

FREMANTLE MARKETS

April Report



MARKETING OVERVIEW

Dear Traders,

It's May, and we're nearly halfway through 2021! Keep reading to find out what Fremantle Markets got up to this March.

March's 'THIS IS FUNMANTLE' event brought huge crowds to the iconic suburb with many ticket holders choosing to visit Fremantle Markets.

To help facilitate foot traffic and ticket sales, Fremantle Markets ran a paid social media campaign before and during the event. This campaign used targeting techniques to increase ticket sales with locals, families and those interested in similar events, e.g. the Royal Show.

Social media has performed greatly during April with a:

- 34% increase in Facebook page views
- 16% increase in Facebook reach
- 20% increase in Instagram profile visits

The Fremantle Markets Google Ads campaign has performed similarly with a:

- 9% increase in clicks
- 36% increase in click-through-rate

*Please refer to pages 6 and 7 for these terms' definitions.



UPCOMING ACTIVATIONS

MOTHER'S DAY

To encourage foot traffic and sales within the markets we have created a downloadable Mother's Day gift guide.

Customers can easily download the gift guide to their smartphones via social media and locate the trader with the promotion they would like to purchase.

The response to the gift guide was massive and we'd like to thank the traders involved for their participation.

We will track the effectiveness of this campaign to test its effectiveness for similar seasonal promotional periods, e.g. Black Friday & Christmas.

If you found that the Mother's Day gift guide boosted your stall's traffic and sales, please let us know by emailing jessica@simtail.com.

Check out the guide for yourself [here](#).

RADIO ADVERTISEMENTS

In conjunction with Nova 93.7, Fremantle Markets will be featured in commercial and live advertisements throughout May and June.

These ads use Nova's large bank of internal insights to specifically target listeners that



have an interest, or could be interested in visiting the Fremantle Markets.

To complement these radio ads Nova's Casanovas will be visiting the Fremantle Markets to create hype, visitation and reach through their presence and social media channels.

They will have prizes to give away, entertainment and games, plus a 30 second live cross to the station.

They will be visiting the marketing on:

- Friday 7th May at 12.40 pm
- Friday 28th May at 2.40 pm

PLANNED STRATEGY

SOCIAL MEDIA

Organic Social Media

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

To complement the Mother's Day gift guide, images will be published organically to increase awareness of traders who feature gifts visitors may want to purchase for Mother's Day.

Paid Social Media Campaign

We will be running two social media campaigns for this activation. One will increase the reach of Mother's Day-related traders, the second will ensure the downloadable gift guide is shown to a large number of potential visitors in an effort to boost foot traffic and increase in-market sales.

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 trader, e.g. the Mother's Day gift guide.



MARKETING ACTIVITY RESULTS

Facebook Posts

Instagram Posts

Google Ads

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 | 2,541 |
| Page Likes | 65622 |
| Reach | 607,168 |
| Engagements | 3597 |

INSTAGRAM POSTS

Total Followers: The total number of users that follow an account.

New Followers: The number of new people who have followed a profile.

Accounts Reached: The number of unique accounts that have seen a profile's content.

Profile Visits: The number of times a profile was viewed.

Content Interactions: The amount of engagements followers had with content.

| | |
|----------------------|---------|
| Total Followers | 29,443 |
| New Followers | 648 |
| Accounts Reached | 121,963 |
| Profile Visits | 3,740 |
| Content Interactions | 8,603 |

GOOGLE ADS

Google ads help businesses get their name in front of customers who are searching for similar organisations by ranking highly on search engine results pages.

The targeting model used allows businesses to create and share well-timed ads among their target audience.

Clicks: The number of users that clicked on the ad.

Impressions: Each time the ad is shown on a search results page.

Click-through rate (CTR): The number of clicks the ad received divided by the number of times the ad is shown.

| | |
|-------------|--------|
| Clicks | 1,065 |
| Impressions | 29,069 |
| CTR | 3.66% |

Discover Fremantle Markets | Perth's Original Market Experience | Over 150 Unique Stalls
(Ad) <http://www.fremantlemarkets.com.au> (08) 9335 2515
4.5 ★★★★★ rating for
Enjoy the distinctive atmosphere of over a hundred years of vibrant culture and heritage
Fremantle Markets are a must-see for locals and tourists alike.
Shows: Scitech Science Wonderland

Market Stems
Special Valentine's Day flower available in a single stem and in 'grab n go' bunches

Fremantle Markets | Friday, Saturday & Sunday | Open 9am to 6pm
(Ad) <http://www.fremantlemarkets.com.au> (08) 9335 2515
4.5 ★★★★★ rating for
Enjoy the distinctive atmosphere of over a hundred years of vibrant culture and heritage
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| Traders View over 150 unique stalls | Events View events at Fremantle Markets |
| Buskers Unique buskers at Fremantle Markets | Contact Get directions or contact us here |

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 April, 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

Call: 9335 2515

Simtail

Jessica Powell

Email: jessica@simtail.com.au

Call: 0421 785 905

