

# FSC Marketing Update

**November 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**  
 22 November 2021

This year is the 200th anniversary of The Hay Wain, one of Constable's most famous works. Completed in 1821, it depicts a rural scene on the River Stour at Flatford Mill on the Suffolk and Essex border.

Follow in the footsteps of John Constable, painting some of his most iconic views, trees and cloud formations just as he did in this picturesque, unspoilt corner of Suffolk at FSC Flatford Mill.

<http://ow.ly/xxem50GTbZ6>

**Performance for your post**

**The Field Studies Council**  
 9 November 2021

FSCBioLinks is a project that encourages biodiversity and biological recording through training courses across the UK – with extra attention for our wonderful invertebrates 🐛🐜🐌

Due to the global change of circumstances in 2020, FSC BioLinks went virtual, offering 'Natural History Lives' as FREE online events. These events cover a wide range of topics and species, from conservation projects to identification guides, and have helped people connect with nature when it was needed... [See more](#)

**Performance for your post**


**133 likes gained** = 14,406 Page likes in total.

Facebook Shopping – 154 views 15 clicks to website

# Social – Twitter



## Top Tweet earned 2,111 impressions

🐞 FSC is delighted to be working with @theroyalparks & #MissionInvertebrate delivering Subsidised Nature Learning for Primary Schools

🐸 "Enter the magical miniature world of minibeasts"

Know a primary school that may be interested?

Find out more: [bit.ly/3CJI4AV](https://bit.ly/3CJI4AV)

[pic.twitter.com/CsrJpSPhNd](https://pic.twitter.com/CsrJpSPhNd)



🔗 3 ❤️ 7

## Top media Tweet earned 1,997 impressions

Connecting children to nature is a first step in getting them to care for it. We're keen to hear more about plans for National Education Nature Park and The Climate Leaders Award #COP26

'Education Secretary puts climate change at the heart of education'

[ow.ly/h2Xv50GGVNx](https://ow.ly/h2Xv50GGVNx)

[pic.twitter.com/KqT124PcW0](https://pic.twitter.com/KqT124PcW0)



🔗 5 ❤️ 16

## NOV 2021 SUMMARY

Tweets

37

Profile visits

4,146

New followers

46

Tweet impressions

81K

Mentions

138



# FSC

# Social – Instagram

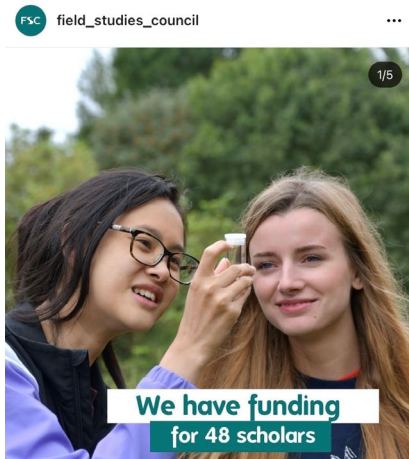
FSC @field\_studies\_council

## Top Posts


[View Insights](#)
[Boost Post](#)


Liked by fscdalefort and 43 others

field\_studies\_council Thank you to everyone who has let us know how you're getting on using your free wildlife ID guides we sent out as part of the... more

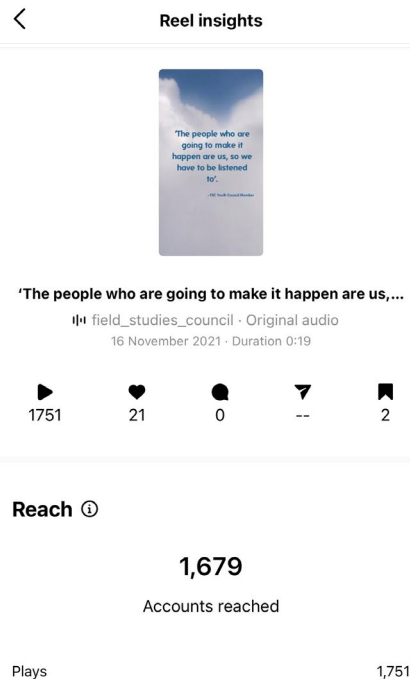

[View Insights](#)
[Boost Post](#)


Liked by fsc\_malhamtarn and 43 others

field\_studies\_council FSC's popular Young Darwin scholarship provides young people with support by paying for their tuition and mentoring to nurture... more

22 November 2021

## Top Reel



Reach ⓘ

1,679

Accounts reached

Plays

Linktree lifetime – 2.54k  
clicks to the website

Linktree November – 363  
clicks to the website



FSC

# Social – LinkedIn

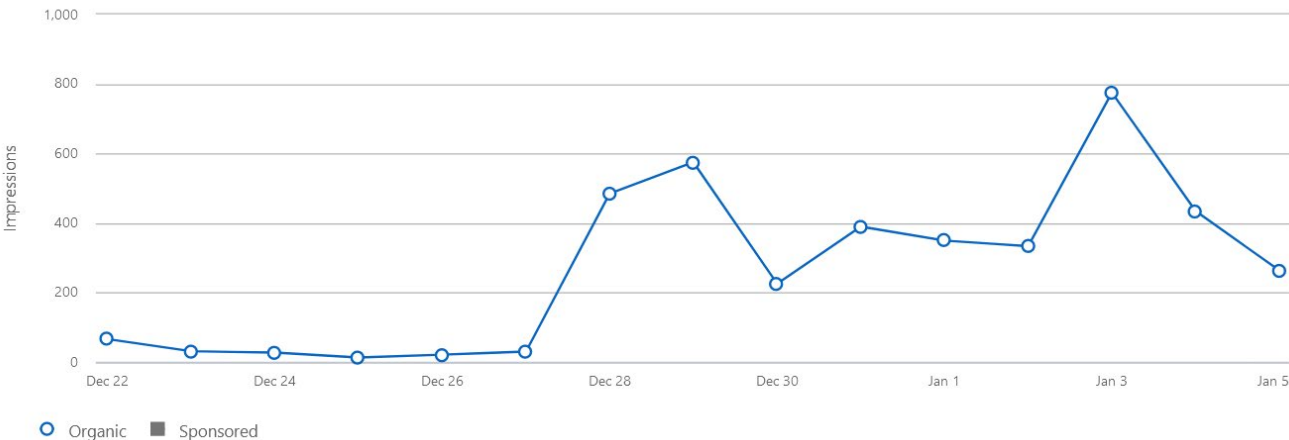
Update metrics ⓘ

Time range: Nov 1, 2021 - Nov 30, 2021 ▾

Metric: Impressions ▾

Aggregate organic and sponsored

Off ☐



3,831 LinkedIn followers  
(Current total)



## Social – Facebook: Paid

The AIDGAP sale campaign started on 16th November and ran into December, promoting 12 titles on offer to our volunteer/keen amateurs audience and testing two new audiences 'Nature interest' and 'Outdoor interest'.

### November

Spend: £562.63

Value of purchases from ads: £3203.60

Return on investment: £2640.97, £4.69 per £1 spent

### Highlights:

- New Outdoor interest and Nature interest FB audiences delivered the highest number of orders

Note: these are part results for the whole campaign as it ran until 12th December.

**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**  
Boost your field guide library • From 15 November to 12 December 2021

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

**Up to 25% off guide books**

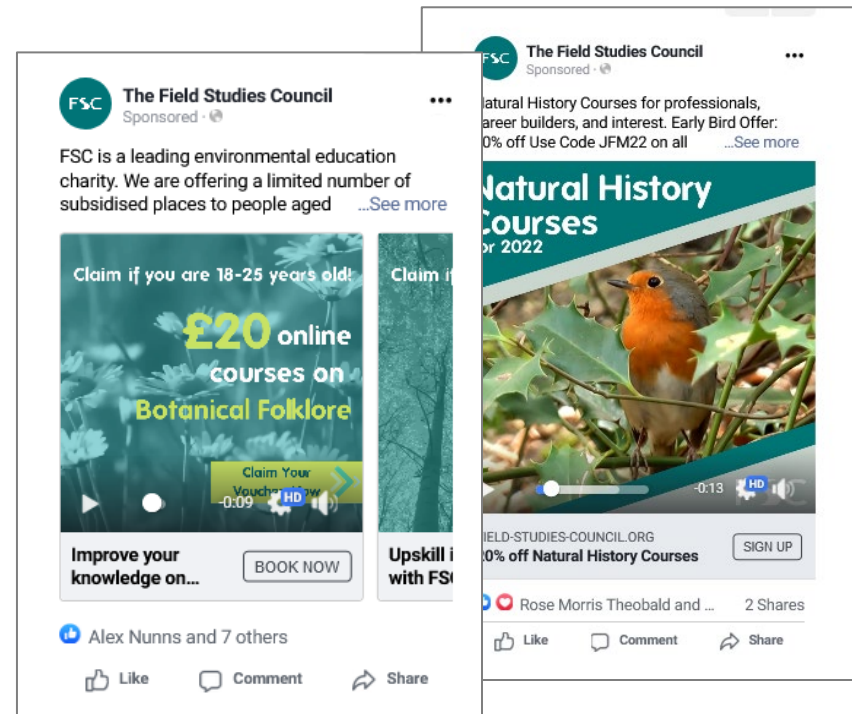
Book Title	Original Price	Discounted Price
Sphagnum	£6.50	£5.00
Grasses (Vegetative key)	£16.50	£13.00
Freshwater snails	£20.00	£15.00
Earthworms	£9.50	£7.50

## Social – Facebook: Paid

The Generation Green campaign for Natural History Courses in November reached 19,700 people and 365 clicks, so had a click through rate of 1.9% and generated 22 purchases.

Natural History Course adverts reached 232,090 people and generated 5,594 visits to the website. This equates to a 2.4% click through, but despite this the relative sales generated were not so good.

22 purchases were also generated from promoting these courses through Facebook Adverts.



## Social – Facebook: Paid

Donations: In November we looked at working with a warmer audience, retargeted views of previous videos, and creating lookalike audiences.

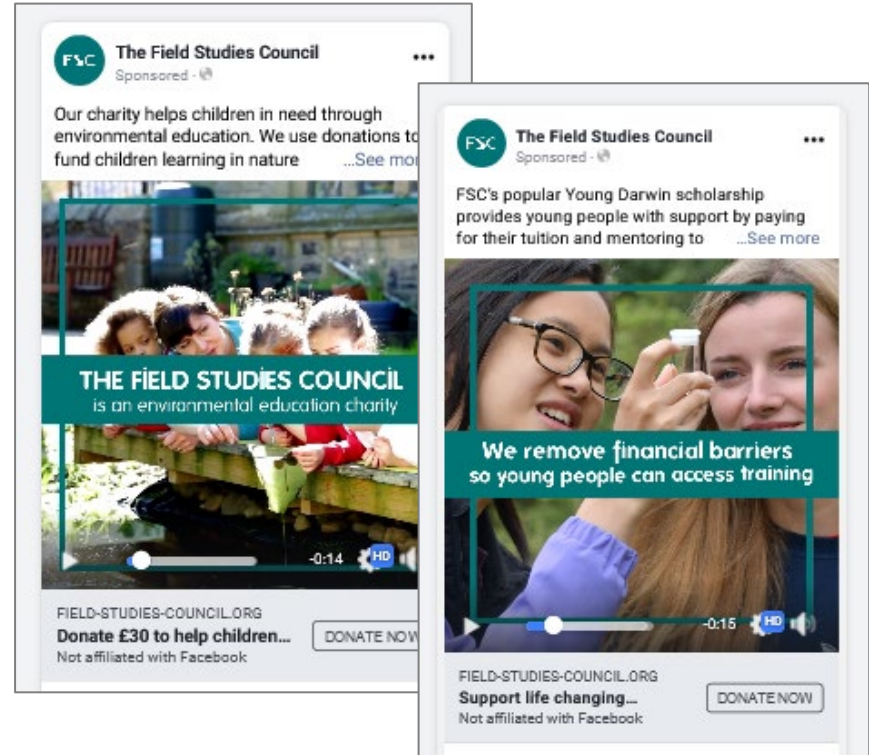
The retargeting was effective but cost more, whereas the lookalike audience brought the price down to 12 pence on average per click (average costs from previous months was around 35 pence)

The Donation Facebook adverts were run over 2 campaigns:

- Main Donation Ask
- #Sponsor a Scholar

We continued with video adverts which constantly received an overall average of 8% CTR for the more successful adverts.

In November we reached 35,104 people and generated 2,566 clicks to our Donation Campaign pages.





# Email

## General

- November Newsletter sent on 02.11.2021: Opened 37% | Clicked 11%

## Schools

- **32** regional non-returner emails to primary and secondary contacts throughout November.
- Introduction to digital hub trial email sent on 05.11.2021: Opened 33% | Clicked 10%
- RESEND Introduction to digital hub trial email sent on 16.11.2021: Opened 12% | Clicked 3%
- Introduction to digital hub trial version 2 email sent on 30.11.2021: Opened 24% | Clicked 6%

## Schools – Sent by Education Co.

- Spring/Summer availability at FSC Rhyd-y-creuau to catch bookings from closed centres sent on 16.11.2021: Opened 17% | Clicked 2%
- RESEND Spring/Summer availability at FSC Rhyd-y-creuau to catch bookings from closed centres sent on 23.11.2021: Opened 5% | Clicked 6%

## Gen Green

- GG Free pubs not getting guides - guide offer email sent on 02.11.2021: Opened: 41% | Clicked 8%
- Generation Green Free Publications - getting guides Email 5 courses update sent on 15.11.2021: Opened: 34% | Clicked 5%
- Evaluation survey for GenGreen Schools (2nd send) sent on 16.11.2021: Opened: 32% | Clicked 5%

# Email

## Online Teacher Training

- **20** emails sent throughout November for the online Teacher Twilight courses. Registration links emails and follow up recording emails with added sales messages.

## Natural History

- Sign up to Biodiversity Newsletter sent on 22.11.2021: Opened 38% | Clicked 6%

## Leisure

- Santa's Winter Woodland and Elf School email sent on 01.11.2021: Opened 52% | Clicked 12%
- Santa's Winter Woodland at Amersham email sent on 08.11.2021: Opened 48% | Clicked 9%
- RESEND Santa's Winter Woodland at Amersham email sent on 10.11.2021: Opened 13% | Clicked 0%

## Biodiversity Newsletter

- Invertebrate Training Courses and Events email sent on 04.11.2021: Opened: 49% | Clicked 13%
- RESEND Invertebrate Training Courses and Events email sent on 08.11.2021: Opened: 25% | Clicked 5%
- Birds, Beetles and Butterflies - What's coming in 2022? Sent on 18.11.2021: Opened: 47% | Clicked 12%
- RESEND Birds, Beetles and Butterflies - What's coming in 2022? Sent on 21.11.2021: Opened: 26% | Clicked 5%
- Ants, Craneflies, Seabirds & Botanical Folklore - NEW discounted courses sent on 30.11.2021: Opened: 51% | Clicked 14%

# Digital / Search Campaigns

## Work Completed

### General/SEO

- Organised call with Roisin
- Looked into tracking on Christmas enquiry form
- Planned quotes for new Google Ads campaigns
- Researched Christmas keywords
- Queried changes to Virtual Fieldwork page
- Attended Review Meeting
- Wrote & sent contact report
- Looked into a GA4 query
- Provided UTM parameter for FB ads
- Provided requested GA data on site search functionality
- Monthly SEO audit, keyword review and written report

### PPC

#### Google Ads

- Removed sitelink extensions for Autumn publication offers
- Keyword research for new ad group

#### Facebook Ads

- Work related to the free tree guides (not itemised here as that was a separate project)

## Work Planned

- Keyword research for Teacher Resources
- Trial new Microsoft Ads campaigns
- Optimise Digital Hub page for virtual fieldwork terms
- Update publications meta-tags
- Create recruitment campaigns focussed on tutors
- 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:** Year-on-year Google ads traffic rose 73%, with a 142% increase in pageviews. The Paid account is doing well, even with only 2 campaigns, and brought in 7 conversions. The Grant account saw a slight dip during November, drawing in fewer conversions and less revenue, but still looking overall healthy.

**Ecommerce:** Year-on-year revenue is up by 53%, while month-on-month revenue also saw a good increase back to levels seen in September.

**Keywords:** Keywords suffered somewhat over November, partially due to a Google algorithm update. We're hoping the ranking will return to their previous places, but will be keeping a close eye on them.



# Website Analytics: field-studies-council.org

Comparing to data from previous month:

1st – 31st October 2021

User sessions: 66,515

School enquiry form submissions: 109

Courses purchased: 1,248 = £17,178

Publications purchased: 2,103 = £11,191

1st – 30th November 2021

User sessions: 80,335 +21%

School enquiry form submissions: 111 +2%

Courses purchased: 1,732 +39% = £32,077\* +87%

Publications purchased: 2,478 +18% = £11,930 +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 – 30th November 2020

User sessions: 38,220

School enquiry form submissions: 20

Courses purchased: 1,079 = £13,707

Publications purchased: 2,815 = £14,326

1st – 30th November 2021

User sessions: 80,335 +110%

School enquiry form submissions: 111 +445%

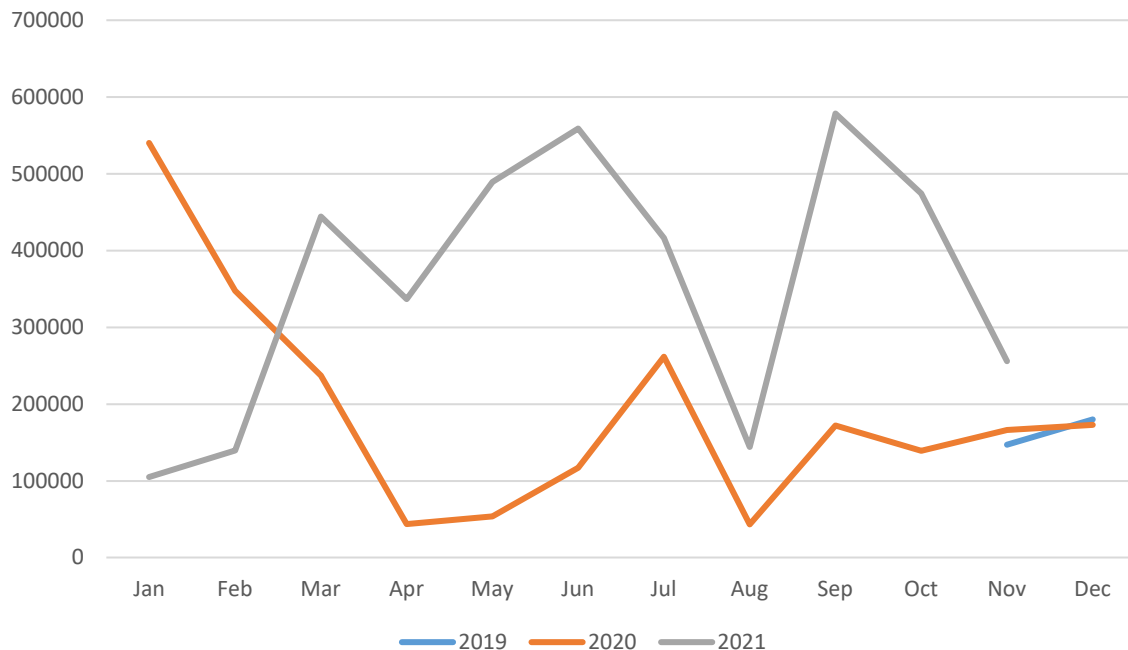
Courses purchased: 1,732 +61% = £32,077\* +134%

Publications purchased: 2,478 -12% = £11,930 -17%



# Sales Enquiries

Value of enquiries generated from marketing activity £



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

Nov 2021  
Planned drop in  
enquiry generation  
due to work within  
sales team. Plan  
for campaigns in  
Jan 2022

# Next steps - December

## 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
- Continue to send out emails and follow up links for teacher training webinars throughout November.
- Create and grow a new University Newsletter mailing list.
- Update listings on UK School Visits and Plan My School Trip.

## Publications

- Promote AIDGAP book sale via social media ads until 12th December
- Promote winter gifts page via social media ads until 15th December and in December email
- Run organic and boost post social media campaigns to support paid campaigns for AIDGAP and winter gifts

## Eco-Skills

- Continuing with organic social media promoting spring courses, Early Bird offer on Spring courses and highlighting any low performing courses.
- Targeted SEO improvement using Google Analytics
- Spring courses and early bird offer through adverts on Facebook, Instagram
- Increase our reach through local and national publications
- Generation Green campaign to continue, encouraging a younger audience to participate in courses, across mostly Instagram and trialling TikTok.

## Leisure

- Upload 13 family holiday courses to the website
- Begin designing an arts brochure to send out in the new year

## Brand

- Work with Headscape and Charles to get the final design elements created and reviewed on the website

## Nature Friendly Schools

- Following guidelines from the NFS strategy celebrating good news from autumn residentials

## Donations

- Set up Facebook ads for the Christmas period
- Send a thank you for your support email to generic email newsletter audience with a donation ask
- Send a thank you email to our current donors with a donation ask

