

Fremantle Markets

Marketing Report

March 2024



SOCIAL MEDIA

ORGANIC

Stay connected with the pulse of Fremantle Markets by following us on Instagram and Facebook! Experience daily market highlights, exclusive promotions from our stallholders, and sneak peeks into the vibrant City of Fremantle.

Got something exciting to share? Reach out, and we'll craft a dedicated post just for you. Remember to tag us @FremantleMarkets in your posts and stories to keep the connection alive!



SOCIAL MEDIA

ORGANIC - BEST PERFORMING POSTS (MARCH)



**Highest EVER
engagement on a
Fremantle Markets
Instagram post!!**



SOCIAL MEDIA

PAID

March 2024 saw our Instagram and Facebook ads spotlighting Fremantle Markets as the ultimate Easter Long Weekend destination. Our targeted approach tailored to both tourists and locals seeking an unforgettable Autumn experience at the markets.

As April arrives, we continue targeting family-oriented activities, aligning with the school holidays to captivate a wider audience. We're amplifying the vibrant atmosphere and diverse offerings awaiting visitors at the markets.



OVERVIEW

MARKETING

Each month, we present a Trader Spotlight video, delving into the essence of our market by showcasing a standout trader in a captivating video shared across Instagram, Facebook, and YouTube.

Get assistance in promoting your stall by asking for images captured by our professional photographer each month. Interested in featuring your stall? Contact Nick to schedule your next shoot.





MARKETING

RESULTS

Facebook
Instagram
TikTok



FACEBOOK

RESULTS

Total Followers: The total number of people who have followers on a page.

New Followers: The number of new likes that a page gains over one month.

Reach: The number of people who had any content from a page or about a page enters their screen.

Engagements: The number of people who engaged with the page.

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|-----------------|--------|
| Total Followers | 77,535 |
|-----------------|--------|

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|---------------|-----|
| New Followers | 373 |
|---------------|-----|

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|-------|---------|
| Reach | 196,925 |
|-------|---------|

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|-------------|--------|
| Engagements | 16,545 |
|-------------|--------|



INSTAGRAM

RESULTS

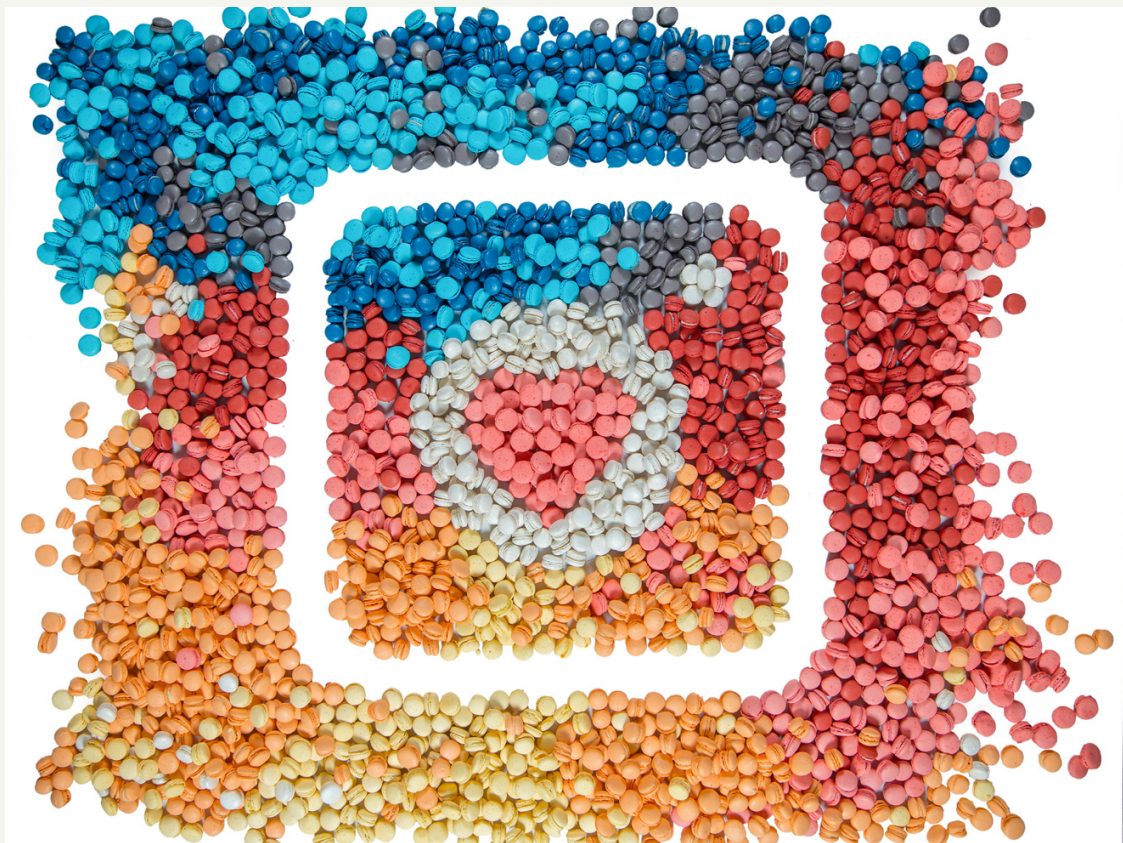
Total Followers: The total number of users that follow the Instagram page.

New Followers: The number of new users that have followed the page.

Reach: The number of people who had any content from a page or about a page enter their screen

Engagements: The number of people who engaged with the page.

| | |
|-----------------|--------|
| Total Followers | 9,260 |
| New Followers | 258 |
| Reach | 42,868 |
| Engagements | 1,141 |



TIKTOK

RESULTS

Total Followers: The total number of users that follow the TikTok page.

New Followers: The number of new users that have followed the page.

Video Views: The total number of views achieved from content posted in the month.

Engagements: The number of people who engaged content. (likes, comments & shares)

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|-----------------|-----|
| Total Followers | 879 |
|-----------------|-----|

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|---------------|----|
| New Followers | 32 |
|---------------|----|

| | |
|-------------|-------|
| Video Views | 5,889 |
|-------------|-------|

| | |
|------------|----|
| Engagement | 87 |
|------------|----|



WHAT IS HAPPENING

APRIL

Micro-Influencers

Incorporating micro-influencers can notably enhance engagement across Fremantle Markets' social media channels. These influencers, despite having smaller followings, cultivate high levels of engagement, lending an authentic and relatable touch to their content that resonates deeply with their audience. Through collaboration with 2-3 micro-influencers this month, Fremantle Markets can access specialized communities and connect with prospective customers genuinely intrigued by the market's offerings.

Trader of the Month:

We're shining a spotlight on one Trader! The video provides a closer, behind-the-scenes view of the stall's operations. These posts are also boosted to enhance engagement and broaden their reach.

School Holidays - Targeted Ads

With the Easter school holidays upon us early this month, we are targeting ads at families for a fun day out in Fremantle. Through our use of imagery and targeting specific demographics we can reach a family audience of people around the Fremantle and Perth areas.

GET IN TOUCH



Don't forget to mention us in your posts to boost engagement, and don't hesitate to participate in the discussion on our content! If you require assistance with social media, let Nick know and he can assist.

Got exciting deals or new arrivals to announce? Let us know, and we'll help spread the word to our followers at Fremantle Markets across various social media platforms!

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