

Marketing Update

May 2022

Covering:

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

Highlight



On 31st May 2022 the Marketing team met up at Head Office.

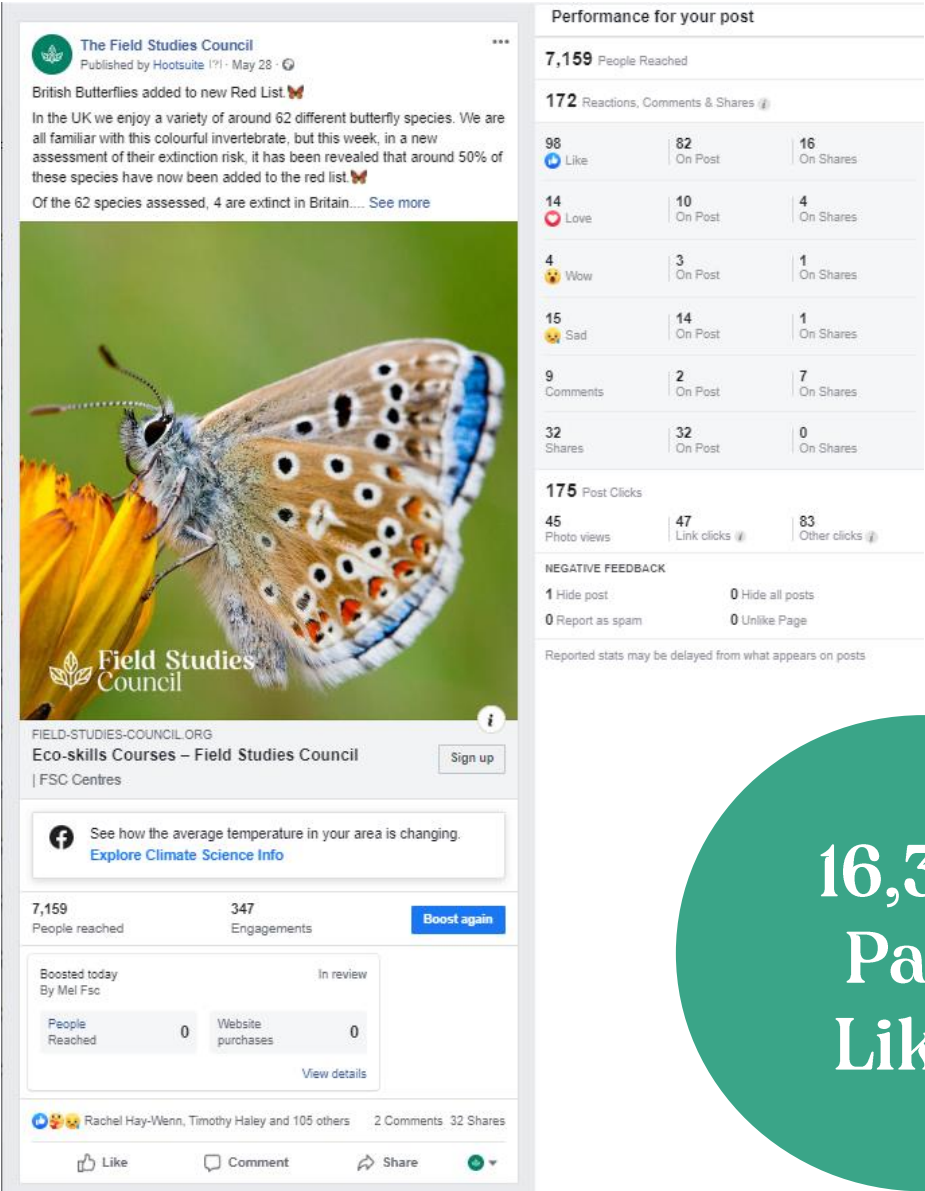
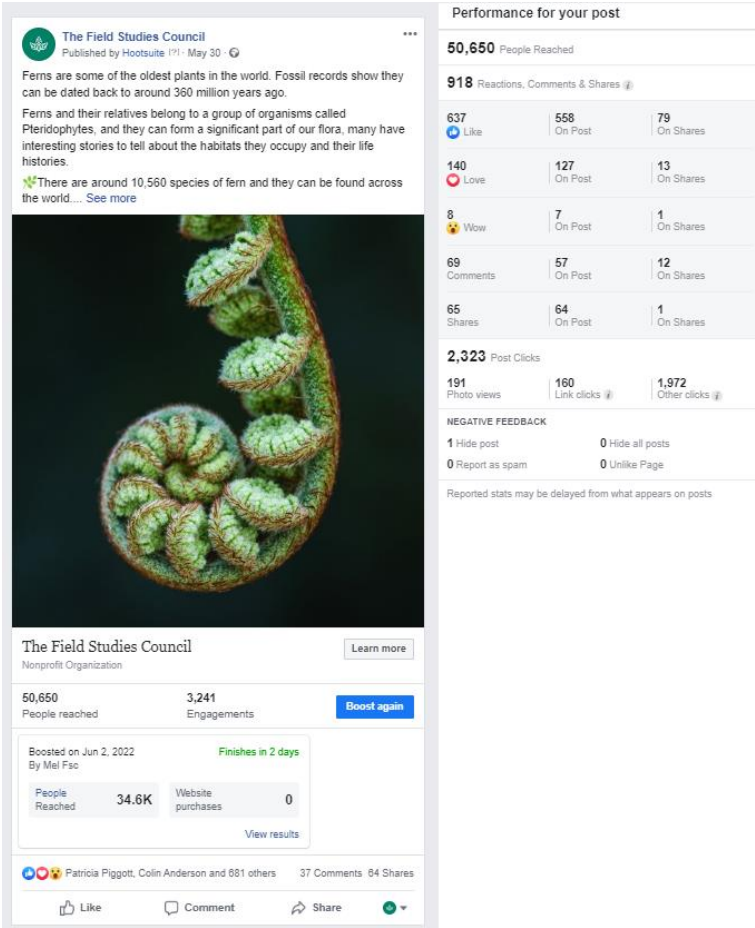
We all enjoyed a walk around 'Haughmond Hill' with Joy as our guide.

It was great to all catch up and the tea and cake in the café afterwards went down a treat.



Social – Facebook

Top Posts – By Organic Reach



16,364
Page
Likes

Facebook Shopping – 644 views 134 clicks to website

Social – Twitter

May 2022 Twitter summary

Top Tweet earned 1,139 impressions

Our own Jo Harris, Education Team Leader @FSCFlatfordMill will be talking on @BBCSuffolk about the Benefits of Outdoor Education. We'd love you to tune in and listen with us!

#Suffolk #OutdoorLearning
pic.twitter.com/5vYIRYfjzp



1 2 12

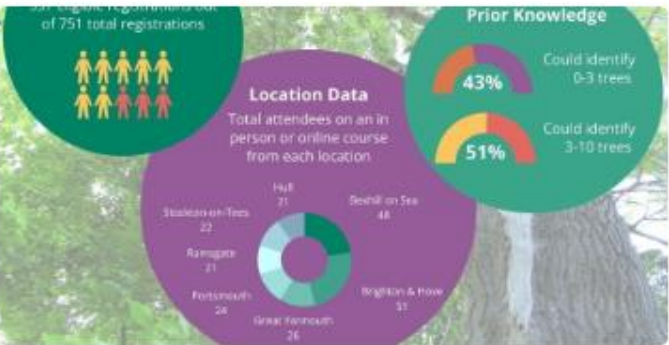
Top media Tweet earned 871 impressions

Registrations are now open for the @TreesforCities Free Summer Tree Training! 🌲

Here's our market 'Tree-search' 😊 from the Spring courses.

👉 Find out more and how to apply for summer training by visiting our website: ow.ly/oJyJ50JgO2a

#FSCEcology #TreesForCities #Trees
pic.twitter.com/DDBzC1fhyl



3 6

12,523
followers

MAY 2022 SUMMARY

Tweets
80

Profile visits
5,851


New followers
83


Tweet impressions
322K

Mentions
191





Social – Instagram


7,464 followers (current total)

field_studies_council



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





 Liked by **fscprestonmontford** and **171 others**

field_studies_council Ferns are some of the oldest plants in the world. Fossil records show t... more





[View all 2 comments](#)


30 May

field_studies_council



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



 Liked by **wildnwelloutdoors** and **43 others**

field_studies_council Fancy a free weekend out to delve into history, wildlife, and traditional... more

christopherlane1956 Lovely location super staff, warm welcome. 🙌🙌

field_studies_council [@christopherlane1956](#)

4.33k
lifetime
linktree
clicks

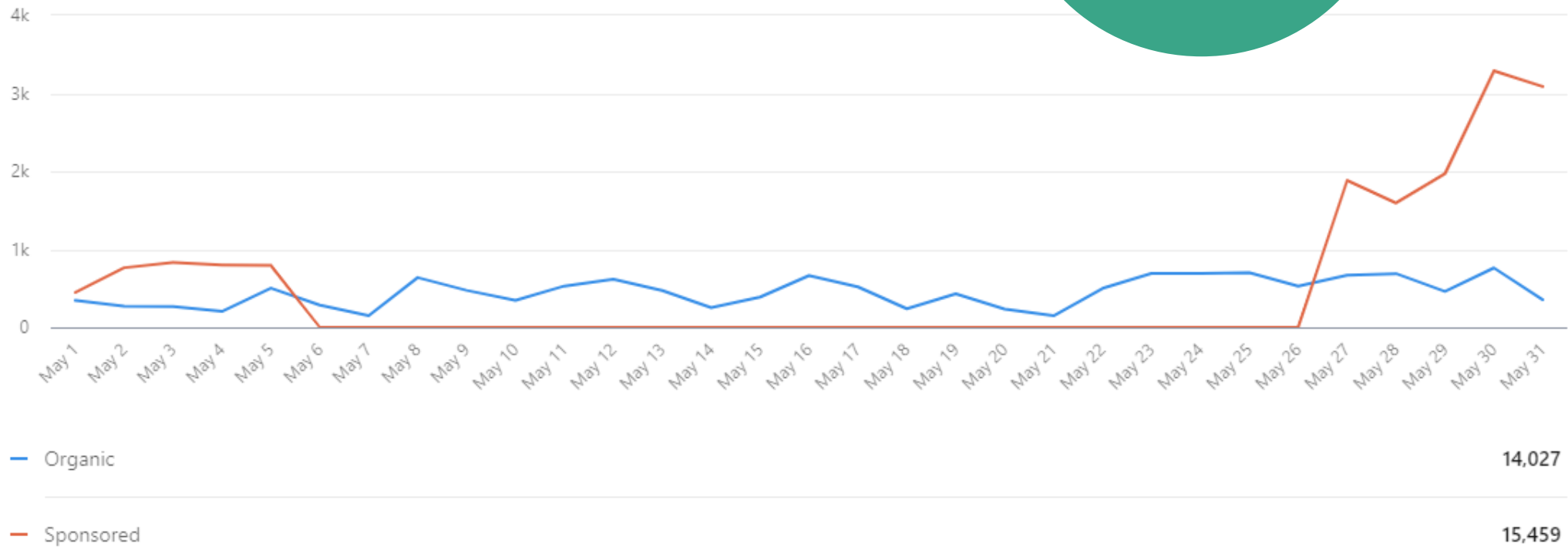
377 May
linktree
clicks

Social – LinkedIn

Impressions in May:

Metrics

Impressions ▾



Social – LinkedIn: Paid

Young Darwin Scholarship campaign

We used LinkedIn to promote the Young Darwin Scholarship to 16-25 year olds.

It didn't perform that well with a low click through rate across the campaign.



Impressions	Clicks	Click through rate	Spend
23,775	72	0.3%	£296

Social – Facebook: paid

Publications – General Public

Paid social advertising has not been as successful this May. With a very good start numbers dropped as the month progressed, and remarketing again began to slow. We looked at re-running old configurations with little positive results.

Summer Sale Bundles

The Plant Bundle of 3 for £10 was our most popular seller this month, followed by insects and seaside.

Spend: £2878

Value of purchases from ads: £5230

Return on investment: +£0.82 per £1 spent

Comments:

- The unpredictable nature of retargeting is having a great effect of sales, but this is not the complete issue.

The image displays three overlapping screenshots of Facebook advertisements from 'The Field Studies Council'. Each ad is a sponsored post featuring a green leaf logo and the text 'Sponsored ·'. The ads promote 'Summer wildlife bundle' offers for £10.

The top ad shows a 'Plants Bundle: Woodlands. 3 Guides for £10' with a 'Get offer' button. It includes a photo of a field with wildflowers and a list of topics: Woodlands, Orchids, and Waysides.

The middle ad shows a 'Seaside Bundle: Shells. Jellyfish. 3 Guides for £10' with a 'Get offer' button. It includes a photo of a rocky coastline and a list of topics: Seashells, Jellyfish, and Sea mammals.

The bottom ad shows a 'Where will you go and what will you see' bundle with a 'Get offer' button. It includes a photo of a rocky coastline and a list of topics: Seashells, Jellyfish, and Sea mammals.

Each ad has engagement metrics at the bottom, including 'Like', 'Comment', and 'Share' buttons, and a count of likes and shares. For example, the top ad has 6 Comments and 14 Shares.

Social – Facebook: paid

Eco Skills

We continued with the same successful promotions as April, continuing to boost the most popular organic posts

Quarter 3 Course Promotions

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

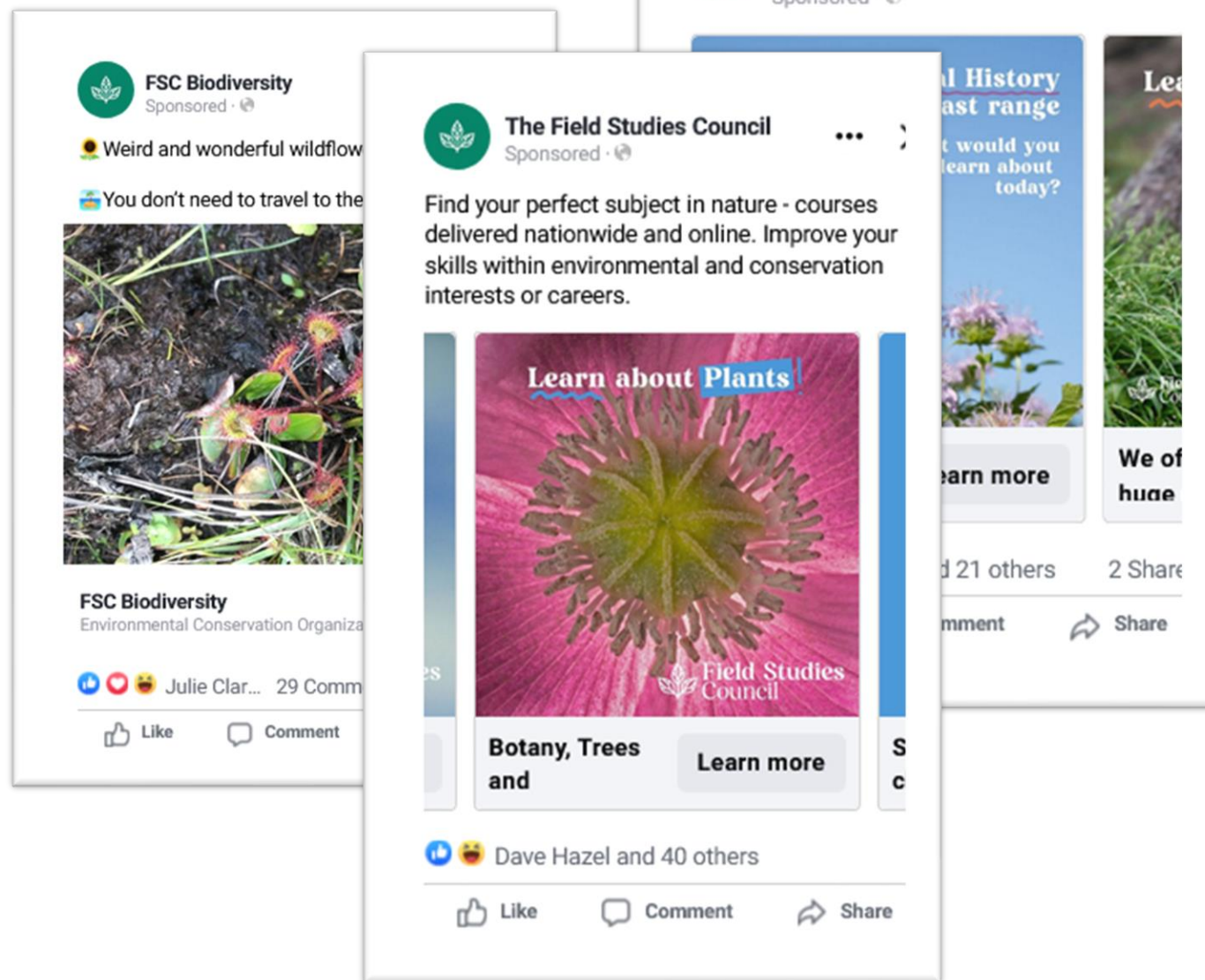
Spend: £1100

Value of purchases from ads: £4413.75

Return on investment: £2.84 per £1 spent

Highlights:

- We promoted very different ads to different audiences, based on success from last month which also worked well this month..



Email campaigns

General Emails

- **May Newsletter 2nd May 2022:** Opened 45.4% Clicked: 10.3%
- **May Newsletter resend 4th May 2022:** Opened 19.1% Clicked: 3.7%

Biodiversity Emails

- **Botany, Bees and New Biolinks Courses 12th May 2022:** Opened 48.5% Clicked: 9.8%
- **Resend -Botany, Bees and New Biolinks Courses 16th May 2022:** Opened 21.8% Clicked: 4.6%
- **Birds, Bumblebees and Bishops Wood BioBlitz 25th May 2022:** Opened: 46.9% Clicks: 7.5%
- **Resend - Birds, Bumblebees and Bishops Wood BioBlitz 27th May 2022:** Opened: 19.7% Clicks: 3.3%

Digital Hub Newsletter

- **Digital Hub Newsletter 27th May 2022:** Opened: 24.4% Clicks: 3.8%

Email campaigns

Education Newsletters

- **Biology Newsletter 9th May 2022:** Opened: 33.2% Clicks: 8.6%
- **Geography Newsletter 9th May 2022:** Opened: 27.8% Clicks 5.6%
- **Resend - Biology Newsletter 11th May 2022:** Opened:16.3% Clicks 4.4%
- **Resend - Geography Newsletter 11th May 2022:** Opened: 14% Clicks: 3.0%
- **University Newsletter 18th May 2022:** Opened: 47.9% Clicks: 16.8%
- **Resend - University Newsletter 20th May 2022:** Opened: 17.6% Clicks: 4.7%

Non-Returners

- **Secondary non returner 25th May 2022:** Opened: 23.7% Clicks: 1.0%
- **Primary non returner 25th May 2022:** Opened: 27.1% Clicks: 1.2%
- **University non returner 25th May 2022:** Opened: 34.8% Clicks:0.8%

New Business

- **YHA locations promotion 23rd May 2022:** Opened: 14% Clicks: 4.3%

Digital/Search Campaign

Work Completed

General/SEO

- Found Account Creation tool no longer exists
- Keyword review
- Began Landing page review
- Set up Trello
- Provided example PPC project brief
- Checked on-going tasks for updates
- Fixed 13 broken links
- Client communications
- Asked Charles to redirect extra Geography & Biology Fieldwork URLs
- Monthly SEO audit, keyword review and written report

PPC

Google Ads

- Checked Merchant Centre - all working now
- Checked disapproved ads - emailed
- Reviewed search queries for Paid & Grand account
- Found some unexpected changes in account
- Updated text ads for School Trip campaigns to reflect bookings made up to a year in advance
- Reviewed recommendations for both accounts
- Fixed some negative keyword conflicts
- Added a callout extension to Natural History campaign
- Suggested trying Performance Max

Work Planned

- Review keywords (with client)
- In depth look into ranked pages & cannibalisation, post keyword review
- Set up new Educational FB campaigns
- Resolve issue with newsletter signup tracking (with client)
- Resolve issue with new account creation (with client)
- Keyword research / optimisation for Learning Resources (with client)
- Continue to update publications meta-tags (as time allows)
- Write search-optimised meta tags for other pages (ongoing)
- Research new backlink opportunities
- Trial DSAs in the Paid account (with client)
- Trial Performance Max instead of Google Shopping
- 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 are still seeing great year-on-year metrics, with revenue up 153%. Month-on-month figures are doing well for both accounts, although cost for the paid account has seen a rise, due to the newly enabled campaigns.

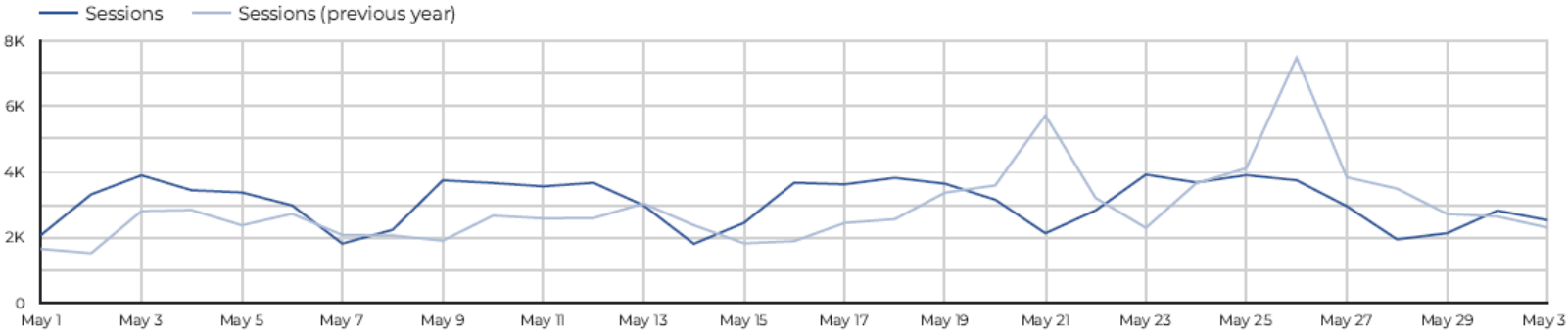
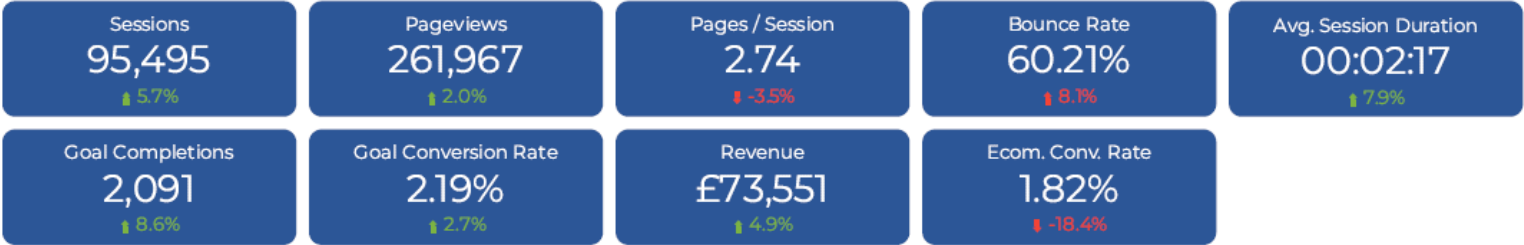
Ecommerce: Traffic is still holding steady year on year, with sessions, revenue and conversions all up 4-8%. May drew in a seasonal rise in sessions, conversion and revenue, with all seeing increased figures month on month. Organic traffic is up 48%, which is good to see, although revenue from this source has seen another year on year drop of 27%.

Keywords: Keywords have generally retained their good positions, although some were affected by a recent Google Algorithm Update.

Digital/Search Campaign

Year-on-year figures are looking static, with sessions and revenue both up around 5%, while completions are up 8%.
May has seen another seasonal rise in sessions.

Overall traffic – 1st – 31st May 2022



Month of Year ▾	Sessions	Pageviews	Bounce Rate	Avg. Session Duration
May 2022	95,495	261,967	60.21%	00:02:17
Apr 2022	72,354	205,338	59.48%	00:02:21
Mar 2022	102,583	268,649	61.11%	00:02:08
Feb 2022	77,726	221,437	59.83%	00:02:26
Jan 2022	76,363	229,918	55.14%	00:02:25
Dec 2021	47,886	146,261	56.45%	00:02:28

Website Analytics

Comparing to data from previous month:

1st – 30th April 2022

User sessions: 72,354

School enquiry form submissions: 117

Courses purchased: 1,917 = £55,125.24*

Publications purchased: 3,109 = £14,321.40

1st – 31st May 2022

User sessions: 95,495 +31.98%

School enquiry form submissions: 201 +71.79%

Courses purchased: 1,667 -13.04% =£46,852.07*-15%

Publications purchased: 4,507 +44.96% = £23,680.32 +65.35%

**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 – 31st May 2021

User sessions: 69,744

School enquiry form submissions: 98

Courses purchased: 2,334 =£47,200.16

Publications purchased: 3,848 = £20,075.80

1st – 31st May 2022

User sessions: 95,495 +36.92%

School enquiry form submissions: 201 +105.10%

Courses purchased: 1,667 -28.58% =£46,852.07*-0.74%

Publications purchased: 4,507 +17.12% = £23,680.32 +17.95%

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

Trees for Cities

At the end of 2021, Field Studies Council secured funding to deliver community training and resources as part of a £1.2M project secured by [Trees for Cities](#) to increase tree cover in smaller coastal cities and towns.

Spring Training

All 228 spaces were filled

- 7 place courses
- 1 online

98% of attendees rated the course 4+ on enjoyability and usefulness

Summer Training

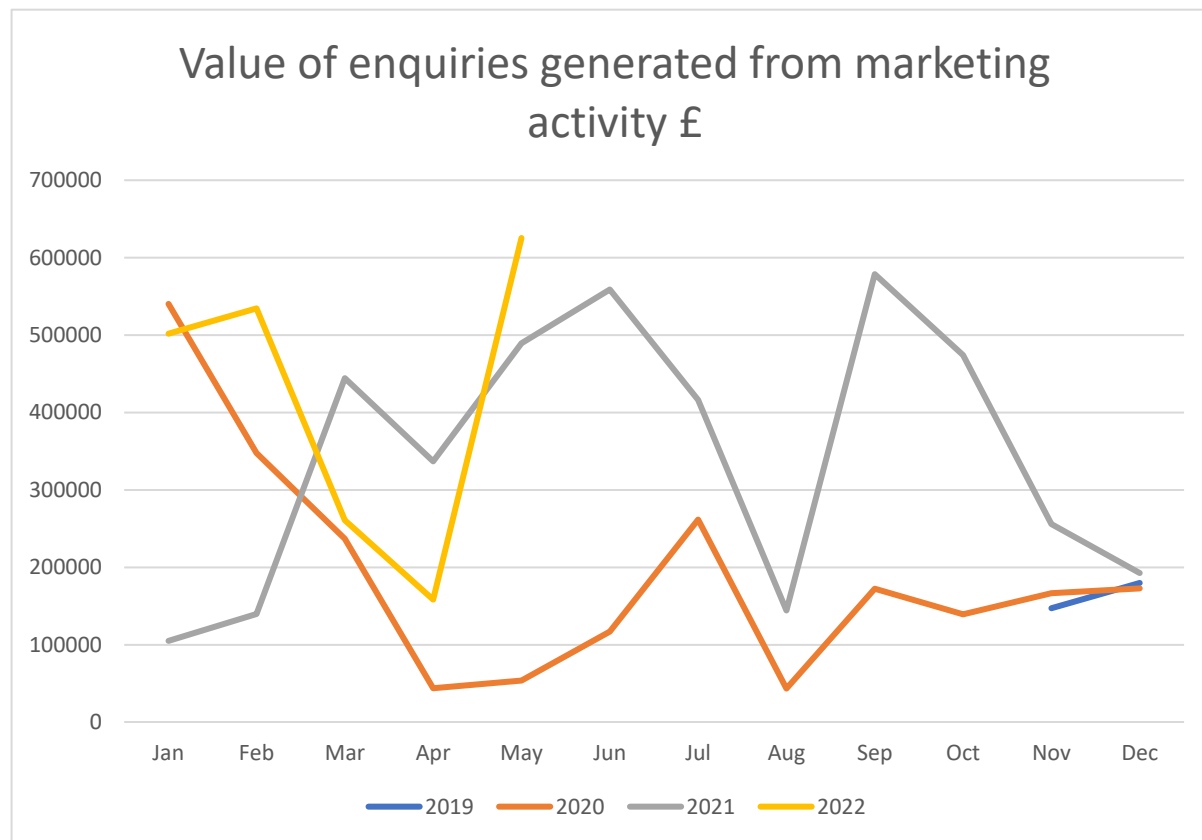
Registrations opened on the 27th May

- Focus on encouraging 18–24-year-olds
- Social media ads are currently running for each location

Social media packs have been sent to all partners and groups



Sales Enquiries



Comment:

May 2022 enquiries at £625k, increasing from previous month and on previous years. Marketing campaigns, for YHA project, and non-returners resulting in enquiries, together with schools/groups contacting via FSC website, and enquiries from directories.

Plan:

Continue focused campaigns for day and primary courses, but manage demand to allow sales team to focus on managing spring/summer rebooking activity alongside new enquiries. High volume education marketing planned for September for 2023 bookings.

Marketing activity:

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

Next Steps – June

Schools

- Email campaign promoting primary and secondary in 2022/2023
- Send fieldwork related tweets from GA accounts as part of agreement
- Social campaign for National Fieldwork Week in June
- Launch paid for version of Digital Hub and promote
- Refresh paid for Google adverts and check SEO

Publications

- Looking at new channels as Facebook is unreliable
- Increasing the Google Shopping budget which is continuing to grow
- Running Facebook and Twitter adverts for Bundles Sales and AIDGAP publications for career level interest.
- Trialling Pinterest Adverts
- Sending an e-shot to Natural History interested newsletter subscribers
- Trialling Display Adverts
- More attention on Google Ads from the Grants account
- Promoting Jellyfish and Guide bundle

Eco-Skills

- Creating a Scotland landing page and bundling promotions and opportunities
- Starting a new relationship with TVC
- Trialling digital advertising for Bristol
- Creating Exhibition flyers and competition promotion
- British Wildlife Advert
- BBC Wildlife back page advert
- Uploading all Q4 courses to Facebook shop

BioLinks

- 3 Newsletters
 - 10th June – Normal Newsletter
 - 20th June – National Insect Week
 - 30th June – List of all the courses with spaces in the next 3 months
- Open Day and BioBlitz at Bishops Wood (11th & 12th). Leaflets, posters etc to print.
- Lots of social media sharing and content for National Insect Week
- Move forward with RES infographic creation.
- Start to slowly rebrand BioLinks Course images

Leisure

- Listing arts courses on CraftCourses.com
- Increase social content for all leisure areas, including an arts competition
- Arts/family/nature themed e-shot mid June
- Centre promotion for young people (posters or postcard)

Trees for Cities

- Registrations are open for free summer training (Closes 20th June)
- Ongoing communications for registrations with a focus on 18–24-year-olds
- Running Facebook and twitter adverts with a youth focus
- Allocation of spaces for free summer training