

# FSC Marketing Update

October 2021

**Covering:**

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



# Social – Facebook


## Top Facebook posts:

**The Field Studies Council**  
Published by Hootsuite · 2 October · ...

It's UK Fungus Day! 🍄 And to celebrate, we have a special guest blog from The Fungi Guy, Ali McKernan 🍄

Get your imaginations in gear as Ali talks us through the smells of autumn fungi and mushrooms 🍄 Their odours can range from potato pie to banana milkshakes and watermelon to sun cream – so there's a great joy in not knowing what you'll smell next...

Check out Ali's blog and join one of his courses to learn more about the brilliantly bonkers world of fungi 🍄  
<http://...> See more



11 comments 20 shares

**Performance for your post**

16984	People reached	
300	Likes, comments and shares	
723	Post clicks	
41	53	629
Photo views	Link clicks	Other Clicks

[View More Details](#)

**NEGATIVE FEEDBACK**

4	6	0
Hide all posts	Hide post	
0	0	0
Report as spam	Unlike Page	

300 Likes, comments and shares

**BRANDED CONTENT DISTRIBUTION** [View Breakdown](#)

16984	16984	0
Total reach	Organic reach	Paid reach
17123	17123	0
Total impressions	Organic impressions	Paid impressions



## The Field Studies Council

**The Field Studies Council** · View shop · ...  
Published by Hootsuite · 19 October at 14:37 · ...

Join FSC across a series of 8 online geography teacher training sessions to develop your confidence in fieldwork knowledge and enable you to support your students:

1. Preparing for fieldwork – a new teachers toolkit to deliver fieldwork KS3 – KS5
2. Geographical enquiry and approaches to data collection KS3-KS5
3. Human geography fieldwork skills and opportunities in your local area at GCSE ... [See more](#)



21

8 comments 11 shares

**Performance for your post**

9623	People reached	
76	Likes, comments and shares	
644	Post clicks	
61	197	386
Photo views	Link clicks	Other Clicks

[View More Details](#)

**NEGATIVE FEEDBACK**

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

76 Likes, comments and shares

**BRANDED CONTENT DISTRIBUTION** [View Breakdown](#)

9623	9623	0
Total reach	Organic reach	Paid reach
9979	9979	0
Total impressions	Organic impressions	Paid impressions

187 likes gained = 14,273 Page likes in total.

Facebook Shopping – 170 views 29 clicks to website



# Social – Twitter



## Top Tweet

earned 3,633 impressions

Join FSC across a series of eight online [#geographyteacher](#) training sessions to develop your confidence in [#fieldwork](#) knowledge, and enable you to support your students.

Book here - [ow.ly/4uMU50GgygQ](https://ow.ly/4uMU50GgygQ)  
[@The\\_GA](#) [#edutwitter](#) [#UKEdChat](#)  
[#teacher](#) [#teachertwitter](#)  
[pic.twitter.com/JuG1u9nZBd](https://pic.twitter.com/JuG1u9nZBd)



1 9 13

View Tweet activity

[View all Tweet activity](#)

## Top media Tweet

earned 3,283 impressions

"There isn't a lesson in the school day that can't be enriched by connecting to nature, or a subject in the curriculum that can't be enhanced by [#outdoorlearning](#)"

Mark Castle, FSC CEO speaking @ the Westminster Education Forum policy conf.  
[#WestminsterForumProjects](#)  
[@WHEFEvents](#)  
[pic.twitter.com/b25YRuxpUB](https://pic.twitter.com/b25YRuxpUB)



5 16

View Tweet activity

[View all Tweet activity](#)

## OCT 2021 SUMMARY

Tweets

45

Tweet impressions

122K

Profile visits

4,876

Mentions

186

New followers

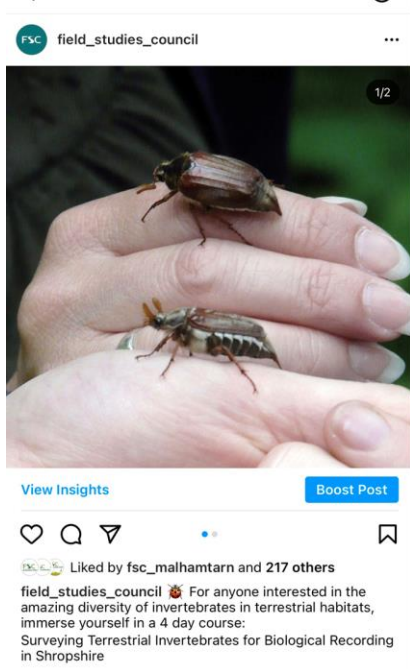
71

12,149 Twitter followers.



# Social – Instagram

FSC @field\_studies\_council



**Linktree lifetime** – 1.95k clicks to the website

**Linktree September** – 298 clicks to the website

4,972  
Followers  
(Current Total)

FSC

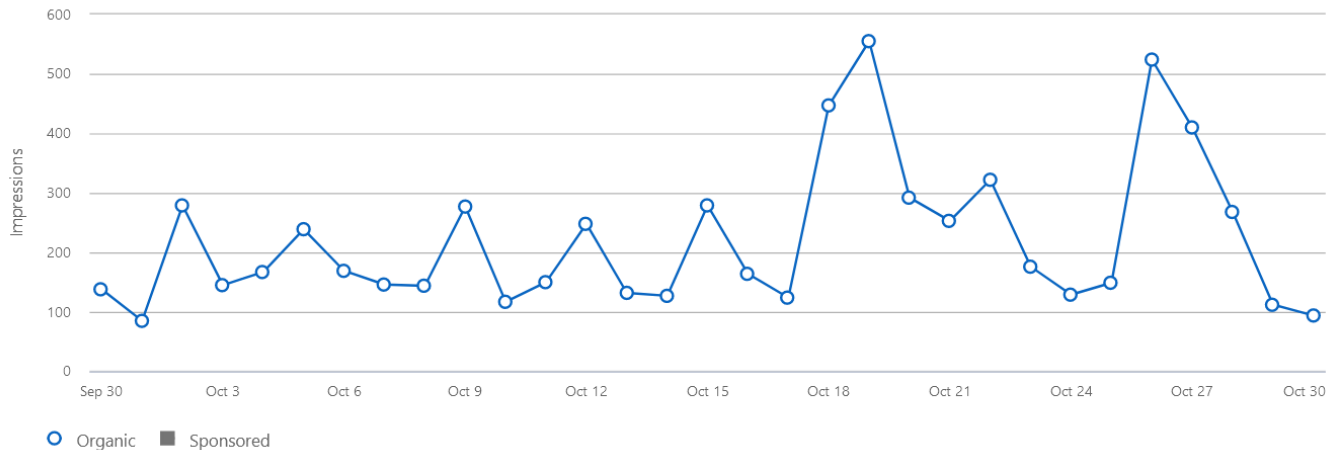
# Social – LinkedIn

Update metrics ⓘ

Time range: Sep 30, 2021 - Oct 30, 2021 ▾

Metric: Impressions ▾

Aggregate organic and sponsored

Off ☐

3,666 LinkedIn  
followers  
(Current total)

## Social – Facebook: Paid

Continued promoting Autumn bundles and Autumn Activity pack and promoted to interest groups for each area, people with outdoor interest, keen amateurs and parents, as well as remarketing to web shop visitors.

Spend: £2181

Value of purchases from ads: £2421

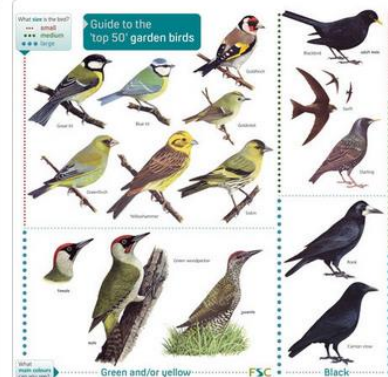
Return on investment: £242, £1.11 per £1 spent

### Highlights:

- Bird bundle was most popular bundle again this month with the most orders and revenue of the three bundles and activity pack
- Minimum spend was increased in the final week of the month to try to boost impressions and sales which saw conversions go up by two thirds but also spend so ROI dropped overall



At the turning point of the birdwatching 4 FSC guides for £10 with over 100 bird this autumn & winter!



Garden birds >

LEARN MORE



There are lots of exciting things for children to see outside in Autumn - get an Autumn activity pack for your young explorers!



Autumn Wildlife Children's...

LEARN MORE



Browse packs a



Bird



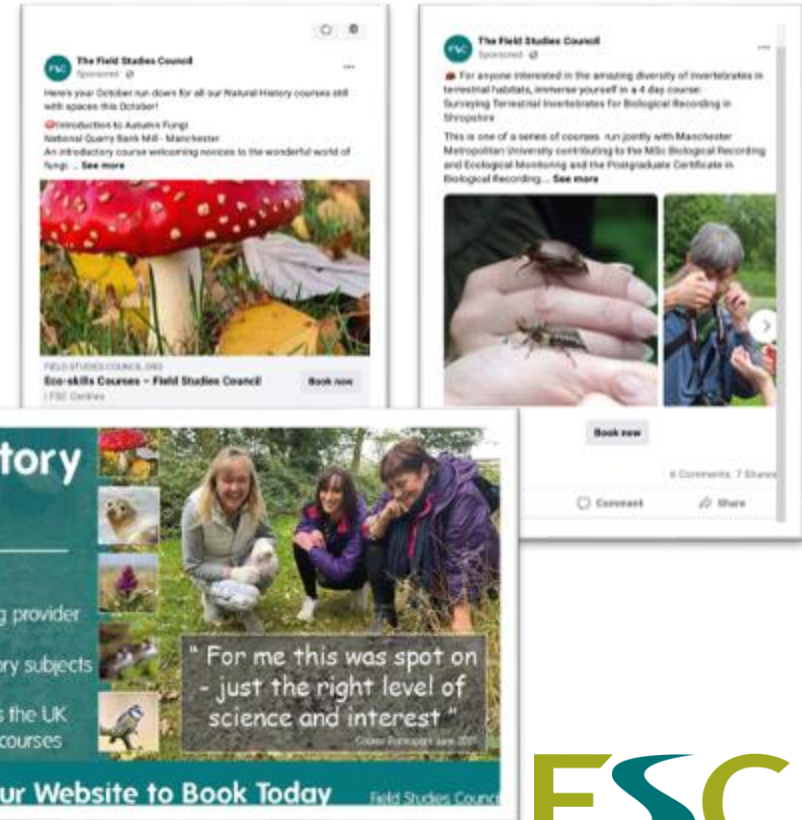


## Social – Facebook: Paid

16 purchases were generated from promoting Eco Skills courses through Facebook Adverts.

Overall, these adverts reached 217,164 people and generated 2,889 unique visits to the website.

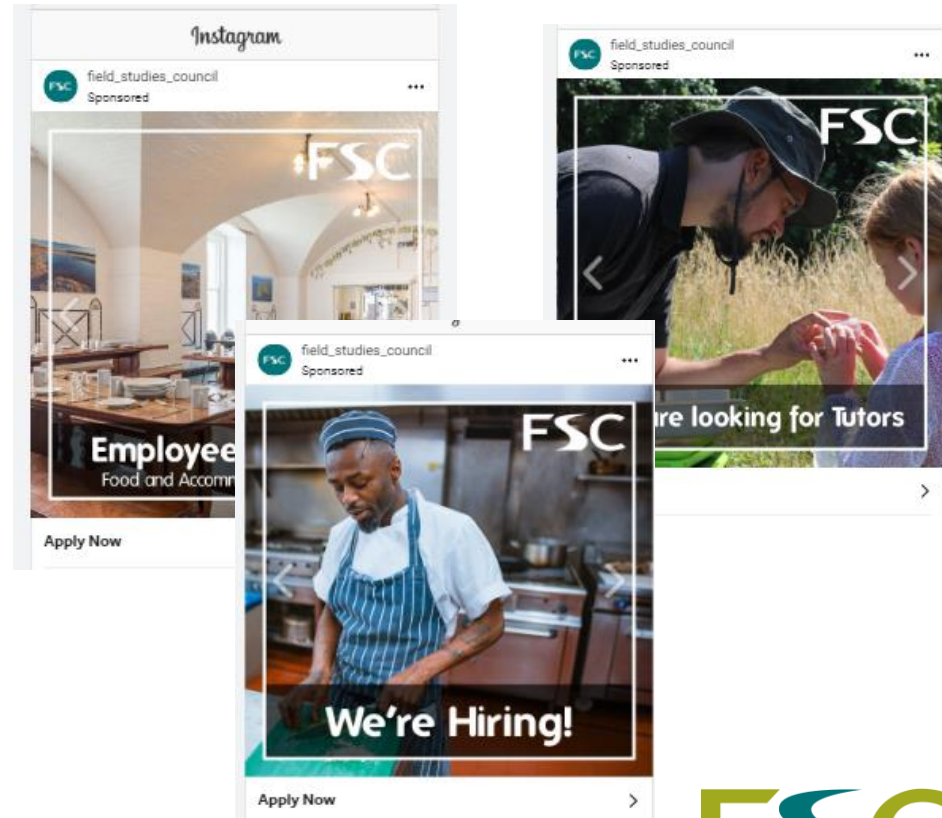
A twitter advert was tested generating 210 website visits but doesn't appear to have generated any sales



## Social – Facebook: Paid

The recruitment drive's adverts on social media completed in September. The objective was to target people who would be interested in our open job opportunities.

Throughout the duration of the campaign, 144,687 people were reached and 290 people visited the website to find out more about our catering and hospitality roles and tutor positions.





## Social – Facebook: Paid

We received helpful and insightful advice from an external consultant, after which we combined 2 of the donation campaigns in to 1, created new audiences for advert targeting and reviewed the ask.

The Donation Facebook adverts were ran over 2 campaigns:

- Transform a Young Life
- #Sponsor a Scholar

We continued with video adverts which constantly receive an average of 6% CTR with the most successful adverts.

In October we reached 139,893 people and generated 4,807 clicks to our Donation Campaign pages.



# Email

## General

- October Newsletter sent on 05.10.2021: Opened 35% | Clicked 7%
- (Re-send) October Newsletter sent on 07.10.2021: Opened 15% | Clicked 3%

## Schools

- Santas Winter Woodland Amersham sent on 12.10.2021: Opened 25% | Clicked 5%
- (Re-send) Santas Winter Woodland Amersham sent on 19.10.2021: Opened 7% | Clicked 0%
- Santas Winter Woodland Juniper Hall sent on 01.10.2021: Opened 27% | 1%
- (Re-send) Santas Winter Woodland Juniper Hall sent on 18.10.2021: Opened 8% | Clicked 0%
- Generation Green residential prospects sent on 20.10.2021: Opened 37% | Clicked 19%
- Generation Green day course enquiries sent on 12.10.2021: Opened 60% | Clicked 40%
- Evaluation for Generation Green schools sent on 06.10.2021: Opened 44% | Clicked 8%

## Schools – Sent by Education Co.

- Primary offer at FSC Bishops Wood sent on 20.10.2021: Opened 10% | Clicked 12%
- Secondary offer at FSC Bishops Wood and Birmingham sent on 20.10.2021: Opened 11% | Clicked 16%
- Sixth form offer at Bishops Wood sent on 20.10.2021: Opened 11% | Clicked 8%
- Generation Green email for virtual fieldwork packages sent on 07.10.2021: Opened 14% | Clicked 13%

## Schools – sent by Schools Marketing Company

- Generation Green email for virtual fieldwork packages sent on 14.10.2021: Opened 19% | Clicked 18%

# Email

## Online Teacher Training

- (Resend) Email to #fieldworklive webinars audience sent on 11.10.2021: Opened 17% | Clicked 4%
- (Resend) Email to #fieldworklive CPD webinars audience sent on 11.10.2021: Opened 9% | Clicked 0%
- (Resend) Email to FSC digital products launch event audience sent on 11.10.2021: Opened 22% | Clicked 7%

## Natural History

- Sign up to Biodiversity Newsletter sent on 20.10.2021: Opened 39% | Clicked 8%

## Leisure

- FSC Family courses at FSC Amersham sent on 07.10.2021: Opened 44% | Clicked 2%

## Biodiversity Newsletter

- '(Resend) 'BioLinks West Midland Invertebrate Courses and Bird Field Skills Online' sent on 04.10.2021: Opened: 20.1% | Clicked 3.3%
- 'Surveying, Recording and Identifying Invertebrates' sent on 14.10.2021: Opened: 43.6% | Clicked 8.4%

# Digital / Search Campaigns

## Work Completed

### General/SEO

- Wrote 54 new meta tags for various school courses
- Updated meta descriptions for all 25 locations
- Answering query about costs
- Advising on improvements for publication & product pages
- Suggested review meeting
- Investigated broken links - passed to client
- Query about editing Wikipedia
- Query about 2FA
- Added 4 backlinks leading to Film Locations page
- Added extra copy to Summer Camps page
- Investigated drops in Virtual Fieldwork terms - sent query to client
- General client communications
- Monthly SEO audit, keyword review and written report

### PPC

#### Google Ads

- Paused Caterpillars, Moths, & Orchids ad groups
- Added some keywords to Birds, Plants, & Insects ad groups
- Evaluated School Trips a/b test - looks good, so added broad keywords to main campaign
- Appealed some disapproved ads
- Reviewed sitelink extensions - added sitelinks for School Trips & DofE campaigns
- Added callout extensions to School Trips campaigns
- Added new image extensions to a number of campaigns
- Checked recommendations - removed redundant keyword & 2 non-serving keywords
- Added responsive ads to new publication ad groups
- Added more granular image extensions to publications

## Work Planned

- Review meeting and work arising from that
- Additional Google Ads campaigns as discussed with Roisin
- Continue investigating virtual fieldwork terms
- Potentially further work on publications meta tags
- Write search-optimised meta tags for other pages (ongoing)
- Follow up on new and old backlink opportunities (currently with client)
- Potentially move more School Trip campaigns to or from the Grant account (for discussion)
- Trial some YouTube ads (currently with client)
- 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

**Keywords:** In general, most of our keywords held steady over October, although there were some larger rises and falls. "Science school trips" and "dofe courses" rose 39 and 36 places respectively.

**Ad Campaigns:** Year-on-year Google Ads traffic has seen a great increase of 92%.

**Ecommerce:** Month-on-month revenue dropped again over October, with the number of transactions and average order value also seeing falls. The majority is still coming from organic Google searches and direct traffic.

# Website Analytics: field-studies-council.org

Comparing to data from previous month:

## 1st – 30th September 2021

User sessions: 81,227

School enquiry form submissions: 145

Courses purchased: 1,454 = £27,758\*

Publications purchased: 2,773 = £14,707

## 1st – 31st October 2021

User sessions: 66,515 -18%

School enquiry form submissions: 109 -25

Courses purchased: 1,248 -14% = £17,178 -38%

Publications purchased: 2,103 -24% = £11,191 -24%

*\*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 October 2020

User sessions: 45,540

School enquiry form submissions: 44

Courses purchased: 1,172 = £13,513

Publications purchased: 2,500 = £13,705

## 1st – 31st October 2021

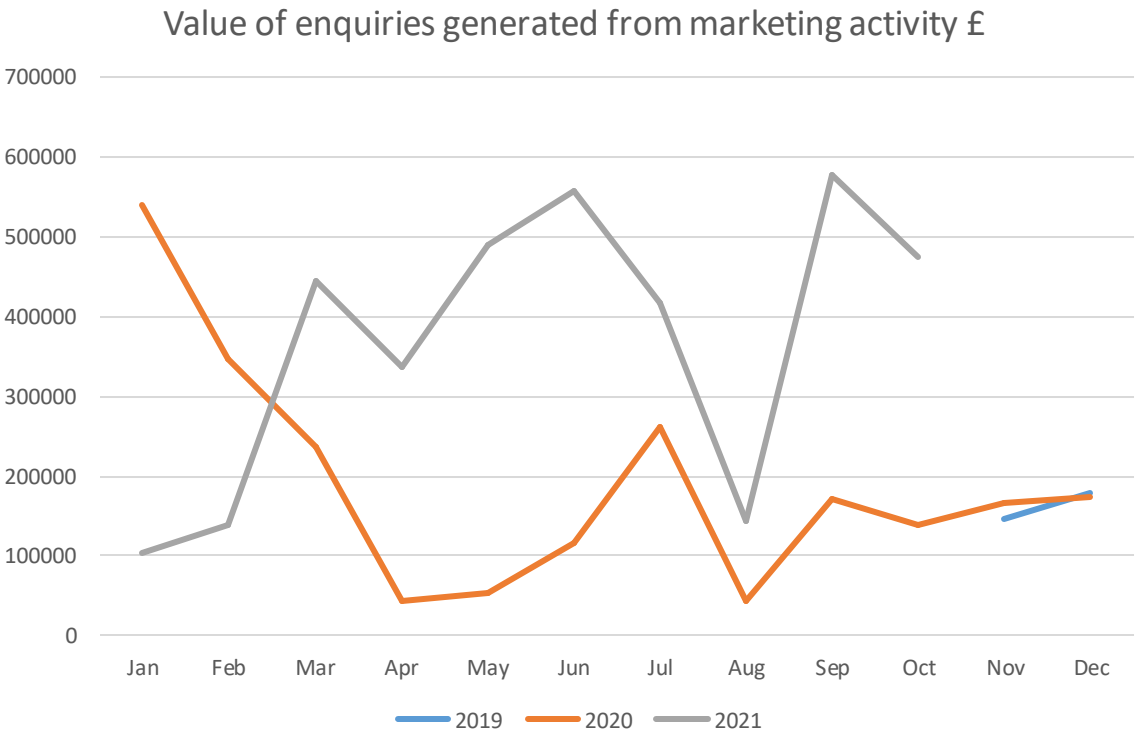
User sessions: 66,515 +46%

School enquiry form submissions: 109 +148%

Courses purchased: 1,248 +6% = £17,178 +27%

Publications purchased: 2,103 -16% = £11,191 -18%

# Sales Enquiries



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

# Next steps - November

## Schools

- Evaluate the autumn campaign
- 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

## Publications

- Promote AIDGAP book sale on social media and email from mid-month
- Create Christmas page bringing together gift ideas and promote on social media and email from late month

## 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 and trialling Twitter
- Generation Green campaign to encourage a younger audience to participate in courses

## Leisure

- Continue to upload the arts and nature courses for 2022
- Continue booking in advertising to promote arts courses in 2022
- Promote festive courses for last minute bookings

## Brand

- Work with designer to create folder of new templates

## Nature Friendly Schools

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

## Donations

- Promoting the Foundation's work, through social posts, Facebook ads and website page updates.