

FREMANTLE MARKETS

April Report



MARKETING OVERVIEW

Dear Traders,

As you are aware, this upcoming Sunday is Mother's Day! What better time is there for people to show their appreciation for their mums by taking them for a walk through the Markets?

Below we've included a few tips for how to make your stall and offerings stand out this Mother's Day weekend and boost engagement across social media.

These include:

- Posting Mother's Day-related content that promotes your brand and/or offerings on social media this week. This could include posting a photo of your own Mum to show your appreciation for her support over the years, a photo of staff members who are mothers, or just a photo of your offering with a caption that aligns it with Mother's Day to keep your stall front-of-mind.
- Offering special discounts or deals to mums to take advantage of the higher foot traffic.

Participating in these sorts of promotions is a great way to boost sales, improve brand awareness, and create a friendly, inviting atmosphere that keeps customers coming back!



MARKETING OVERVIEW

BILLBOARD ADVERTISING

In April, our billboard advertising continued at the Claremont, Joondalup, and Fremantle train stations. These encouraged visitation by boosting brand awareness. ensuring the Fremantle Markets remain front-of-mind.

AUTUMN VM

The lovely autumn-themed visual merchandising will continue to promote a warm, cozy, and inviting atmosphere at the Markets!

RADIO ADVERTISING

In April, a News and Weather sponsorship with 96FM was implemented to increase awareness and drive foot traffic over the school holidays and long weekends.



PLANNED STRATEGY

Organic Social Media

As part of our ongoing strategy, we will continue posting images highlighting specific traders and their offerings - as well as user-generated content - which will be published on Facebook and Instagram. This will keep our audience up-to-date with the latest happenings at the Markets and inform them of new, unique offerings to drive visitation and boost awareness.

Daily engagement is also carried out organically to grow the following of the new Instagram page.

In May, we will tailor posts around Mother's Day, Tourist Appreciation Day, World Hamburger Day, World Macaroon Day, Nurses Day, and promote the upcoming Truffle Festival in July.

Paid Social Media Campaign

Fremantle Markets will continue running a paid social media campaign each weekend spotlighting a different trader.

This will continue in conjunction with the Page Likes campaign to boost the Markets' following on Facebook and Instagram. We are also advertising via Instagram to grow the new page.

These campaigns are targeted toward users that are likely to be interested in the Markets and specific trader offerings, as well as targeting those who live near Fremantle and in the Perth metro area.



PLANNED STRATEGY

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, and product and food traders' promotions.

TRUFFLE FESTIVAL

It's truffle season - and there's no better place to celebrate than at the Fremantle Markets!

This festival is a huge opportunity to increase foot traffic through the Markets and encourage people to engage with different food traders - especially with the cancellation of Truffle Kerfuffle.

Festivities will include truffle tastings, special menu items, competitions, community activations with local primary schools, and updated visual merchandising throughout the Market that will promote the upcoming events.

This event will be promoted using a multi-channel strategy to ensure there is a strong awareness of the event and its offerings.



MARKETING ACTIVITY RESULTS

Facebook
Instagram
Email
Google MyBusiness

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	3,244
Page Likes	70,204
Reach	202,663
Engagements	8,049



INSTAGRAM POSTS

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.

New Followers	283
Reach	73,425
Engagements	1,625



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	39,517
Delivery Rate	99.6%
Open Rate	27.4%
Click Rate	1.2%



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.

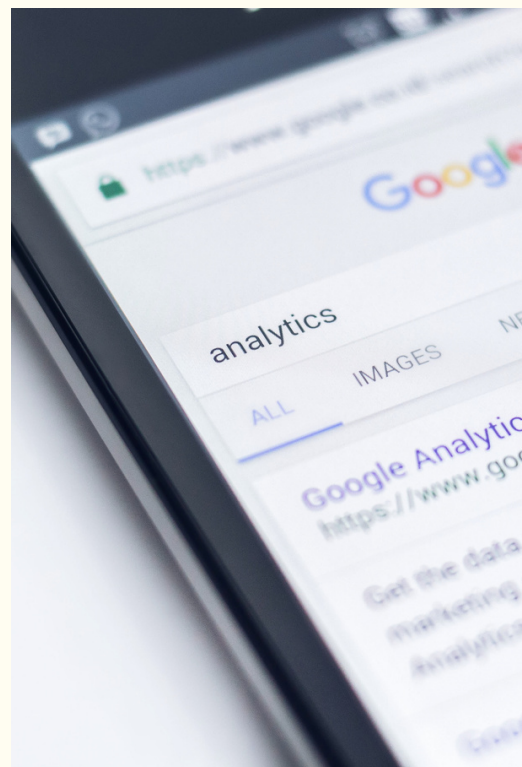
Users: The total number of people who initiated a session on the website.

Sessions: A session is a group of user interactions with your website that take place within a given time frame.

Bounce Rate: The percentage of sessions in which people only viewed one page.

Average Session Duration: How long people spend on the website on average.

Users	17.8K
Sessions	23.2K
Bounce Rate	45%
Average Session Duration	00:01:41



GET IN TOUCH

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

If you have a promotion, special product, or giveaway this April, please make sure to email Patrick at the email listed below so it can be published to Fremantle Market's social media platforms.

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