

Marketing Update

February 2022

Covering:

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

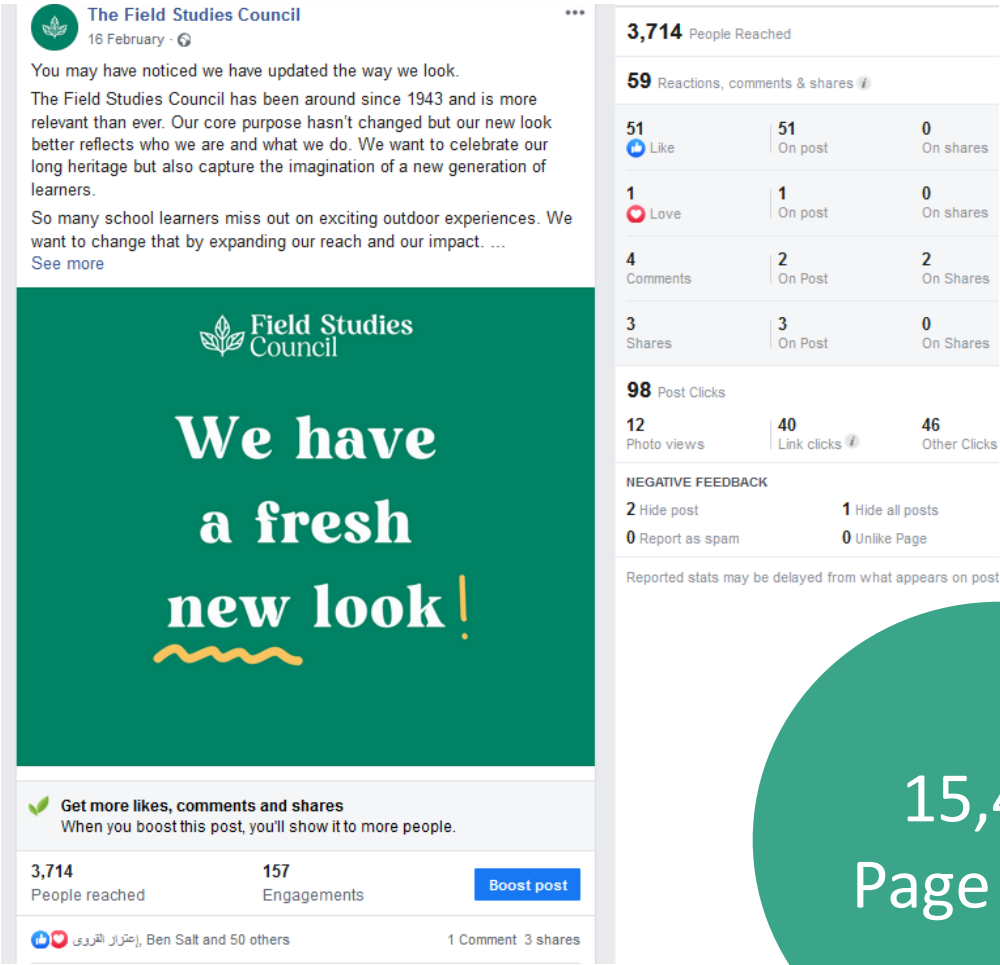
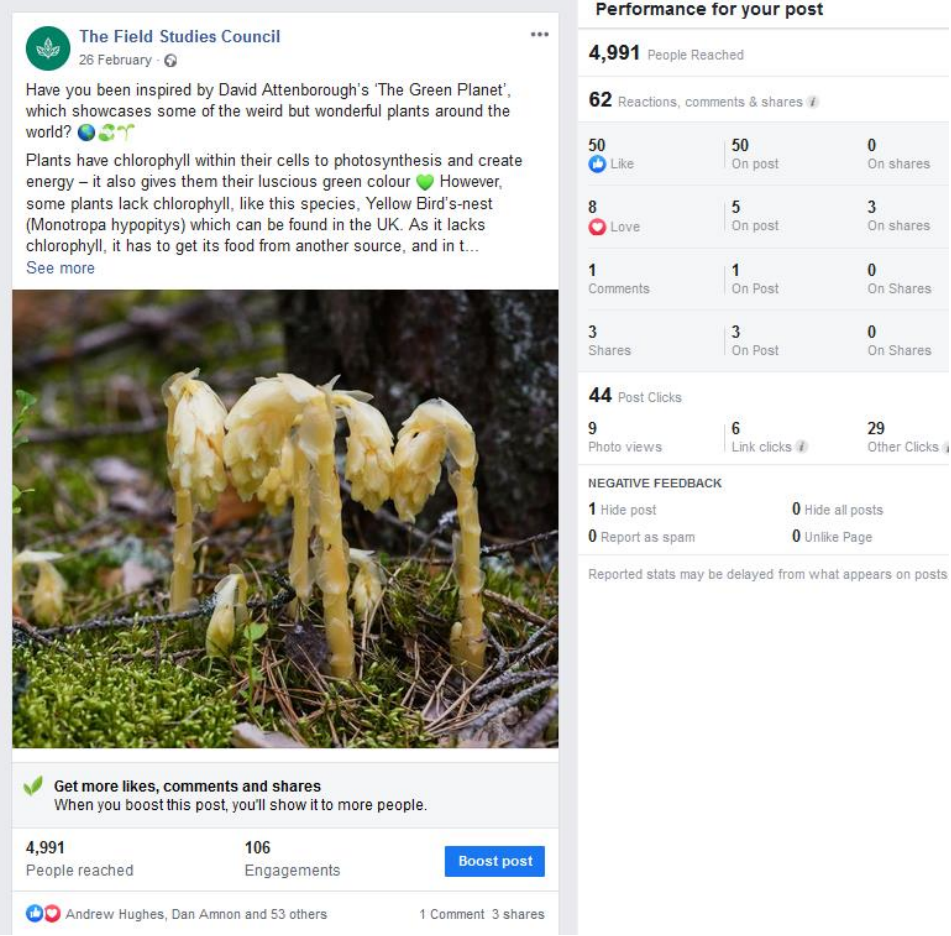
Highlight

New brand on the website went live on 15/02/2022.



Social - Facebook

Top Posts – By Organic Reach



15,426
Page Likes

Facebook Shopping – 641 views 100 clicks to website

Social - Twitter

12,368
followers

February 2022 Twitter summary

Tweets

34

Tweet impressions

25.9K

Profile visits

3,964

Mentions

187

New followers

47

Top Tweet earned 1,862 impressions

Great advice from [@BritishEcolSoc](#) on pursuing a career in the ecological sciences 🌳🌊🦋 britishecologicalsociety.org/top-tips-for-c...

↩️ 2 ❤️ 6

Top media Tweet earned 1,709 impressions

1/4 A thread 🦇 Did you know that [#bats](#) in the UK feed on insects that they locate using echolocation? 🦇🔊

📷 Greater Horseshoe Bat

Echolocation is a process by which an animal produces sound to locate an object... pic.twitter.com/tqCe6iPOWV



↩️ 1 ↗️ 4 ❤️ 18

Social - Instagram

6,239 followers (current total)



View shop



Liked by [this.is.rosh](#) and 128 others

[field_studies_council](#) 🌲 A woodland walk is a wonderful way to get outdoors and explore nature this half term... more

View 1 comment



120 likes

[field_studies_council](#) 📣 We've received some fabulous feedback and photos from our Field Ecology of Garden Birds Level One Course in Bristol... more

View all 7 comments

3.27k
lifetime
linktree
clicks

275
February
linktree
clicks



Join us to expand your natural history knowledge and...

[field_studies_council](#) · Original audio
February 22 · Duration 0:21

3544 89 1 -- 5

Reach ⓘ

3,439

Accounts reached

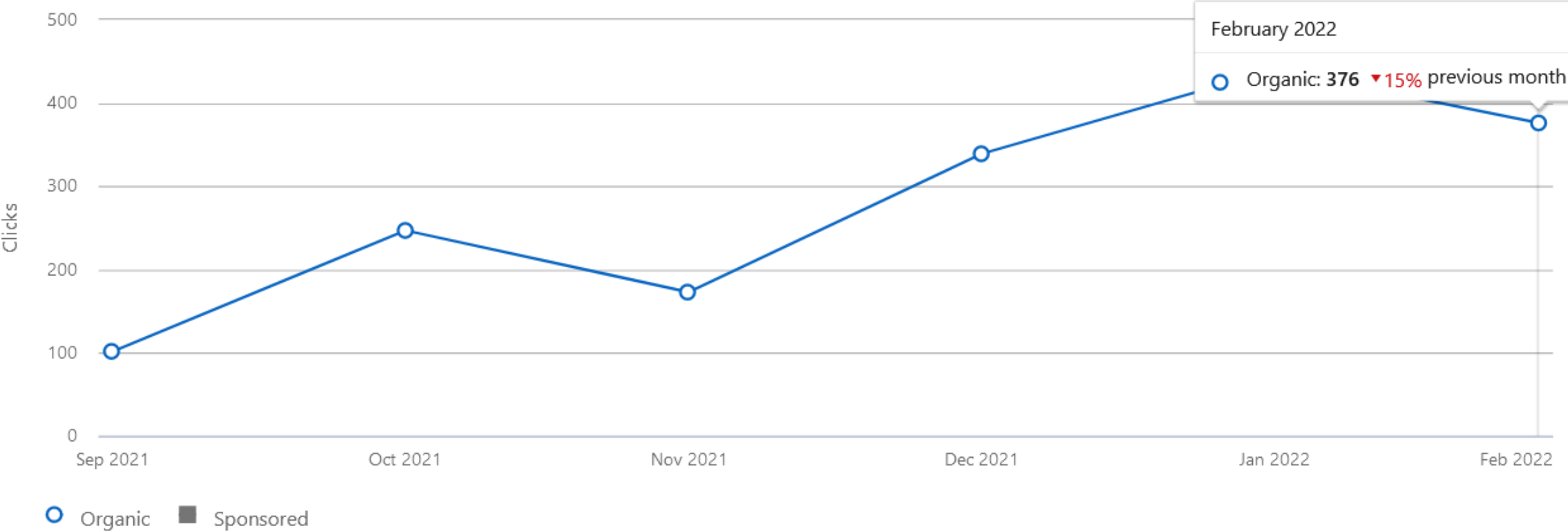
Social – LinkedIn

Clicks over the past 6 months:

Update metrics ⓘ Time range: Aug 31, 2021 - Feb 28, 2022 Metric: Clicks ▾

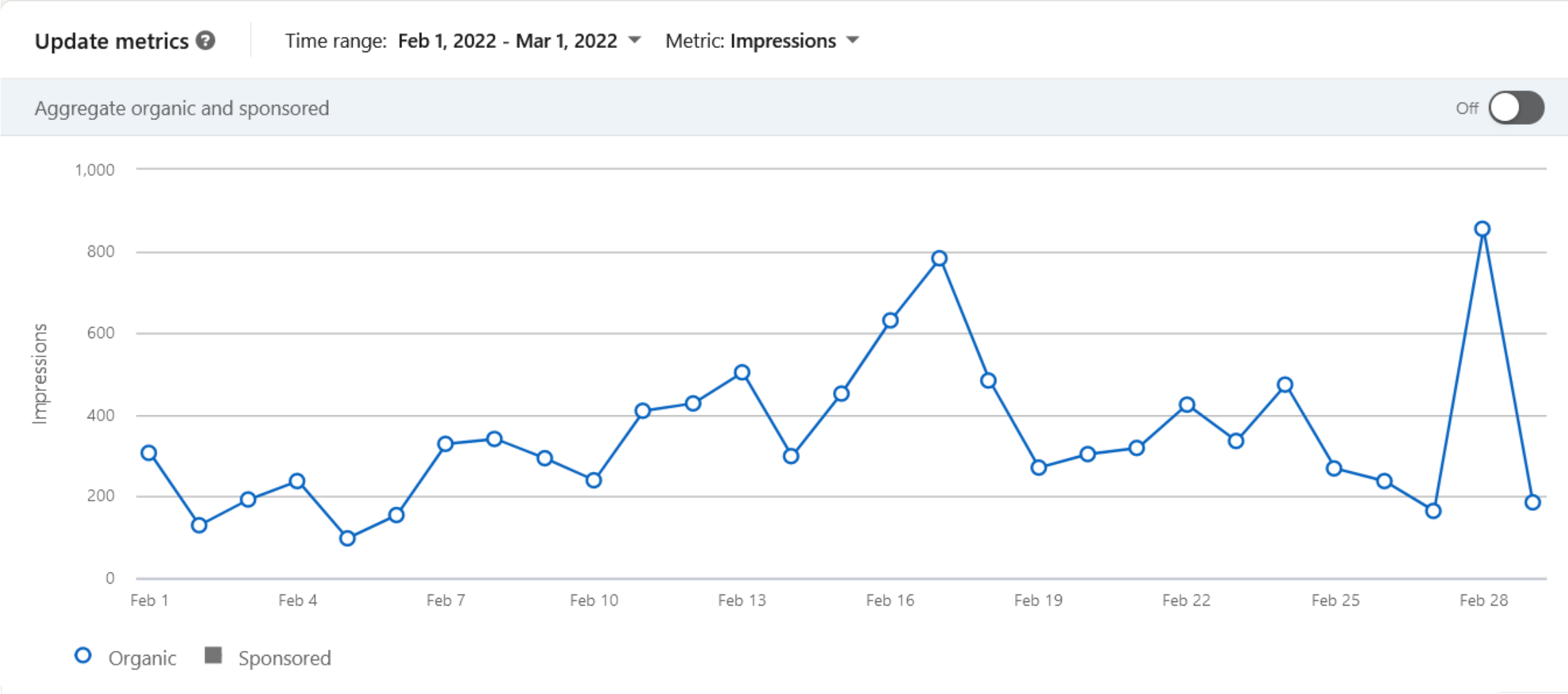
Aggregate organic and sponsored

Off ☐



Social – LinkedIn

Impressions in February:



Social - Facebook: paid

Outdoor Learning

An ad for outdoor learning experiences went live in January and ran throughout February.

February Results	Lifetime Results
•Spend: £1,312	•Spend: £2,000
•Reach: 65,600	•Reach: 94,000
•Website leads: 59	•Website leads: 106

Estimated ROI for whole campaign

- $(27 \times £998) + (25 \times £7,905) = £224,571$
- For every £1 spent, £112 was earned.

Assumptions

1. 50% of website leads converted.
2. The average booking value for residential visits was £7,905.
3. The average booking for day trip was £998.
4. The split of trips booked was 50% residential, 50% day trips.



Social – Facebook: paid

Publications – General Public

Re-targeting Facebook engagement has helped pick up from the low shop retargeting numbers

Winter Bundles Campaign

Nature, Family and kids, and retargeting audiences did not perform as well as hoped.

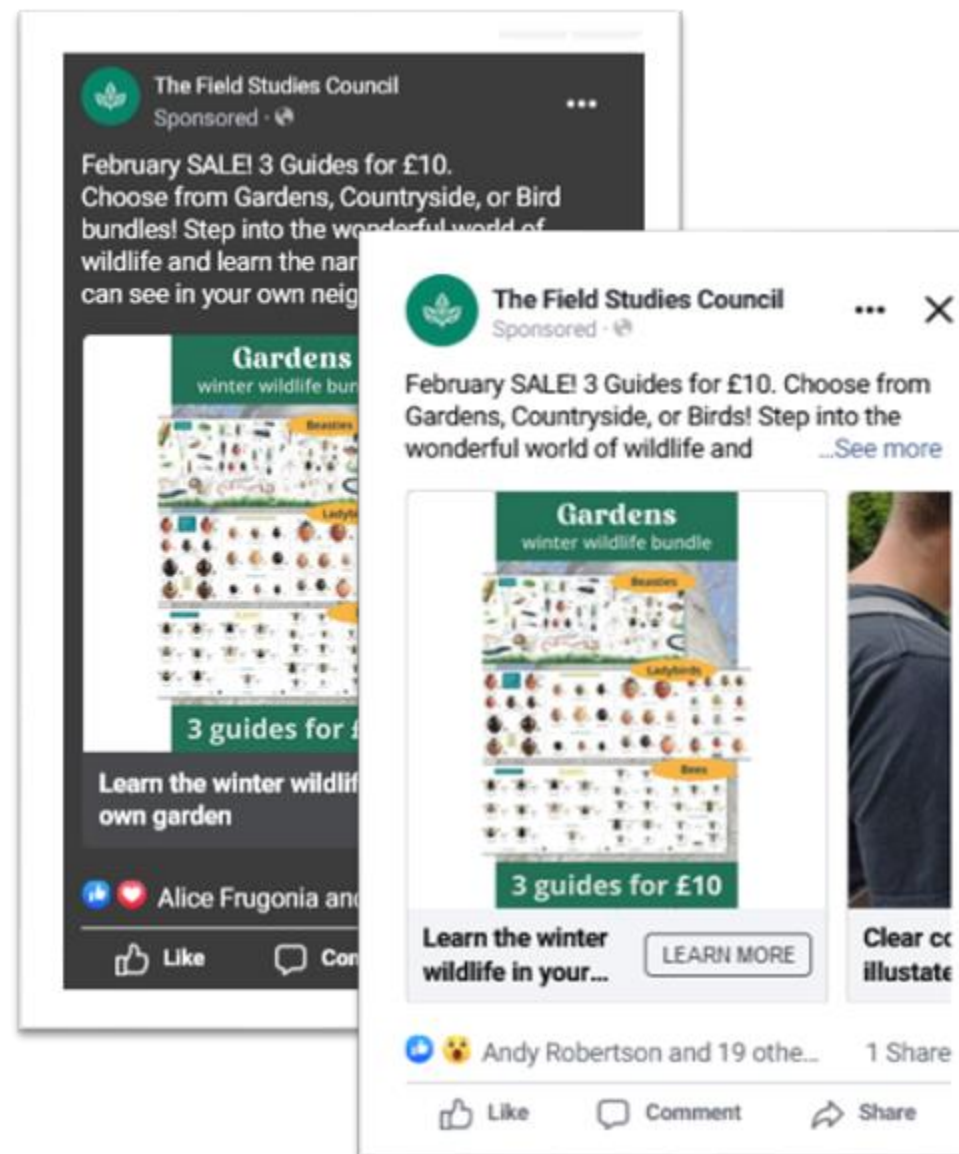
Spend: £499

Value of purchases from ads: £1070

Return on investment: £1.14 per £1 spent

Comments:

- The retargeting shop visitors is not converting as before



Social – Facebook: paid

Publications - Careers

Winter Wildlife AIDGAP

6 winter AIDGAPs were promoted to volunteer and keen amateur audience, and a nature interest

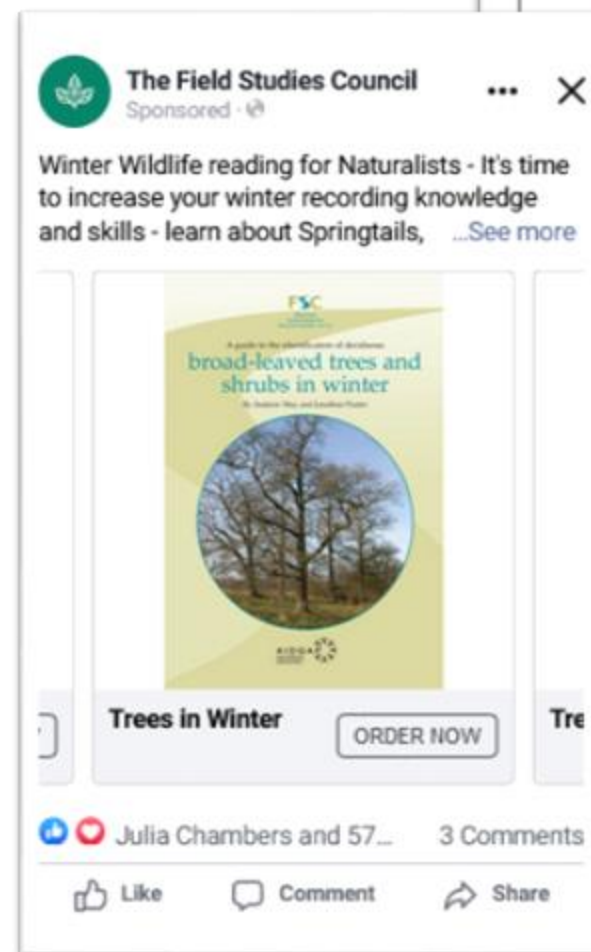
Spend: £600

Value of purchases from ads: £2182

Return on investment: £2.64 per £1 spent

Highlights:

- Nature Interest was the best performing audience



Social – Facebook: paid

Eco Skills

Continuing to hone and target productive audiences has resulted in a succesful increase in ROI

Quarter 2 Course Promotions

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

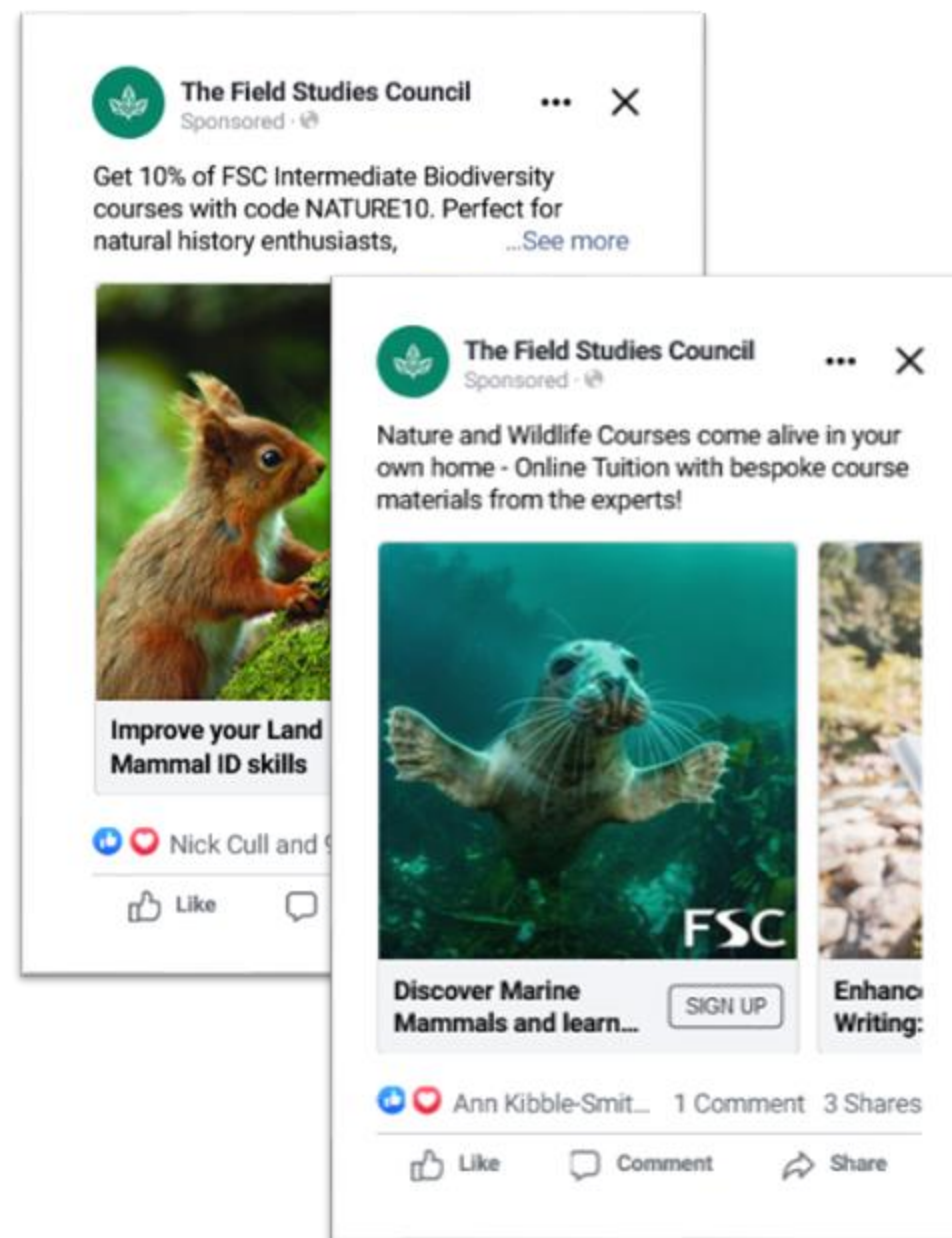
Spend: £950

Value of purchases from ads: £5,086.25

Return on investment: £4.53 per £1 spent

Highlights:

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



Email campaigns

General Emails

- **February Newsletter 1st Feb 2022:** Opened 47% Clicked: 11%
- **Jobs Update 23rd February 2022:** Opened 70% Clicked: 31%

Biodiversity Emails

- **Regular Biodiversity Newsletter 8th Feb 2022:** Opened 53% Clicked: 12%
 - Resend 10th Feb 2022: Opened 23% Clicked: 5%
- **Regular Biodiversity Newsletter 22nd Feb 2022:** Opened 58% Clicked 16%
 - Resend 24th Feb 2022: Opened 22% Clicked 6%
- **Eco skills Associate Tutor Newsletter 1st Feb 2022:** Opened 63% Clicked 1%
- **Biodiversity Eshot 14th February 2022:** Opened 78% Clicked 46%

Email campaigns

Education Emails

- **Introduction to the digital hub trial 3rd Feb 2022:** Opened 23% Clicked: 4%
- **University Newsletter 15th Feb 2022:** Opened 72% Clicked: 20%
- **We have a new look! Brand update to primary customers 16th Feb 2022:** Opened 27% Clicked: 4%
- **We have a new look! Brand update to secondary customers 16th Feb 2022:** Opened 29% Clicked: 4%
- **Day trips to non-returners local to London 24th Feb 2022:** Opened 29% Clicked: 2%

Leisure Emails

- **Family courses at Amersham 2nd Feb 2022:** Opened 48% Clicked: 10%
- **Family holidays 23rd Feb 2022:** Opened 47% Clicked: 8%

Digital/Search Campaign

Work Completed

General/SEO

- Initial check of site following branding change
- Wrote meta tags for field guide pages
- Crawled the site to evaluate current state of SEO
- General emails and enquiries
- Monthly SEO audit, keyword review and written report

PPC

Google Ads

- Call with Anna to discuss new campaigns
- Paused and restarted ads during new branding launch
- Fixed a negative keyword conflict
- Set up Google Merchant Centre
- Created new Eco-Skills ads (a large number of campaigns, ad groups and ads)
- Tweaks to Eco-Skills ads, including new ad groups

Facebook Ads

- Monitored Schools campaign

Work Planned

- Investigate large number of broken links and other audit issues
- Finish setting up Google Shopping for publications
- Look into potential issue with newsletter signup tracking
- Evaluate Eco-Skills campaigns
- Keyword research / optimisation for Teacher Resources
- Continue to update publications meta-tags (as time allows)
- Write search-optimised meta tags for other pages (ongoing)
- Follow up on new and old backlink opportunities (currently with FSC freelancer)
- 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 drove nearly £5k of revenue this month, which is great. We recently increased School activity / budget in the paid account, and that's making a big difference. However, the Eco-Skills ads are proving to be very expensive.

Ecommerce: Revenue also dropped a little compared to a very strong January, but was still much higher than we've seen in other recent months.

Keywords: Keywords have been a bit more positive this month. Although there are some dips, these are mostly small. The filming location keywords have recovered somewhat.

Website Analytics

Comparing to data from previous month:

1st – 31st January 2022

User sessions: 76,363

School enquiry form submissions: 104

Courses purchased: 1,475 = £67,323

Publications purchased: 2,531 = £11,910

1st – 28th February 2022

User sessions: 77,726 2%

School enquiry form submissions: 64 -38%

Courses purchased: 1,390 -6% = £61,845* -8%

Publications purchased: 2,158 -15% = £10,626 -11%

**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 – 28th February 2021

User sessions: 51,234

School enquiry form submissions: 15

Courses purchased: 2,379 = £16,109

Publications purchased: 2,945 = £15,197

1st – 28th February 2022

User sessions: 77,726 52%

School enquiry form submissions: 64 327%

Courses purchased: 1,390 -42% = £61,845* 284%

Publications purchased: 2,158 -27% = £10,626 -30%

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

Public Relations

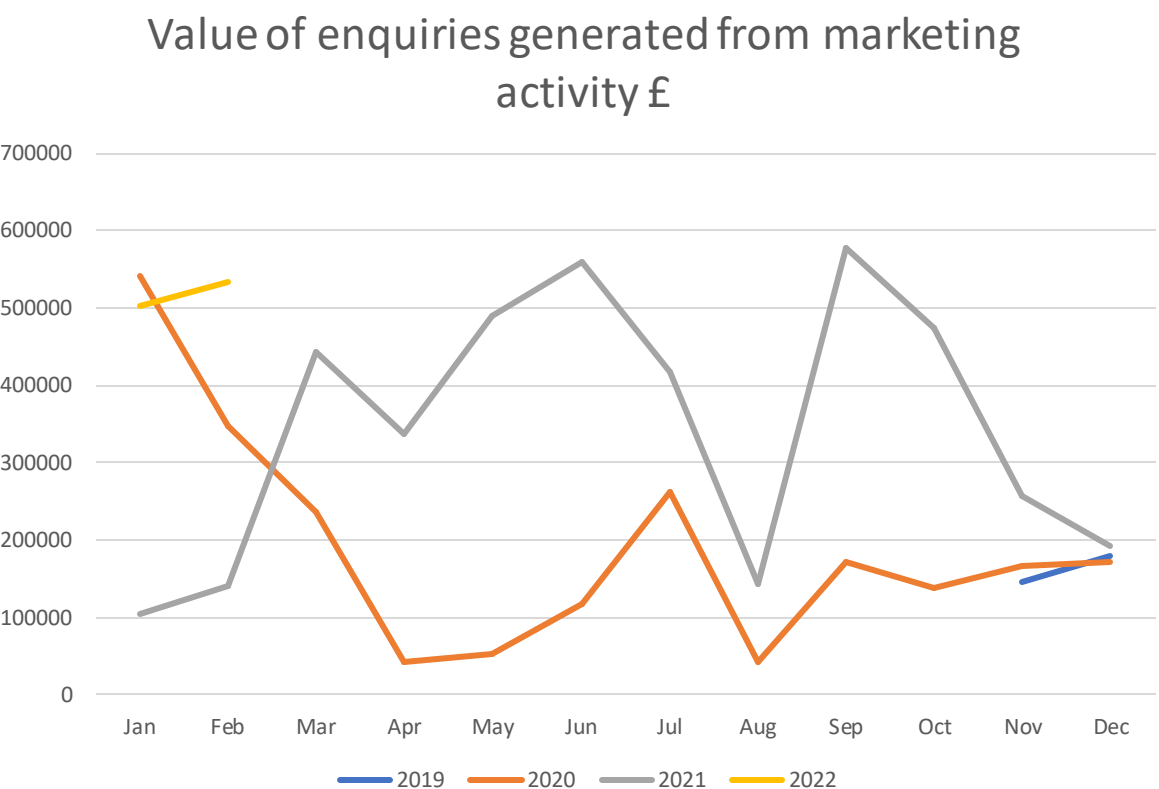
Work on maximising PR opportunities is increasing. Coverage this month limited but more planned for March with better regular communication with PR agency.

- FSC teacher training post pandemic news release drafted/awaiting approval
- Media liaison – Radio Shropshire interview on apprenticeships with Jess Horne

Other Identified Printed Coverage

<https://www.theguardian.com/travel/2022/feb/05/experts-guide-best-winter-outdoor-activities>

Sales Enquiries



Including:

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

Feb 2022 enquiries at £534k showing an increase from pre-covid Feb 2020 (£348k) due to sustained marketing campaigns and activity.

Next Steps – March

Schools

- Plan a teacher referral campaign
- Re-label FSC drone footage for university field sites
- Make arrangements for a university photoshoot at CH
- Plan the April non-returner campaign
- EdCo new leads email campaign - Autumn
- Gather field site images from centres

Publications

- Continuing with Google Shopping
- Improving the gift page SEO
- Looking into influencer marketing
- Running Facebook adverts for gift and spring guides for individuals, and more specialised ecology AIDGAP publications for career level interest.
- Continuing organic posts encouraging one click journey to items within the Facebook shop
- Looking at launching campaigns around new guides

Eco-Skills

- Linking up with smaller local or species-specific print advertising
- Running Facebook adverts for intermediate level courses
- Looking again at species specific adverts on Facebook
- Changing our organic strategy to include more regular organic species led and course specific content posts, and sharing across Facebook
- Looking at local groups to build on community participation
- Preparing quarter 3 strategy to be rolled out with experience from the last 2 quarters

BioLinks

- Release June courses
- 2 regular newsletters
- Start to rebrand course promotional images for BioLinks courses.

Leisure

- Facebook campaign to run over 3 areas during March (Paint, Draw, Create)

Brand

- New templates to create as need becomes known

Recruitment

- New branded images to be supplied to centres for social media promotion
- Organic posts scheduled for general recruitment

Nature Friendly Schools

- Retweet schools that visit Field Studies Council centres in March.

Foundation

- Sheffield Grants for Schools campaign

DofE

- Facebook campaign running throughout March

Public Relations

- Teacher training campaign
- Support for Sheffield Grants for Schools