6 26+ sent on 10.12.2021: Opened 36% | Clicked 3%
- Generation Green Free Publications - willing to be contacted for more info sent on 20.12.2021: Opened 45% | Clicked 7%

# Email

## Online Teacher Training

- 2 follow up recording emails with added sales messages.

## Biodiversity Newsletter

- RESEND Ants, Craneflies, Seabirds & Botanical Folklore - NEW discounted courses sent on 01.12.2021: Opened: 28% | Clicked 6%
- Amphibians, Lichens and Invertebrates - Volunteer With Us In 2022 sent on 17.12.2021: Opened: 48% | Clicked 9%
- RESEND Amphibians, Lichens and Invertebrates - Volunteer With Us In 2022 sent on 20.12.2021: Opened: 24% | Clicked 4%
- Natural History Courses and Events in 2022 sent on 20.12.2021: Opened: 54% | Clicked 13%

## Donors

- Thank you email for 2021 support sent on 08.12.2021: Opened 74% | Clicked 2%

## Recruitment

- \*|FNAME|\*, looking for a new job? sent on 29.12.2021: Opened 79% | Clicked 49%

# Digital / Search Campaigns

## Work Completed

### General/SEO

- Started tracking some "gift" keywords
- Optimised Gifts page meta tags for new keywords
- Added conversion breakdown tables to the monthly report
- Discussed report with Roisin
- Provided SEO advice for intermittent event pages
- Tested structured data on an event page
- Emailed Bek with some stats
- Investigated potential tracking issue
- Changed tags on Day & Outreach page to not include virtual terms
- Wrote new meta tags for digital hub & optimised copy slightly
- Looked into teacher resources keywords
- Monthly SEO audit, keyword review and written report

### PPC

#### Google Ads

- Researched Christmas "gift" keywords
- Created new Christmas campaign
- Created an ad to help control the messaging for FSC reviews & similar
- Increased Brand and Secondary School Trip budgets at client's request
- Discussed proposed recruitment ads & possible keywords
- Added some more image extensions in the Paid account
- Added some sitelinks in the Paid account
- Researched keywords for Tutor Recruitment campaign
- Created Tutor Recruitment campaign with four ad groups
- Researched keywords for Hospitality Recruitment campaign
- Created Hospitality Recruitment campaign with four ad groups
- Setting up recruitment link-click goal & importing into Ads
- Checking campaigns with Roisin and setting live

## Work Planned

- Set up Google Shopping for publications
- Possible new Eco-Skills campaign
- Schools FB campaign
- Keyword research for Teacher Resources
- Trial new Microsoft Ads campaigns
- Update publications meta-tags
- Write search-optimised meta tags for other pages (ongoing)
- Follow up on new and old backlink opportunities (currently with FSC freelancer)
- Potentially move more School Trip campaigns to or from the Grant account
- Potentially set some Natural History ads running again (for discussion)
- Set up a GA4 property
- Further optimisation of both Google Ads accounts
- Monitoring and optimisation of Facebook Ads
- Monthly SEO audit, keyword review and written report

**Ad Campaigns:** Google Ads traffic has increased across the board, with sessions up 71%, conversions 110%, and revenue by a great 373%. The two new Recruitment campaigns have also had promising starts. Microsoft Ads are looking healthy, with 33 conversions and £782 in revenue.

**Ecommerce:** Revenue increased 113% year on year, while numbers held month on month, with very similar numbers to November.

**Keywords:** Keywords have begun to recover from the effects of the algorithm update, but still have a way to go. Certain keywords that were badly affected have risen by 18-26 places, which is good to see.





# Website Analytics: field-studies-council.org

Comparing to data from previous month:

1st – 30th November 2021

User sessions: 80,335

School enquiry form submissions: 111

Courses purchased: 1,732 = £32,077\*

Publications purchased: 2,478 = £11,930

1st – 31st December 2021

User sessions: 47,886 -40%

School enquiry form submissions: 35 -68%

Courses purchased: 1,255 -27% = £32,328 +0.8%

Publications purchased: 2,365 -5% = £11,848 -0.7%

*\*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 December 2020

User sessions: 31,650

School enquiry form submissions: 11

Courses purchased: 547 = £7,768

Publications purchased: 2,326 = £12,025

1st – 31st December 2021

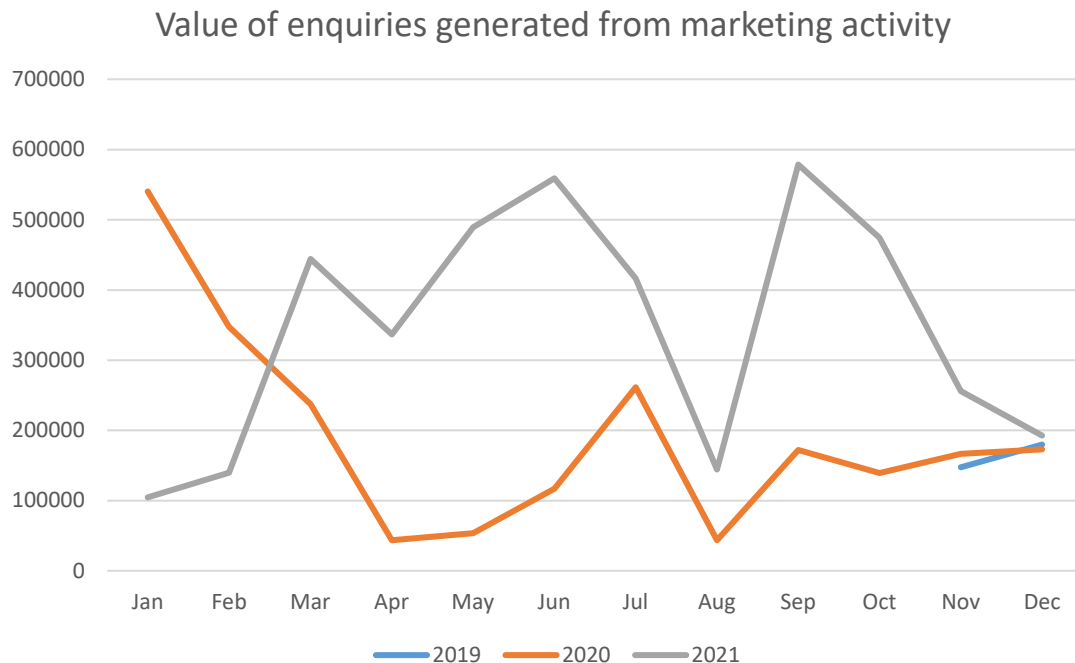
User sessions: 47,886 +51%

School enquiry form submissions: 35 +218%

Courses purchased: 1,255 +129% = £32,328 +316%

Publications purchased: 2,365 +1.6% = £11,848 -1.4%

# Sales Enquiries



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

Dec 2021 up on Dec  
2020 with planned  
enquiry campaigns for  
Jan 2022

# Next steps - January

## Schools

- Plan the launch of the Digital Hub in January 2022
- Plan the January non-returner campaign
- Plan a teacher referral campaign for the new year
- Implement another paid-for campaign with Clear
- Develop the university mailing list and communications journey
- Ensure all third-party school listing sites are up-to-date
- Book print advertising for 2022
- Create a GIF for UK school trips website
- Upload teacher training courses to the website

## Publications

- Promote birds guides and bundle around RSPB big garden bird watch campaign
- Create long term web presence and Google ads around FSC 'wildlife gifts' and 'nature gifts' keyword terms

## Eco-Skills

- Uploading Quarter 2 Courses (45 courses)
- Targeted SEO improvement using Google Analytics / heatmaps
- Google Ads campaign for place based

## Leisure

- Upload 13 family holiday courses to the website
- Upload art and nature day courses to the website for London centres

## Website/brand

- Work with Headscape, Charles and Gary to get the 70+ plugins updated and tested so that the new brand can be put live on the website.

## Recruitment

- Organise and assist professional videography at various centres for a new recruitment video.
- Spend £100 advertising hospitality and catering jobs at Castle Head via Facebook to test.

## Quality Assurance

- Set up new surveys in survey monkey for centres and send out links to collect responses.

## Social Media

- Collect all centres social media log in details to create an up-to-date bank of log ins. Marketing to get admin rights of all centres Facebook pages.

## Nature Friendly Schools

- Looking forward to the spring residential in 2022