

FSC Marketing Update

September 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 · September 20 at 10:07 AM ·

Great to see young wildlife enthusiasts heading off to university with high hopes of protecting the things they love 🐾

<http://ow.ly/EVE50GcNY1>

NEWS

BBC.COM
Young wildlife lovers head to university to tackle nature crisis

118 3 Comments 5 Shares

Like Comment Share

Most Relevant ▾

Performance for Your Post

5014 People Reached

136 Likes, Comments & Shares

248 Post Clicks

| | | |
|-------------|-------------|--------------|
| 0 | 154 | 94 |
| Photo Views | Link Clicks | Other Clicks |

[View More Details](#)

NEGATIVE FEEDBACK

| | |
|----------------|-----------|
| 1 | 1 |
| Hide All Posts | Hide Post |

| | |
|----------------|-------------|
| 0 | 0 |
| Report as Spam | Unlike Page |

136 Likes, Comments & Shares

BRANDED CONTENT DISTRIBUTION [View Breakdown](#)

| | | |
|-------------|---------------|------------|
| 5014 | 5014 | 0 |
| Total Reach | Organic Reach | Paid Reach |

| | | |
|-------------------|---------------------|------------------|
| 5022 | 5022 | 0 |
| Total Impressions | Organic Impressions | Paid Impressions |

The Field Studies Council
Published by Hootsuite · September 5 ·

Our September Natural History Courses which still have some spaces include:

Learn to Love [#Bees](#) (£10 Subsidised Courses) RSPB Sandwell Valley 7th September... See More

46 14 Shares

Performance for Your Post

4275 People Reached

70 Likes, Comments & Shares

96 Post Clicks

| | | |
|-------------|-------------|--------------|
| 33 | 0 | 63 |
| Photo Views | Link Clicks | Other Clicks |

[View More Details](#)

NEGATIVE FEEDBACK

| | |
|----------------|-----------|
| 0 | 1 |
| Hide All Posts | Hide Post |

| | |
|----------------|-------------|
| 0 | 0 |
| Report as Spam | Unlike Page |

70 Likes, Comments & Shares

BRANDED CONTENT DISTRIBUTION [View Breakdown](#)

| | | |
|-------------|---------------|------------|
| 4275 | 4275 | 0 |
| Total Reach | Organic Reach | Paid Reach |

| | | |
|-------------------|---------------------|------------------|
| 4581 | 4581 | 0 |
| Total Impressions | Organic Impressions | Paid Impressions |

270 likes gained = 14,086 Page likes in total.

Facebook Shopping – 633 views 120 clicks to website



Social – Twitter

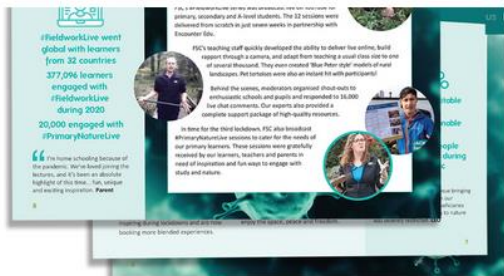


Top Tweet earned 2,130 impressions

Responding to the pandemic FSC delivered **#outdoorlearning** online. **#FieldworkLive** went global in 32 countries & 377,096 learners 20,000 engaged with **#PrimaryNatureLive**

FSC engaged with more people than would pass through our centres in a year.

Read more: bit.ly/2VNCmxG
pic.twitter.com/WYbSwNLstO



Top media Tweet earned 1,798 impressions

SPOTTED!

Not a **#whale** or **#porpoise** this time but our charity collaborations mentioned in **@coastmag!**

Working with leading charities helps educate more people about **#MarineConservation** through courses & FREE webinars.

ow.ly/c3To50G50PZ
@ORCA_web @cornwallsealGRT
pic.twitter.com/SEzszJh0XP



SEP 2021 SUMMARY

Tweets
54

Tweet impressions
133K

Profile visits
3,405

Mentions
143

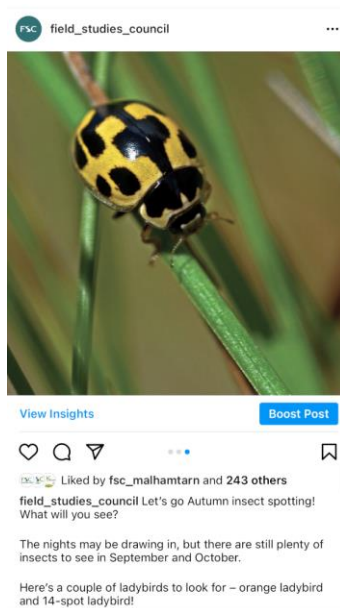
New followers
68

12,103 Twitter followers.



Social – Instagram

FSC @field_studies_council



Linktree lifetime – 1.53k clicks to the website

Linktree September – 358 clicks to the website

Top Performing Link – 'All Natural History Courses'

4,530
followers

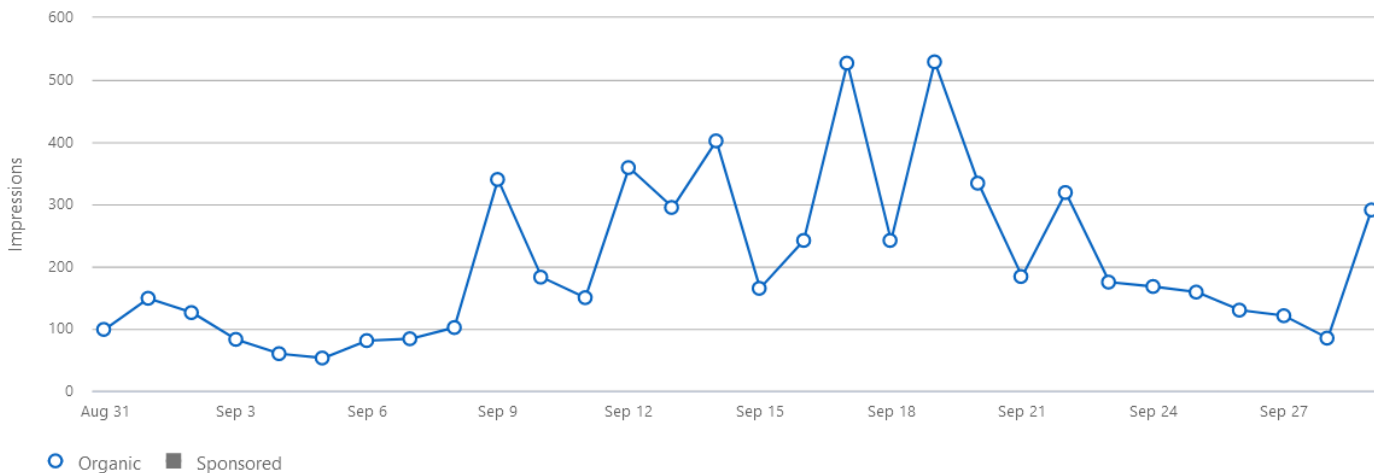
FSC

Social – LinkedIn

Update metrics ?

Time range: Aug 31, 2021 - Sep 29, 2021 ▾ Metric: Impressions ▾

Aggregate organic and sponsored

off 3,554 LinkedIn
followers.

Social – Facebook: Paid

Launched new Autumn guide 4 for £10 bundles – birds, plants and insects – 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: £1954

Value of purchases from ads: £6200

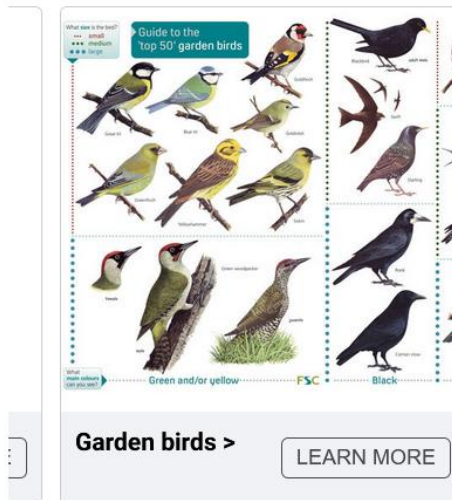
Return on investment: £4245, £3.17 per £1 spent

Highlights:

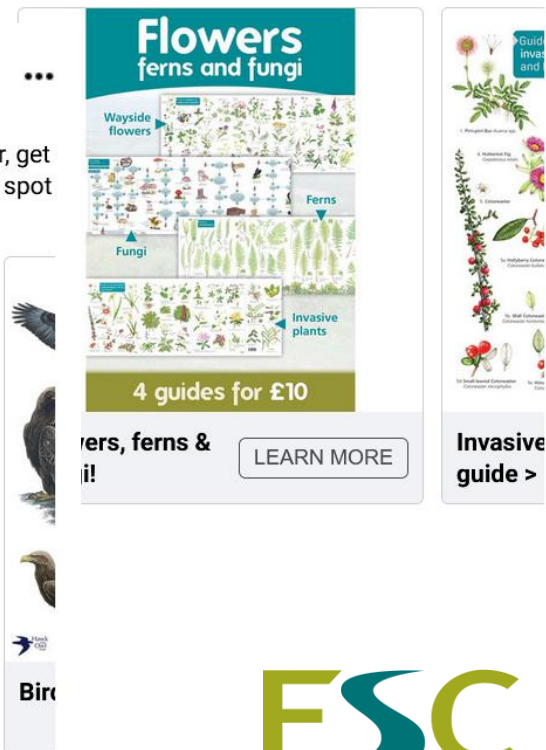
- Birds brought in by far the most orders and revenue of the three bundles (95 orders, £1445 revenue)
- Remarketing ads to previous shop visitors was most cost effective, returning 56 orders with a return of £6.56 on every £1 spent



At the turning point of the birdwatching year, get 4 FSC guides for £10 with over 100 birds to spot this autumn & winter!



Autumn flowers, ferns & fungi! There's still plenty to see out there - 4 FSC guides for £10 featuring over 100 flowers, ferns & fungi to spot!



Social – Facebook: Paid

We continued with our monthly carousel adverts of the following months courses, leading to 13 sales.

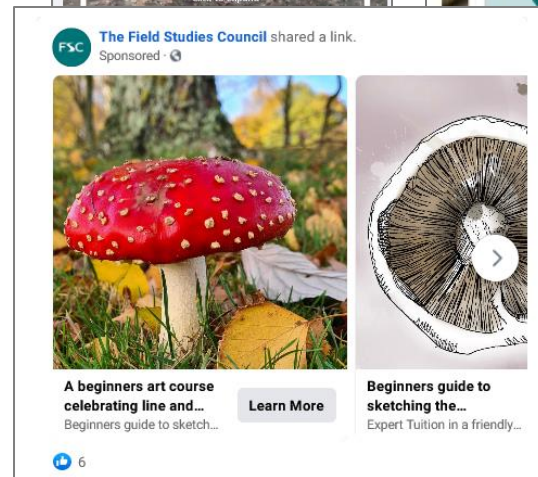
The look of the Ad format changed ensuring we kept branded imagery consistent across adverts, website and event promotion.

We trialled smaller campaigns grouping courses:

- Online Courses 2% CTR
- Fungi Weekend and Days in Manchester 2.3%
- Bird Courses in Bristol 2.8% CTR

Though the CTR was acceptable, these did not lead to many sales, this is likely due to a tight lead times– longer lead times should result in higher conversions rates.

We tested boosting popular posts from August, with a fun and colourful video proving to be succesful in both engagement and ROI.



Social – Facebook: Paid

The Donation Facebook adverts are ran over 3 campaigns:

- Transform a Young Life
- Breaking Down Barriers for Schools
- #Sponsor a Scholar

to the most successful audience from previous tests.

We also run a lower budget 'awareness' campaign without 'an ask', but raising awareness through a carousel of images, explaining our Foundation's purpose.

In September we reached 473,546 people and generated 4,372 clicks to our Donation Campaign pages.

Through constant monitoring this provides data to instigate any changes to the campaigns – alterations to the website, where best to run ads, and leading to more interactive and eye-catching creatives.

The collage displays several Facebook advertisements for The Field Studies Council (FSC). The ads are sponsored and feature various images of children and adults in nature. Key text elements include:

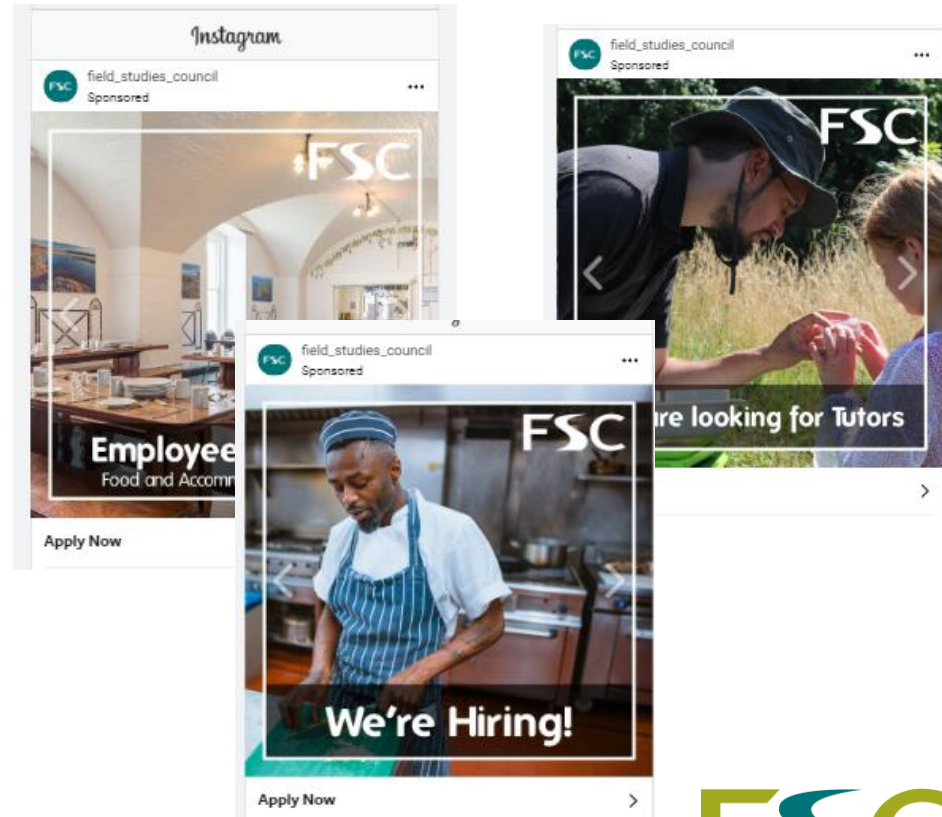
- Top Left Ad:** "Every year, FSC supports the most disadvantaged schools. We give grants for schools to visit our day and...".
- Top Right Ad:** "Donating £5 today supports FSC to provide basic equipment to help a child explore the outdoors and donate today."
- Middle Left Ad:** "FSC supports the most disadvantaged... Donate £5".
- Middle Right Ad:** "Right now, 210 young people can't join FSC's biodiversity scholarship - we received four-fold increase in demand this summer. RIGHT NOW 210 YOUNG PEOPLE".
- Bottom Left Ad:** "Give a child their first experience of the countryside... Donate Today".
- Bottom Middle Ad:** "Give a child their first experience of the countryside... Donate Today".
- Bottom Right Ad:** "Give a child their first experience of the countryside... Donate Today".

Each ad includes the FSC logo and a call to action button (Donate Today or Donate Now). The ads are displayed in a grid-like fashion, with some overlapping.

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.



Email

General

- September Newsletter sent on 01.09.2021: Opened 40% | Clicked 8%
- (Weekday re-send) September Newsletter sent on 04.09.2021: Opened 19% | Clicked 6%

Schools

- Digital product update sent on 07.09.2021: Opened 37% | Clicked 1%
- September groups for photography sent on 09.09.2021: Opened 30% | Clicked 12%
- Geography September Newsletter sent on 20.09.2021: Opened 31% | Clicked 5%
- Biology September Newsletter sent on 20.09.2021: Opened 33% | Clicked 8%
- Non-returner primary email sent on 21.09.2021: Opened 25% | Clicked 2%
- (Resend) Non-returner primary email sent on 29.09.2021: Opened 12% | Clicked 3%
- Non-returner secondary email sent on 21.09.2021: Opened 20% | Clicked 2%
- (Resend) Non-returner secondary email sent on 29.09.2021: Opened 6% | Clicked 0%
- Primary September Newsletter sent on 23.09.2021: Opened 35% | Clicked 8%
- Santa's Winter Woodland at Juniper Hall sent on 28.09.2021: Opened 27% | Clicked 1%

Schools – Sent by Education Co.

- Primary email to new customers: Opened 7% | Clicked 6% | Enquiries = 22
- Secondary email to new customers: Opened 11% | Clicked 7% | Enquiries = 8

Email

Online Teacher Training

- Email to #fieldworklive webinars audience sent on 21.09.2021: Opened 29% | Clicked 13%
- Email to #fieldworklive CPD webinars audience sent on 21.09.2021: Opened 47% | Clicked 11%
- Email to FSC digital products launch event audience sent on 21.09.2021: Opened 30% | Clicked 13%

Natural History

- Generation Green Free Publications - getting guides Email 4 survey and courses sent on 29.09.2021: Opened 30% | Clicked 9%

Digital / Search Campaigns

Work Completed

General/SEO

- Communicated about DofE campaigns
- Reviewed YouTube brief
- Followed up on directory submissions
- Rewrote a duplicate meta title
- Investigated audit errors and broken links in detail
- Created a social media segment in Analytics
- Advised client on Facebook parameters
- Crawled site & analysed data
- Wrote 15 new meta descriptions
- Provided feedback on potential autumn landing pages
- Checked on broken links - all fine
- General client communications
- Monthly SEO audit, keyword review and written report

PPC

- Created three new ad groups with new keywords
- Added sitelink extension for Autumn 4 for £10 Guide Bundles & applied to relevant ad groups
- Updated Publications callout extensions
- Added automation to turn off Autumn sitelink on October 31st
- Checked average Bing spend

Work Planned

- Potentially have a review meeting to discuss where we are and plan for the coming months
- Investigate drops in rankings for virtual and filming keywords
- Write search-optimised meta tags for other pages (ongoing)
- Follow up on new and old backlink opportunities (currently with client)
- Potentially move School Trip campaigns back to the Grant account if performance doesn't improve
- Continue to monitor a/b test on School Trips - General
- Potentially trial some YouTube ads
- Potentially set some Natural History ads running again
- Further optimisation of both Google Ads accounts
- Check extensions in Grant account & optimise for each campaign
- Monitoring and optimisation of Facebook Ads
- Monthly SEO audit, keyword review and written report

Keywords: September was a good month for rankings, with all of our page 1 keywords keeping their good position. Quite a few of these keywords also saw rises of 4-5 places to rank in 4th, 5th, and 6th position which is great to see!

Ad Campaigns: Month-on-month the Grant Account is holding steady, with similar numbers to those seen in August. The Brand campaign is looking healthy as usual. Our experiment with broad keywords in the School Trips General campaign has brought in almost double the conversions of the main campaign, but performance in October so far isn't as strong. We'll keep monitoring this for a while longer.

Ecommerce: Unfortunately month-on-month revenue has seen another drop over September, with a lot fewer transactions than in previous months.

Website Analytics: field-studies-council.org

Comparing to data from previous month:

1st – 31st August 2021

User sessions: 79,907

School enquiry form submissions: 25

Courses purchased: 1,909 = £34,506*

Publications purchased: 3,887 = £20,747

1st – 30th September 2021

User sessions: 81,227 2%

School enquiry form submissions: 145 480%

Courses purchased: 1,454 -24% = £27,758* -19%

Publications purchased: 2,773 -29% = £14,707 -29%

**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 September 2020

User sessions: 49,008

School enquiry form submissions: 53

Courses purchased: 2,181 = £24,205

Publications purchased: 1,980 = £9,588

1st – 30th September 2021

User sessions: 81,227 66%

School enquiry form submissions: 145 174%

Courses purchased: 1,454 -33% = £27,758* 15%

Publications purchased: 2,773 40% = £14,707 53%

Sales Enquiries

Total number of enquiries taken this month: 563
August enquiry value: £348,840

| Enquiry source | When is it for? | | | | |
|---|-----------------|-------|---------|------|------------|
| | No Date | 2021 | 2022 | 2023 | Total |
| | 1795 | 3580 | 84855 | | 90230 |
| Covid-19 displacement current customer | | 1010 | 28101 | | 29111 |
| External - groupaccommodation.com | | 8500 | 0 | | 8500 |
| External - Plan My School Trip | 0 | 6590 | 46352 | | 52942 |
| External - Search Engine | 0 | 0 | 3565 | | 3565 |
| External - Word of Mouth | | 560 | | | 560 |
| FSC - Centre-Based Marketing Activity | | | 10944 | | 10944 |
| FSC - Course Attendee (Professional/Teacher Training) | | | 9420 | | 9420 |
| FSC - HO Marketing (Brochures/Leaflets) | 0 | 560 | 9480 | | 10040 |
| FSC - Nature Friendly Schools | | | 2646 | | 2646 |
| FSC - Social Media | 280 | | | | 280 |
| FSC - Website | 0 | 6880 | 190936 | | 197816 |
| Repeat - Centre Rebooker | 500 | 18055 | 493111 | 3000 | 514666 |
| Repeat - Lapsed Rebooker | 0 | 10275 | 80487 | | 90762 |
| Repeat - Region Rebooker | 0 | 6765 | 108222 | 0 | 114987 |
| Unknown - via Email | 280 | 13441 | 146128 | 0 | 159849 |
| Unknown - via Telephone | 280 | 18224 | 112900 | | 131404 |
| Total | 3135 | 94440 | 1327146 | 3000 | £1,427,721 |

| Group study level | When is it for? | | | | |
|-----------------------------|-----------------|-------|---------|------|-------------|
| | No Date | 2021 | 2022 | 2023 | Grand Total |
| {No Level} | 1200 | 3400 | 7600 | | 12200 |
| A Level | 595 | 38260 | 494498 | 0 | 533353 |
| Alternative Curriculum | | | 1200 | | 1200 |
| AS Level | | 0 | 990 | | 990 |
| International Baccalaureate | | | 0 | 0 | 0 |
| Key Stage 1 | 0 | 3920 | 1680 | | 5600 |
| Key Stage 2 | 840 | 10100 | 280995 | 0 | 291935 |
| Key Stage 3 | 0 | 9730 | 94925 | | 104655 |
| Key Stage 4 | 500 | 14748 | 329295 | 0 | 344543 |
| Not Applicable | 0 | 11362 | 25350 | | 36712 |
| PGCE | | | 3000 | | 3000 |
| Post Graduate | | | 0 | | 0 |
| Pre School EYFS | | 560 | 840 | | 1400 |
| Professional Training | | 1170 | | | 1170 |
| Scottish Advanced Higher | 0 | 1190 | | | 1190 |
| Scottish National 4/5 | | | 6020 | | 6020 |
| Scottish Primary | | 0 | | | 0 |
| Scottish Secondary | 0 | | | | 0 |
| Undergraduate | 0 | | 80755 | 3000 | 83755 |
| Grand Total | 3135 | 94440 | 1327146 | 3000 | £1,427,721 |



Next steps - October

Schools

- Evaluate the autumn campaign
- Execute a targeted campaign for FSC Birmingham
- Promote free virtual packages as part of Generation Green
- Plan the trial and launch of the Digital Hub

Publications

- Continue to promote Autumn bundles across social media, adding wildlife activity pack and generalist Autumn bundle
- Create Youtube advert to test as part of Autumn campaign

Eco-Skills

- Promotion of courses with low bookings across organic and paid social
- Monthly adverts on Facebook, Instagram and trialling Twitter
- Analysing data from bookings to improve knowledge on course promotion across all courses
- Run and present a customer survey to inform on future course details
- Preparation of November Natural History campaign promoting 75+ courses

Donations

- Promoting the Foundation's work, through testing of social posts, ads and website pages. Trialling video, new audiences, and web page layouts.

Leisure

- Send out email to previous family activity bookers to promote festive courses
- Upload the arts courses for 2022
- Book in advertising to promote arts courses in 2022

Brand

- Finalise brand guidelines document
- Work with Headscape in preparation for website update
- Work with signage company to estimate costs of FSC RYC signage update

Nature Friendly Schools

- Sharing of NFS strategy messages and celebrating good news from autumn residential through imagery and project benefits

DofE

- Continuing to maintain a low presence across social media platforms, ready for a campaign launch nearer the spring.