

Marketing Update

June 2022

Covering:

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


Highlight

Biolinks new free online course, Identifying Distinct Butterflies, was released on the 29th June 2022 and has had an incredible 896 bookings.



Social - Facebook


Top Posts – By Organic Reach

**The Field Studies Council**
Published by Hootsuite · June 27 at 12:00 PM · 🌐

Calling all citizen scientists 🐝

Take part in a Flower-Insect Timed Count (FIT Count) to help track how pollinator populations are fairing and changing in the UK.

FIT Counts can be done anywhere, including gardens and parks, in warm, dry weather any time from April to September. ... See more



llinator Monitoring S

UKPOMS.ORG.UK
FIT Counts: help us monitor pollinators | PoMS

👍 71 3 Comments 69 Shares

👍 Like 💬 Comment ➦ Share

Most relevant ▼

Performance for your post

8171 People reached		
209 Likes, comments & shares		
224 Post clicks		
0 Photo views	127 Link clicks	97 Other clicks

Distribution summary

+2.7x higher than your other posts within 9 days of publishing.

↑ 2.7x more Post impressions	↑ 3.0x more Post clicks	↑ 3.3x more Reactions
------------------------------	-------------------------	-----------------------

View more details

Negative feedback

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

209 Likes, comments & shares

Branded content distribution

View breakdown

8171 Total reach	8171 Organic reach	0 Paid reach
8296 Total impressions	8296 Organic impressions	0 Paid impressions


Join us on Friday the 26th of August to learn about Beavers! 🌲🍷🌿

In this FREE webinar, we will be hearing from Chris Jones from the [Beaver Trust](#) and the [Cornwall Beaver Project](#) about the history of beavers and what their future looks like in the UK. 🌿

Find out more and book now via Eventbrite ➦ <http://ow.ly/CbZp50JwQf6>

👤 David Parkyn

#Beavers #FSCEcology #FreeWebinar #Conservation



EVENTBRITE.CO.UK

Beavers in Britain – now and in the future

Beavers once shaped our landscape, but have since been hunted to almost extin...

Sign up

182,438 People reached	3,821 Engagements	↑ +1.3x average Distribution score
------------------------	-------------------	------------------------------------

Boosted on June 16 at 12:07 PM Completed

By Mel Fsc

People reached	180K	Link clicks	804
----------------	------	-------------	-----

View results

👍❤️ 578

364 Comments 62 Shares

16,766
Page Likes

Facebook Shopping – 501 views 161 clicks to website

Social - Twitter

June 2022 Twitter summary

Top Tweet earned 7,440 impressions

We're so excited it's
#NationalFieldworkWeek starting today 🦋
👟 To celebrate we have some fabulous
#FREE resources for primary & secondary
geography ow.ly/urhs50Jq28p
@The_GA **#geography**
#geographyfieldwork **#resources**
#teaching **#geographyteacher**
pic.twitter.com/TYJgHBuFHx



🔄 1 🗨️ 15 ❤️ 29

Top media Tweet earned 1,920 impressions

With **#NationalFieldworkWeek** coming to an end make sure you've downloaded our **#free** teacher resources - and we'd love to know how you get on using them!
ow.ly/64vm50Jt1Fk
pic.twitter.com/CGpJubMIJo



🔄 7 ❤️ 8

12,603
followers

JUN 2022 SUMMARY

Tweets

62

Tweet impressions

122K

Profile visits

5,677

Mentions


188


New followers

60

Social - Instagram



7,611 followers (current total)

 field_studies_council



[View Collection](#)

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

 Liked by **this.is.ros** and **135 others**

field_studies_council 🦑 At Field Studies Council we are always looking for bright fun and im... more

[View all 6 comments](#)

this.is.ros Christmas sorted 🍷❤️

29 June

 field_studies_council



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

 Liked by **fscbiodiversity** and **71 others**


field_studies_council Field studies in the stunning Lake District National Park. 🌿... more


christopherlane1956 This is a wonderful centre, in a brilliant location. The perfect place for fieldwork...or just to absorb our amazing environment. 🙌❤️

field_studies_council @christopherlane1956





4.48k
lifetime
linktree
clicks


159 June
linktree
clicks

 field_studies_council



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

 Liked by **pauseandrewild** and **91 others**

field_studies_council ? Do you know your lichens? ? ... more

22 June

Social – LinkedIn



Gained 191
new followers
in June

Engagement metrics:

Average click through rate: **4.71%**

Average engagement rate: **6.89%**

[illegible]

Paid Digital Advertising

Publications

We have moved to running Facebook adverts at weekends as analytics shows this is when conversions are highest.

We are trialing Pinterest to reach new audiences

Using the Grants Google Ad account, paid Google Advertising, YouTube and Google shopping and social we are generating traffic to the Publications pages.

Organic Traffic has halved since this time last year, so we are looking for new avenues to generate traffic and reach audiences

Summer Sale Bundles

Promotions included Insect Bundle, Seaside Bundle and Plants Bundle.

Facebook Spend: £1001

Value of purchases from ads: £1916

Return on investment: +£0.91 per £1 spent

Comments:

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



Paid Digital Advertising

Eco Skills

Updating adverts with new imagery, photo led adverts continue to convert most successfully.

Google Adverts promoting courses nationally have a CTR of 5% and ROI of 2.1. Previous regional advertising resulted in a CTR of 12% but negative ROI.

Twitter continues to have a good CTR

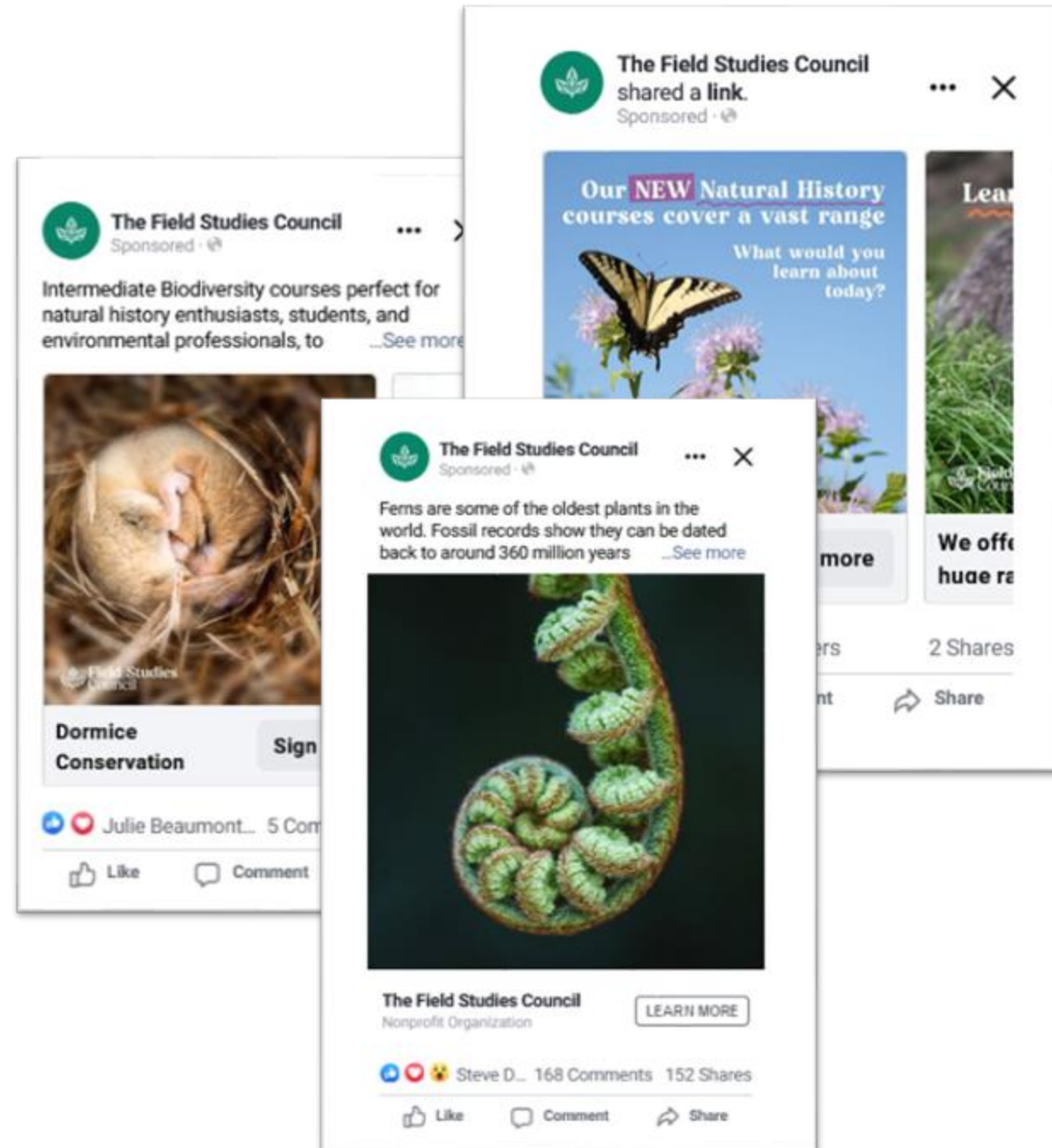
Facebook and Instagram

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

Spend: £1116

Value of purchases from ads: £4487

Return on investment: £3.02 per £1 spent





Email campaigns

General Emails

- **June Newsletter 1st June 2022:** Opened 42.3% Clicks: 8.7%
- **Resend - June Newsletter 3rd June 2022:** Opened 19.9% Clicks: 4.5%

Biodiversity Emails

- **New Natural History Courses - Bryophytes, Badgers, Birds and More 10th June 2022:** Opened 38.9% Clicks: 11.5%
- **Resend - New Natural History Courses - Bryophytes, Badgers, Birds and More 13th June 2022:** Opened 16.2% Clicks: 5.4%
- **National Insect Week 20th June 2022:** Opened: 37% Clicks: 7.7%
- **Resend - National Insect Week 23rd June 2022:** Opened: 12.9% Clicks: 3.9%
- **Natural History Courses and Events in Summer 30th June 2022:** Opened 45.3% Clicks 9.4%

Email campaigns

Education Newsletters

- **Primary Newsletter 6th June 2022:** Opened: 22.6% Clicks: 2.7%
- **Resend – Primary Newsletter 10th June 2022:** Opened: 11.7% Clicks 1.2%
- **Education Company 2022/2023 Primary promotion 7th June 2022:** Opened: 10% Clicks: 5%
- **Education Company 2022/2023 Secondary promotion 7th June 2022:** Opened: 13% Clicks: 5%
- **Resend - Education Company 2022/2023 Primary promotion 14th June 2022:** Opened: 5% Clicks: 9%
- **Resend - Education Company 2022/2023 Secondary promotion 14th June 2022:** Opened: 5% Clicks: 4.3%

Leisure Emails

- **Leisure Newsletter 13th June 2022:** Opened: 42.4% Clicks: 8.1%
- **Resend – Leisure Newsletter 15th June 2022:** Opened 16.2% Clicks 2.8%

Digital/Search Campaign

Work Completed

General/SEO

- Client communications
- Trello updates
- Finding Newsletter link still 404s
- Fixed two broken links
- Added redirects for Kindrogan and Orielson
- Wrote meta tags for 35 resources pages
- Emailed about various broken links & missing sitemap
- Backlink audit
- Catch up call with Mel
- Monthly SEO audit, keyword review and written report

PPC

Google Ads

- Reduced Shopping bids
- Reviewed search terms & added negatives
- Added some sitelinks extensions
- Added some image extensions
- Set up Performance Max
- Corrected landing page issue for an ad group
- Reviewed recommendations
- Added image extensions to Primary campaign
- Trialled a display extension for School campaigns
- Added four audiences for reporting

Work Planned

- Review keywords (with client)
- In depth look into ranked pages & cannibalisation, post keyword review
- 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
- Monitor Performance Max campaign
- 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 stats are still looking great year on year. Sessions and revenue are up over 100%, and conversions over 500%. We set up the Performance Max campaign on the 28th, and it's already brought in 4 conversions. We'll report more on this next month..

Ecommerce: Year-on-year figures are still holding steady, with minor fluctuations. Month on month sessions were high, with more conversions and revenue drawn in. Ecommerce revenue is at the highest figure this year. The Microsoft Ads revenue has dropped after a strong May, but is still looking good.

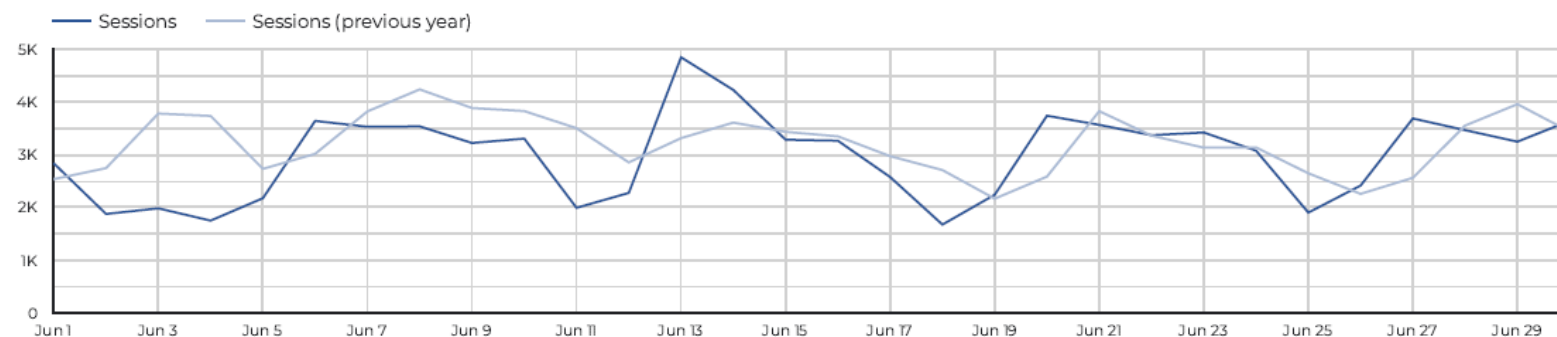
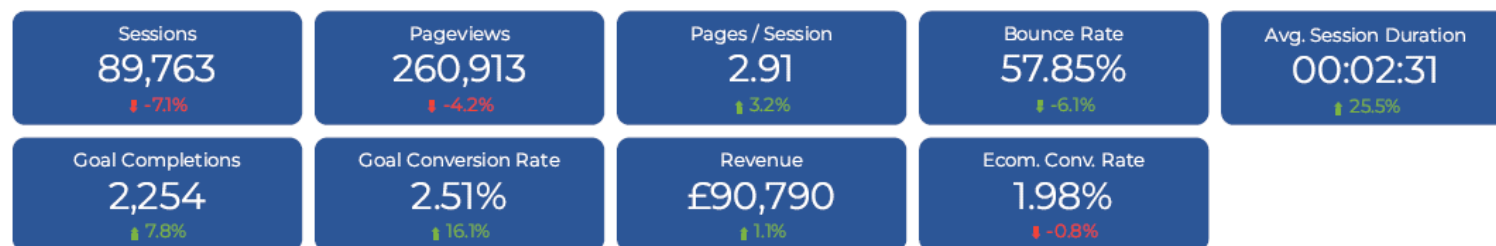
Keywords: Keywords have generally recovered from the affects of the algorithm update, with some good rises in position. We'll revise these once we have the keyword review back from you.

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 – 30th June 2022



Month of Year ▾	Sessions	Pageviews	Bounce Rate	Avg. Session Duration
Jun 2022	89,763	260,913	57.85%	00:02:31
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

Website Analytics

Comparing to data from previous month:

1st – 31st May 2022

User sessions: 95,495

School enquiry form submissions: 201

Courses purchased: 1,667 =£46,852.07*

Publications purchased: 4,507 = £23,680.32

1st – 30th June 2022

User sessions: 89,763 - 6%

School enquiry form submissions: 144 -28.36%

Courses purchased: 1,704 + 2.22% =£67,703.05* + 44.5%

Publications purchased: 4,026 -10.67% = £20,352.45 -14.05%

**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 – 30th June 2021

User sessions: 96,658

School enquiry form submissions: 100

Courses purchased: 1,713 = £63,172.40

Publications purchased: 5,169 = £23,396.58

1st – 30th June 2022

User sessions: 89,763 -7.13%

School enquiry form submissions: 144 +44%

Courses purchased: 1,704 -0.52% = £67,703.05* +7.17%

Publications purchased: 4,026 -22.11% = £20,352.45 -13.01%

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

BioLinks

BioLinks have recently developed two new online courses in collaboration with Butterfly Conservation. The course is free to complete through our Moodle platform, and it includes self study material, quizzes, and a live webinar with the tutors.

Since going live on Eventbrite on the 29th of June we have had lots of people sign up:

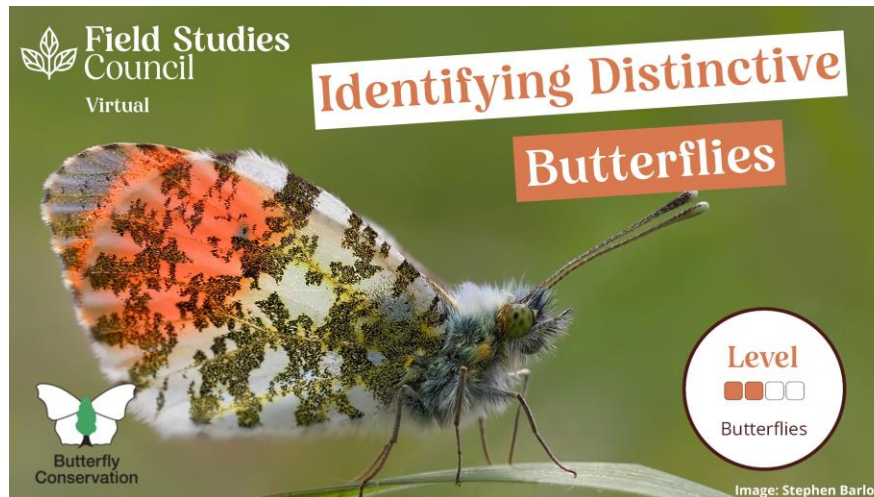
[Identifying Distinctive Butterflies](#)

- 896 bookings

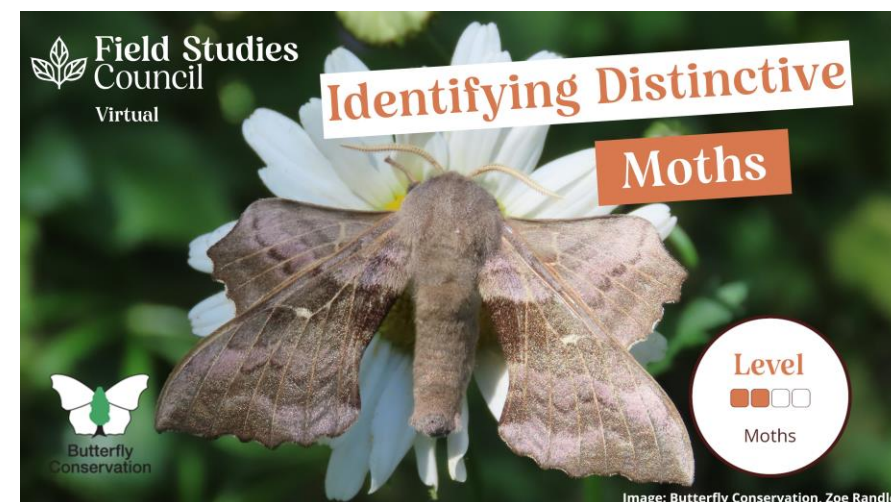
[Identifying Distinctive Moths](#)

- 556 bookings

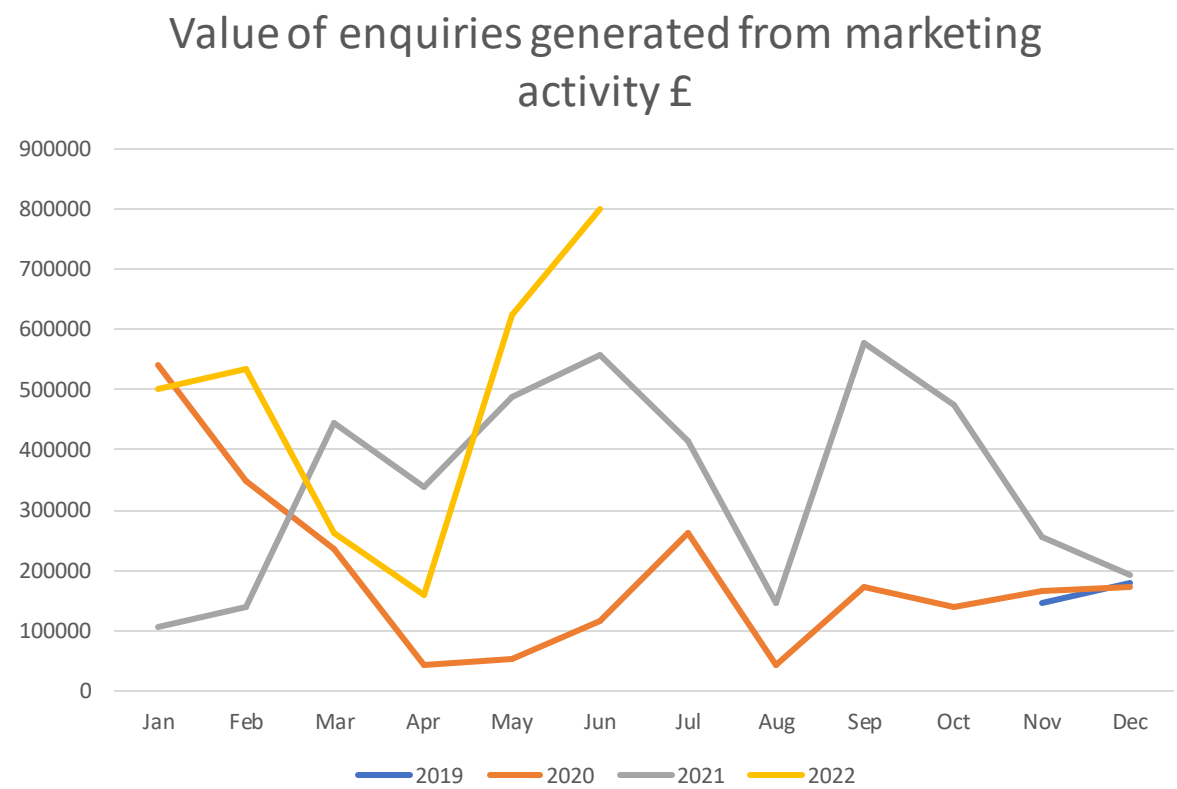
(Figures as of the 13th of July)



Once they access the course on Moodle, there will be information and links to find out more about what the Field Studies Council do. Directing them to further learning, resources or newsletters etc.



Sales Enquiries



Comment:

June 2022 enquiries at £801k, an increase on previous month and previous year. Enquiries coming in from marketing campaigns, website and directory listings.

Plan:

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 –July

Schools

- Send fieldwork related tweets from GA accounts as part of agreement
- Launch paid for version of Digital Hub and promote
- Refresh paid for Google adverts and check SEO
- Set up online teacher training for autumn
- Start planning autumn campaigns

Publications

- Trialling Pinterest display adverts
- Running Facebook and Twitter adverts for Bundles Sales and AIDGAP publications for career level interest.
- Increasing products in a new style Google Advert
- Creating more adverts on Google Ads in the Grants account
- Continuation of social media posting (boosting best performers)

Eco-Skills

- Looking at promotional opportunities in Scotland
- Contacting ATs for blog and / or social content
- Uploading Reviews to course pages
- British Wildlife Advert
- Bristol print and social adverts with Bristol Magazine
- Creating a contact list for county councils
- Continuing strong content social posts
- Introduced a Wildlife Wednesday quiz on instagram

BioLinks

- 3 Newsletters
 - 14th July – Regular update on products and services.
- Push the two new free courses made in collaboration with Butterfly conservation. Bookings are already going well!
- Identifying distinct butterflies
 - Identifying distinct mothsPriority on making the Field Studies Guidance Notes. Two will be ready at the end of July to share.

Leisure

- Listing arts courses on CraftCourses.com
- Increase social content for all leisure areas, including adding arts courses as FB events.
- Promotion of PM as accommodation for the Commonwealth Games