

FSC Marketing Update

January 2022

Covering:

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



Social – Facebook



The Field Studies Council

Top Facebook posts:

The Field Studies Council
17 January · 🌐

Conservation with John Muir Award

The John Muir Award is perfect for young people aged between 16 and 25 years, with an interest in nature and their environment. Learn about wildlife along riverbanks, experience the flora and fauna on a spectacular walks, make new friends, engage in a local conservation project, or try out a range of bushcraft skills in the local woodland.

Available this year at FSC Flatford Mill, FSC Preston Montford, FSC Margam Discovery Centre, FSC Slapton... See more

Performance for your post

3,860 People Reached

55 Reactions, comments & shares

Like	26 On Post	14 On Shares
Love	1 On Post	0 On Shares
Comments	3 On Post	0 On Shares
Shares	11 On Post	0 On Shares

109 Post Clicks

29 Photo views	25 Link clicks	55 Other Clicks
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NEGATIVE FEEDBACK

0 Hide post	1 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

The Field Studies Council
1 January · 🌐

Happy New Year from all at FSC! If you're thinking of making some new years resolutions that will have a positive impact on our environment, here are some ideas to get you started - 6 simple changes that can help...
<http://ow.ly/NzYS50Hhp3i>

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

3,783 People reached

49 Engagements

Boost post

Performance for your post

3,783 People Reached

14 Likes, Comments & Shares

13 Likes	13 On Post	0 On Shares
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0 Comments	0 On Post	0 On Shares
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1 Shares	1 On Post	0 On Shares
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35 Post Clicks

1 Photo views	28 Link clicks	6 Other Clicks
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NEGATIVE FEEDBACK

1 Hide post	1 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



239 likes gained = 14,824 Page likes in total.

Facebook Shopping – 1 view 0 clicks to website

Social – Twitter



Top Tweet earned 6,251 impressions

Only 1 week left to register for your FREE tree identification guides! 📖

Let 2022 be the year you spend more time outdoors and connect with nature! 🌳

👉 ow.ly/ggqM50Hgkqi

#CoastalCanopies #ForgottenPlaces
#TreeSide
@TreesforCities @DefraGovUK
@HeritageFundUK
pic.twitter.com/zY9BPYBwpr



1 14 17

Top media Tweet earned 2,497 impressions

🌿 Know a London Primary that would love Subsidised Nature Learning?

🐞 FSC is delighted to be working with @theroyalparks & #MissionInvertebrate delivering just this!

🐛 To “Enter the magical miniature world of minibeasts” click here: bit.ly/3CJI4AV
pic.twitter.com/pTZRnW4TBs



2 5

JAN 2022 SUMMARY

Tweets

38

Tweet impressions

35.4K

Profile visits

4,619

Mentions

156

New followers

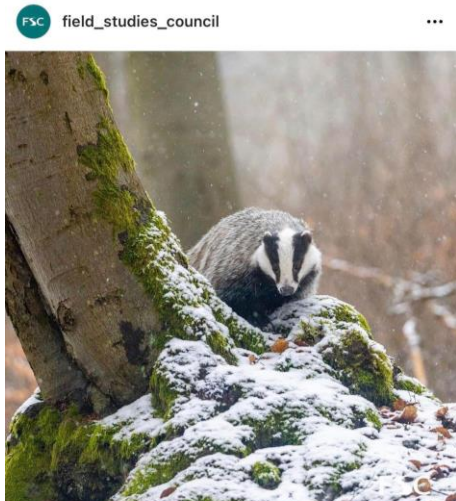
49

12,239 Twitter followers.



Social – Instagram

FSC @field_studies_council



View Insights

Boost Post



Liked by fsc_ryc and 209 others

field_studies_council 📍 New place based Wildlife Tracking courses this February

🐾 Discovering Wildlife Tracks and Signs 🐾
Learn skills to confidently identify a variety of mammal and bird activity including the physical appearance and ID features of tracks, feeding signs, homes, and droppings.



View Insights

Boost Post



Liked by fscpepperingforest and 132 others

field_studies_council "Tracking is the art of nature detection, and it brings us closer to nature, connecting with it in a way that allows us to see more and more."



Reel insights

Messaging-related insights are unavailable due to privacy rules in some regions. [Learn more](#)



With fantastic centres in amazing locations, join the F...

field_studies_council · Original audio
January 21 · Duration 0:15

3432

60

0

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7

Reach ⓘ

3,355

Accounts reached

5,749
Followers
(Current Total)

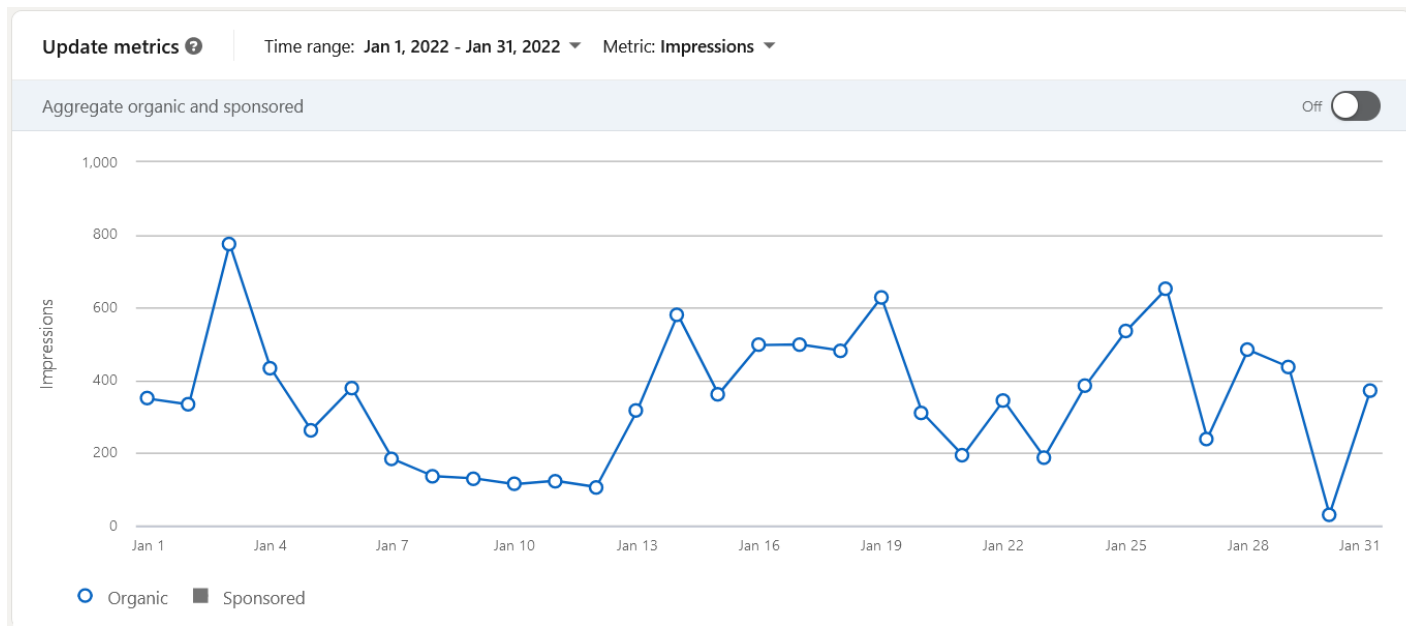
Linktree lifetime:
2.8k clicks to the
website

Linktree January:
208 clicks to the
website



Social – LinkedIn

4,078 LinkedIn
followers
(Current total)



Social – Facebook: Paid

An advert to promote outdoor learning experiences started in January. The lifetime budget is £2000 and the campaign will run until 25 February 2022.

January Results

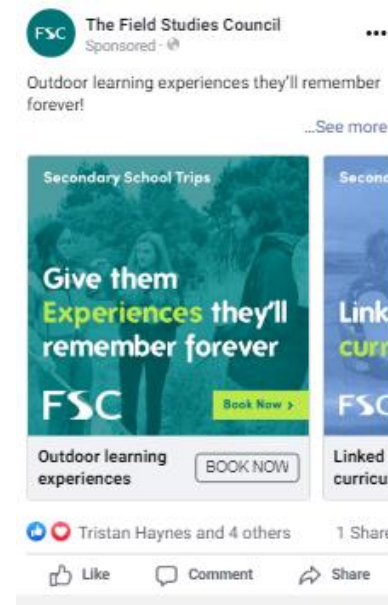
- Spend: £687
- Reach: 44,404
- Website leads: 47

Estimated ROI

- $(11.5 \times £998) + (11.5 \times £7,905) = £102,384$
- For every £1 spent, £148 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

Winter Wildlife Campaign

The winter wildlife AIDGAP campaign targeted volunteers, keen amateurs, and a nature interest audience.

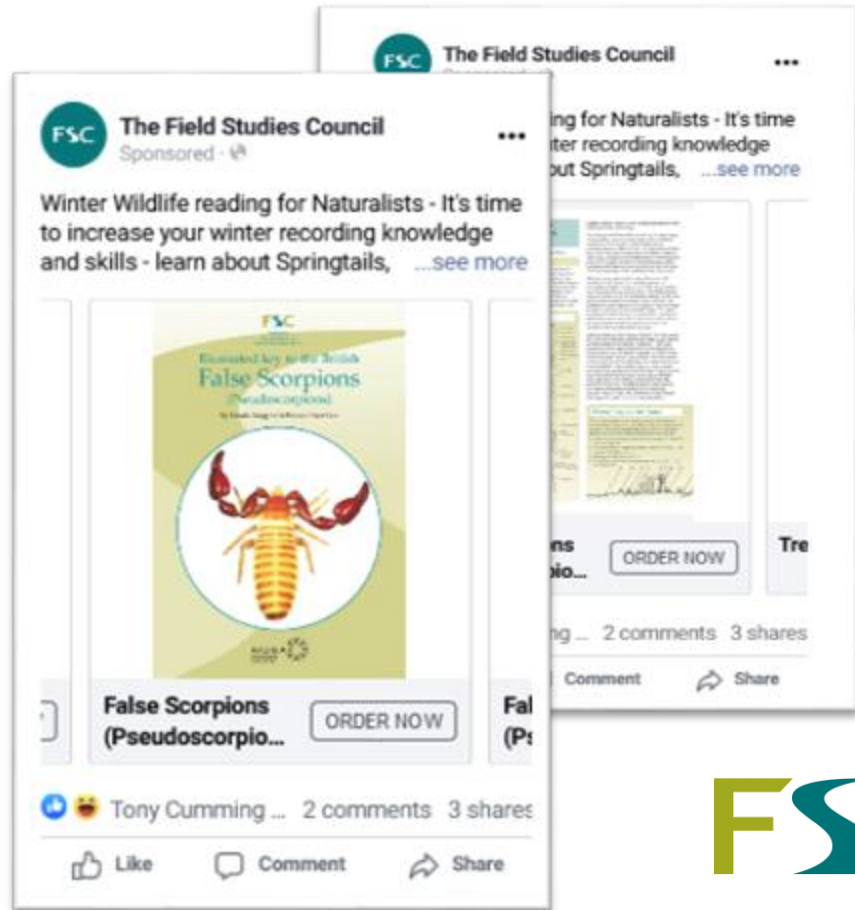
Spend: £848.66

Value of purchases from ads: £5738

Return on investment: £5.79 per £1 spent

Highlights:

- The AIDGAP adverts targeting a nature interest did very well.



Social – Facebook: Paid

Bird Guides Campaign

3 bird guides were promoted to an audience of Outdoor interests, Birds interests, and Remarketing.

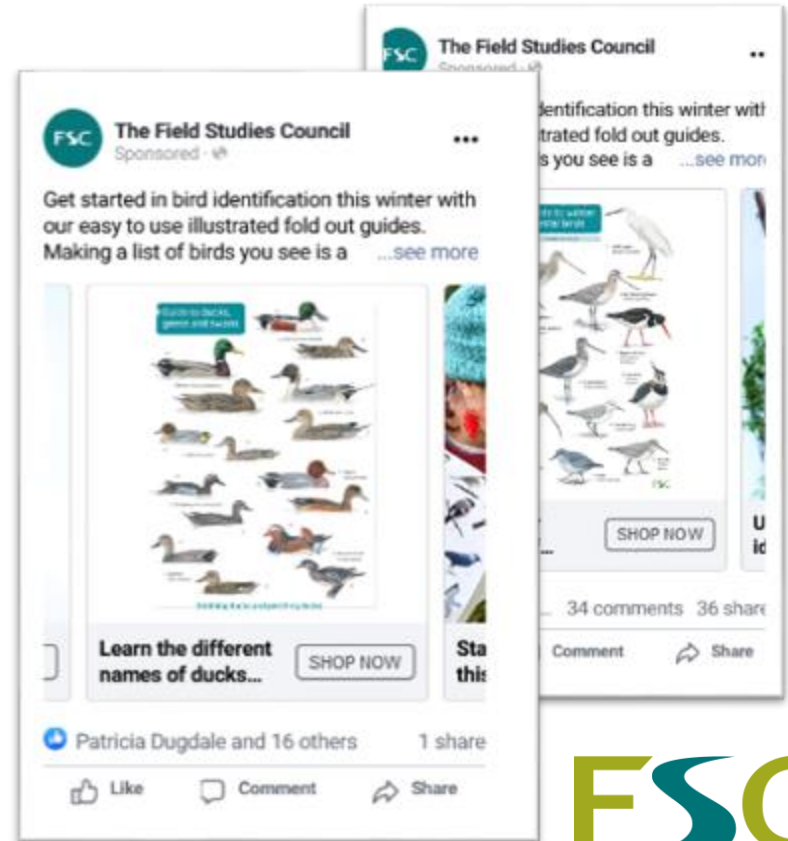
Spend: £945

Value of purchases from ads: £1127

Return on investment: £0.20 per £1 spent

Highlights:

- The Bird Guides campaign generated 1.25 million impressions, and a CTR of 2.5, though this campaign did not convert well.



Social – Facebook: Paid

Eco Skills courses were promoted less on Facebook due to finding full price courses convert less successfully, and waiting for the new courses to be uploaded.

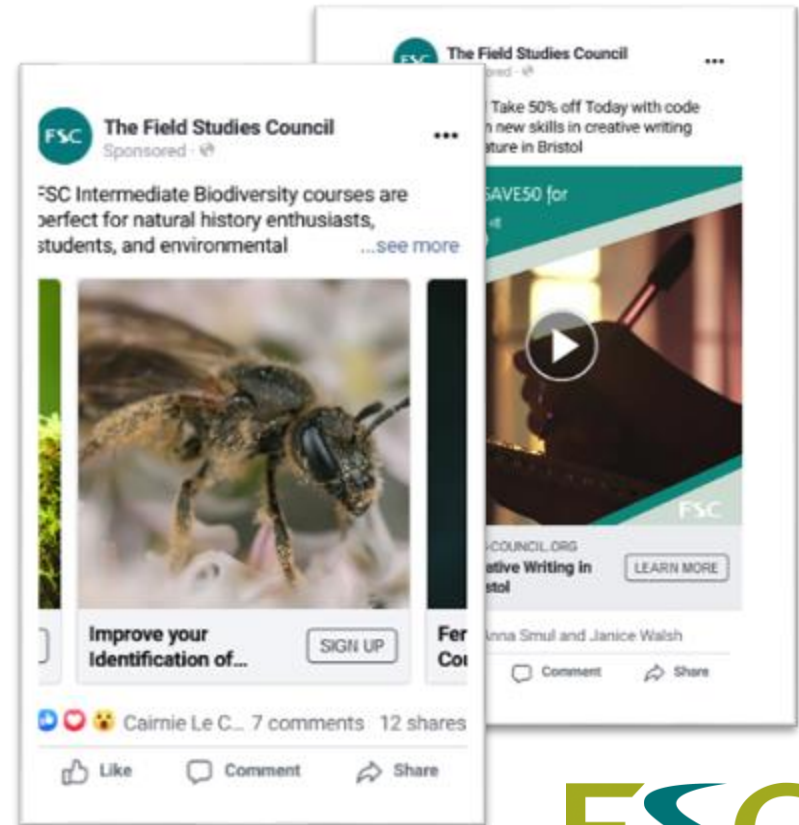
Spend: £440

Value of purchases from ads: £3,551

Return on investment: £7.07 per £1 spent

Highlights:

- A new Intermediates course audience is proving successful with an ROI of £13.7
- A '50% flash sale' achieved conversions for a course that would have otherwise been cancelled.



Email

Schools

- Primary non-returner sent on 12.01.2022: Opened 21% | Clicked 0.5%
- RESEND Primary non-returner sent on 18.01.2022: Opened 10% | Clicked 1%
- Secondary non-returner sent on 12.01.2022: Opened 19% | Clicked 1%
- RESEND Secondary non-returner sent on 18.01.2022: Opened 6% | Clicked 1%
- University non-returner sent on 19.01.2022: Opened 43% | Clicked 20%
- Biology Newsletter sent on 13.01.2022: Opened 31% | Clicked 5%
- RESEND Biology Newsletter sent on 18.01.2022: Opened 20% | Clicked 7%
- Geography Newsletter sent on 13.01.2022: Opened 28% | Clicked 5%
- RESEND Geography Newsletter sent on 18.01.2022: Opened 10% | Clicked 2%
- Primary Newsletter sent on 13.01.2022: Opened 20% | Clicked 1%
- RESEND Primary Newsletter sent on 18.01.2022: Opened 12% | Clicked 1%

EdCo emails

- Secondary 'Outdoor learning experiences they'll remember forever' sent on 12/01/2022: Opened 13% | Clicked 5%
- RESEND Secondary sent on 19/01/2022: Opened 5% | Clicked 4%
- Primary 'Outdoor learning experiences they'll remember forever' sent on 12/01/2022: Opened 11% | Clicked 4%
- RESEND Primary sent on 19/01/2022: Opened 4% | Clicked 4%

Email

Biodiversity Newsletter

- Natural History Courses and Events in 2022 sent on 01.01.2022: Opened: 54% | Clicked 13%
- 10% Off Newly Released Natural History Courses sent on 06.01.2022: Opened: 48% | Clicked 11%
- RESEND 10% Off Newly Released Natural History Courses sent on 08.01.2022: Opened: 24% | Clicked 6%
- Butterflies, Bats, Beetles and Birds - New Courses and Citizen Science sent on 18.01.2022: Opened: 51% | Clicked 11%
- RESEND Butterflies, Bats, Beetles and Birds - New Courses and Citizen Science sent on 20.01.2022: Opened: 23% | Clicked 5%

Recruitment

- January jobs update sent on 30.01.2022: Opened 70% | Clicked 30%

General

- January Newsletter sent on 07.01.2022: Opened 25% | Clicked 4%

Eco Skills

Countryfile Solus email 10/01/2022: Opened 36% | Clicked 5.79%

Digital / Search Campaigns

Work Completed

General/SEO

- Re-indexed the digital hub page
- Discussed potential new project with Roisin
- Initial audience research for primary & secondary teachers
- Feedback to Anna about Gifts campaign
- Discussed Google Shopping & provided example excel data feed
- Feedback on another potential Eco-Skills campaign
- Feedback on 48 hour sale
- Looked into 'virtual keywords' dropping
- Helping to sort out email issue
- Set up GA4
- Advised on multiple site tags
- Advised on UTM parameters for emails
- Gave feedback on keywords for new tutors page
- Advised on detailed SEO strategy for Centre pages
- Monthly SEO audit, keyword review and written report

PPC

Google Ads

- Sent info about ads editor
- Copied most school campaigns to Paid
- Added callout extensions to a few campaigns
- Turned on dynamic image extensions
- Trialled broad keywords for a DoF ad group
- Paused Virtual trips campaign at client's request
- Removed 5 non-serving keywords
- Set Reviews ad group live

Microsoft Ads

- Suggested changes to budgets & increased

Facebook Ads

- Sent ad designs over
- Uploaded customer list to Facebook as a lookalike audience & created interest audiences
- Set up campaign as a draft & checked tracking

Work Planned

- Set up Google Shopping for publications
- New Eco-Skills campaigns
- Keyword research for Teacher Resources
- Update publications meta-tags (when time allows)
- Write search-optimised meta tags for other pages (ongoing)
- Follow up on new and old backlink opportunities (currently \freelancer)
- 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 is looking great again, with sessions up 156%, conversions up 85%, revenue up 186%, and ROI up 133%. Microsoft Ads also saw month-on-month increases, with the highest number of conversions and revenue recorded so far. The increase in budget has really helped the account, and ROI is looking great, at 4,046%.

Ecommerce: Year-on-year revenue rose 191%. January's figures are looking very positive, at the highest we've seen since August.

Keywords: The majority of our page one keywords either saw incremental rises, or held their strong positions, while towards the lower ranks there were some larger falls. We'll be having a look into these areas to see what can be done.



Website Analytics: field-studies-council.org

Comparing to data from previous month:

1st – 31st December 2021

User sessions: 47,886

School enquiry form submissions: 35

Courses purchased: 1,255 = £32,328

Publications purchased: 2,365 = £11,848

1st – 31st January 2022

User sessions: 76,363 +59%

School enquiry form submissions: 104 +197%

Courses purchased: 1,475 +18% = £67,323* +108%

Publications purchased: 2,531 +6% = £11,910 +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 January 2021

User sessions: 49,771

School enquiry form submissions: 7

Courses purchased: 2,019 = £9,185

Publications purchased: 2,771 = £16,164

1st – 31st January 2022

User sessions: 76,363 +53%

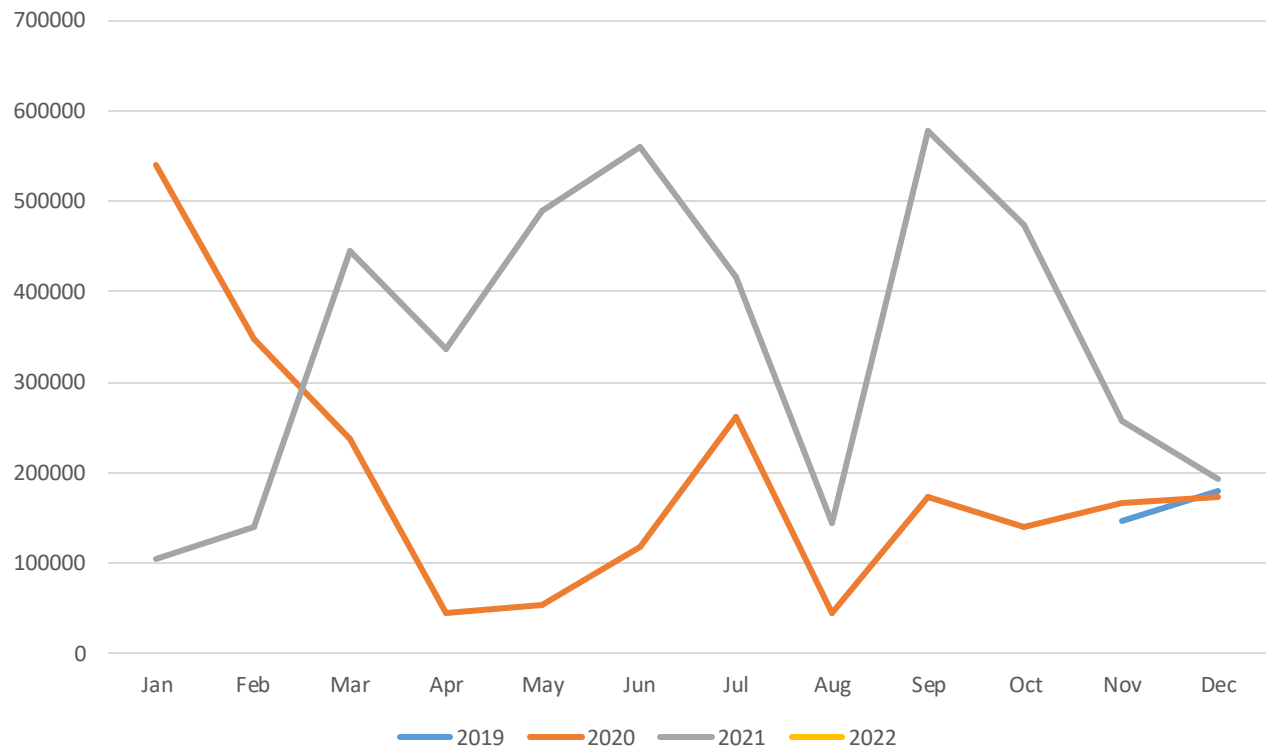
School enquiry form submissions: 104 +1386%

Courses purchased: 1,475 -26% = £67,323* +633%

Publications purchased: 2,531 -8% = £11,910 -26%

Sales Enquiries

Value of enquiries generated from marketing activity £



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

Jan 2022 enquiries at
£502k showing a slight
drop from pre-covid Jan
2020, up from £105k
Jan 2021.



Centre Visits

In January we visited FSC Preston Montford and FSC Slapton Ley to assist the professional videographers who were getting footage of FSC staff talking for the new recruitment video.



Next steps – February

Schools

- Plan the post-Feb half term non-returner campaign
- Plan a teacher referral campaign
- Relabel FSC drone footage for university field sites
- Make arrangements for a university photoshoot at CH
- Plan an 'Intro to FSC' for schools and parents
- Gather field site images from Centres
- Take school group photos at PM
- Submit the FSC advert in the Science Review
- Confirm arrangements for the GA Conference in April
- Send the first University Newsletter

Publications

- Continue with Winter Wildlife AIDGAPS and promote new bundles
- Google Shopping ads to be created around gifts and bundles
- Creative content-based organic social with an idea to boost successful posts
- BBC Wildlife Backpage adverts

Eco-Skills

- Google Ads campaign for place based courses
- Creative content place-based based organic social with an idea to boost successful posts
- Adverts in Bristol local magazines and related social media
- British Wildlife advert featuring Amphs and Reps
- BBC Wildlife Solus email
- Segmented e-shot from main FSC email audience

Leisure

- Upload 62 eco-adventure courses for London sites
- Send out a family holiday email during Feb half term

Website/brand

- Once the website is launched update all social media icons and banners
- Send out emails to existing customers about the update
- Do a review of the main website pages to make sure they look ok
- Design templates as and when requested

Recruitment

- Finalise recruitment video and put it live
- Complete the door drop campaign in Slapton
- Develop social media training programme for Centre Managers

Quality Assurance

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

Nature Friendly Schools

- Looking forward to the spring residentials in 2022

FSC BioLinks

- Focus on growing newsletter subscribers – this is the CTA on all free events.
- Focus on online course promotion – including new free invert online course.
- Develop FSC Biodiversity social media to have more scientific/educational content with subtle links to our products.