

# FREMANTLE MARKETS

## November Report



# MARKETING OVERVIEW

Dear Traders,

Merry Christmas!

We would like to extend a massive thank you to each and every trader that has been involved in Fremantle Markets events this year. Your effort and contribution does not go unnoticed, and helps to create the sense of community that is the markets!

Christmas is only a few short weeks away, and we've got a few tips for you to boost your holiday sales:

## CHRISTMAS PROMOTIONS

We strongly encourage product traders to run a Christmas promotion to encourage Christmas shopping at your stall.

If you would like your promotion advertised on the market Facebook page, please email an image of your promotion and any T+Cs to [jessica@simtail.com](mailto:jessica@simtail.com).

## BOXING DAY SALES

Boxing Day sales are a great opportunity to sell excess stock, increase EOY sales, and give a last marketing push for the year.



# MARKETING OVERVIEW

If you're holding a Boxing Day sale, make sure to include an announcement across your business social media platforms, move your sale items to the front of your stall, and utilise signage to drive foot traffic.

## INSTAGRAM HACK

As many of you already know, on November 10th Fremantle Markets Instagram account was hacked.

We are currently working with Facebook and cyber security to reinstate ownership, however, in the meantime, we are using the Fremantle Markets Facebook platform to promote our beautiful markets.

It's important now more than ever that traders utilise their own social media platforms to drive interest, brand awareness, and foot traffic to Fremantle Markets.

If you would like any tips or assistance in creating or using social media, please contact [jessica@simtail.com](mailto:jessica@simtail.com).



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## CHRISTMAS WISHING TREE

If you haven't stopped by yet, our Christmas Wishing Tree is in full swing!

Our wishing tree is a community engagement initiative with an aim to spread hope, joy and a little Christmas cheer over the holiday season.

Please encourage customers to stop by, and advertise this activity across your own platforms if you wish.

## CHRISTMAS VISUAL MERCHANDISING

Are you utilising Christmas decorations in your stall? Visual merchandising is a great way to drive interest and foot traffic into your store.

If you have your store decorated, we would love to promote it across the Fremantle Markets Facebook page!

Send through any images via email to [jessica@simtail.com](mailto:jessica@simtail.com).



# MARKETING OVERVIEW

## TRADER OF THE MONTH

To provide a point of difference from the newly opened, FOMO centre, Fremantle Markets will be implementing a 'Trader of the Month' campaign across organic social media.

This campaign is designed to highlight tenants and their wares, build local relationships, encourage neighbourhood convenience purchasing, and encourage visitation to the markets.

If you would like to be involved, please email [jessica@simtail.com](mailto:jessica@simtail.com).



# PLANNED STRATEGY

## SOCIAL MEDIA

### Organic Social Media

Images will be published on Facebook and Instagram promoting the Fremantle Markets as a must-see destination with seasonal goods and products.

Trader of the Month posts will also be incorporated into Fremantle Markets organic social media schedule.

### Paid Social Media Campaign

Fremantle Markets runs an ongoing social media campaign every weekend targeted at one product and food trader per week.

These campaigns are targeted towards users that align with the markets and trader offering and who live nearby the Fremantle and Perth metro area.

## EMAIL CAMPAIGNS

Bi-monthly emails will continue to be published to Fremantle Markets 12,000 subscriber base. These email campaigns are focused on upcoming Market activations, product and food traders promotions.



# OTHER MEDIA

## Paid Advertising

### 6PR Radio

We ran adverts Friday to Sunday over two weeks in November. 195,000 people tune into 6PR each week

### Market Money

Until 31st December 2021 we are participating in a Destination Perth promotional initiative that's been pushed out via Channel 9 News, Destination Perth and the City of Fremantle encouraging locals to book a night in Fremantle and receive a \$165 voucher to the market.

### This is Fremantle Magazine

Although Fremantle Markets features heavily in the new 80 page This is Fremantle Magazine, we have paid for a full page advert as well. This magazine will be distributed for free across Western Australia as well as interstate.

### Destination WA - Channel 9

The following clip aired on channel 9  
[Watch it here](#)



# OTHER MEDIA CONT...

## Free Advertising

### Sunday Times

We were listed in a double page spread in the Sunday Times as one of the best markets in Perth.

### Travel Guides - TV Show

Filming took place in the Market for an upcoming episode of Travel Guides.

### Digital Campaigns

Fremantle Markets participated in the This is Fremantle digital campaigns running in November and December promoting Fremantle as the place to visit for Christmas shopping.



# **MARKETING ACTIVITY RESULTS**

**Facebook Posts**  
**Instagram Posts**  
**Google My Business**  
**Email**

# FACEBOOK POSTS

**Page Views:** The number of times a page's profile has been viewed by a unique individual.

**Page Likes:** The total number of people who have liked a 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.

Page Views	1,517
Page Likes	68,160
Reach	401,036
Engagements	11,649



# GOOGLE MY BUSINESS

Google my Business is a business management tool that allows you to optimise your business profile on Google.

Google My Business profiles help to boost a business's visibility online, improve SEO (search engine optimisation) and gain valuable customer insights.

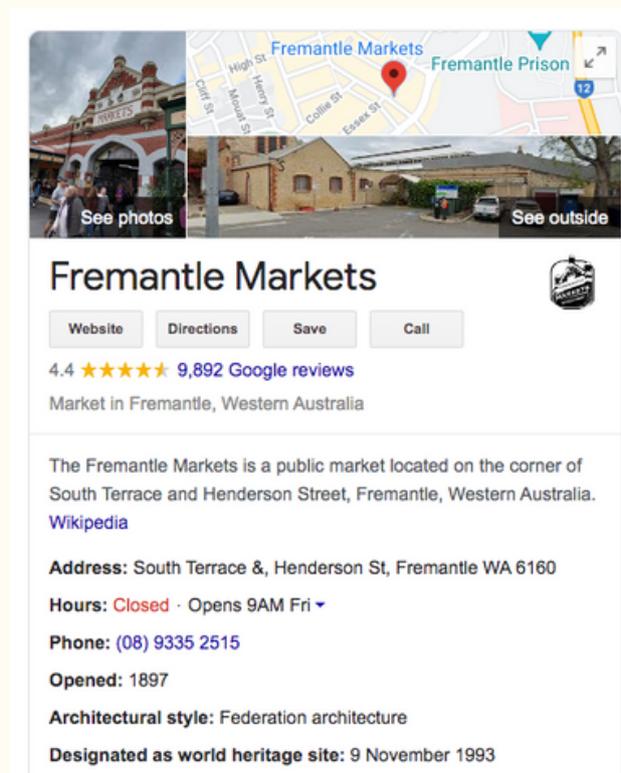
**Total Views:** The total number of users that have found a business through Google Search and Google Maps.

**Website Visits:** The total number of times a customer views your website by clicking the 'Website' button.

**Direction Requests:** The total amount of times a customer has requested directions by clicking the 'Directions' button.

**Calls:** The total amount of calls made by customers who have clicked the 'Call' button.

Total Views	356K
Website Visits	1.68K
Direction Requests	12.1K
Photo Views	338,352



# EMAILS

Email campaigns are sent out bi-monthly and are based on building brand awareness, visitor loyalty and foot traffic.

Emails are sent out to a visitor database of over 12,000 people and are focused on upcoming market activations, specific traders, and special events.

**Emails sent:** The total number of emails sent out to the database over the month.

**Delivery Rate:** The total number of emails that arrived successfully in a person's inbox.

**Open Rate:** The percentage of people who opened the email out of the list of subscribers.

**Click Rate:** The total amount of people who clicked on linked content within the email.

Emails Sent	34,679
Delivery Rate	99.2%
Open Rate	21.4%
Click Rate	0.7%



# GET IN TOUCH

If you have any questions please don't hesitate to get in touch.

If you have a promotion, special product, or giveaways this November, please make sure to email Jessica at the email listed below so it can be published to Fremantle Markets social media platforms.

**Natasha Atkinson**

**Email:** [natasha@fremantlemarkets.com.au](mailto:natasha@fremantlemarkets.com.au)

**Call:** 9335 2515

**Simtail**

**Jessica Powell**

**Email:** [jessica@simtail.com.au](mailto:jessica@simtail.com.au)

**Call:** 0421 785 905

