

FREMANTLE MARKETS

August Report



MARKETING OVERVIEW

Dear Traders,

Welcome to Spring! As the weather starts to warm up and people begin Christmas shopping, we're hoping to see an increase in traffic to the markets.

One way to capitalise on this extra foot traffic is to give your stall a seasonal refresh. See our top tips below:

- Place new arrivals at the forefront of your stall to draw in passersbys.
- Refresh your social media hashtags so they're relevant e.g. #springhassprung #schoolholidays #perthchristmas
- Encourage customers to spend more time in your stall and give it a classic 'spring clean!'

SCHOOL HOLIDAYS

School holidays are running from Saturday, September 25th to Sunday, October 10th.

Take advantage of the increase in foot traffic and run a free workshop or stall promotion.

Please email jessica@simtail.com if you have a school holidays event/promotion that you would like pushed across social media.



UPCOMING EVENTS

Cheese & Wine Festival

From September 17th to 19th Fremantle Markets will be hosting a Cheese & Wine Festival!

Partnering with local WA wineries and our very own Treat Me Fancy, we will be showcasing a wide range of rare artisanal cheeses throughout the weekend.

If your stall sells items complimentary to this event e.g., cheese boards, cold meats, wine coolers, wine glasses etc, please email jessica@simtail.com so we can promote this alongside the event.

Scitech Incursion

Scitech will be visiting The Shed across the two school holiday weekends with entertaining and educational performances for kids.

Dates: 2nd, 3rd, 9th & 10th

Times: 10am - 10.30am & 12.30pm-1pm

Make sure to mention this to customers and encourage them to come along!



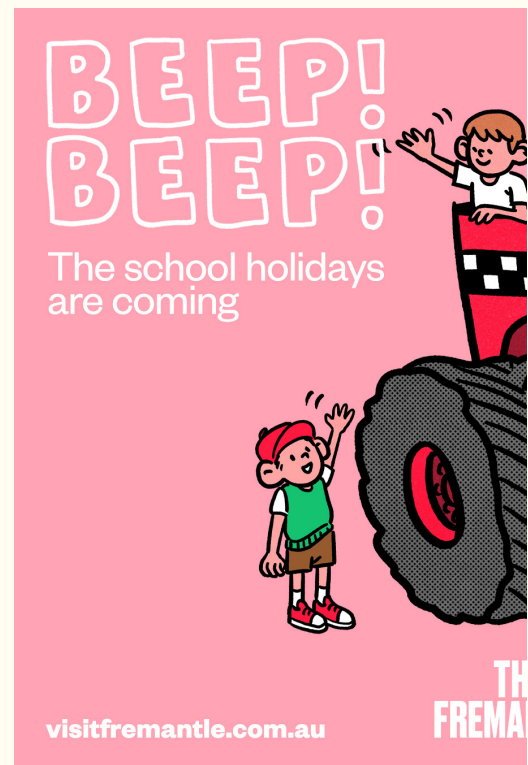
UPCOMING EVENTS

THIS IS FREMANTLE - BEEP! BEEP!

The City of Fremantle is running the BEEP! BEEP! campaign throughout the school holidays, which encourages families to walk the streets of Fremantle and learn about all things motor vehicles.

Fremantle Markets will be hosting the Holden Car Club and the Classic English Ford Club of WA in the Norfolk Close Car Park on Sunday 10th October.

By taking part in this campaign, we are encouraging foot traffic for the event to bypass the markets.



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.

Images provided by Treat Me Fancy and featured wineries will be published in the lead up to the event to excite and inspire Perth residents to visit the festival.

Paid Social Media Campaign

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

These will continue throughout August along with a specialised campaign promoting the Cheese & Wine Festival.

This will be targeted to:

- Those who are over 18
- Have an expressed interest in wine and cheese
- Live nearby the Perth metro and Fremantle area
- Rural tourists



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.

PLANNED STRATEGY

GOOGLE ADS

Search Ads

To enhance awareness and visitation of Fremantle Markets upcoming events for June, we will be posting extensions onto the Google Search Ads. These extensions will be targeted to potential visitors interested in these events and will help to increase reach and action by Fremantle Markets customers.

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.

RADIO ADVERTISEMENTS

Fremantle Markets will be running a campaign in the week leading up to the Distillers Festival. This campaign will be broadcast to over 200,000 people over the age of 25.



TRADITIONAL ADVERTISING

In an effort to push awareness of the Distillers Festival, we will be utilising traditional media outlets such as media releases and presence in tourism and online publications.

Fremantle Markets will also be featured in the new THIS IS FREMANTLE magazine, with a full-page ad near the start of the publication.

MARKETING ACTIVITY RESULTS

Facebook Posts
Instagram Posts
Google Ads
Google My Business
Email
Radio - 96FM

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	1,691
Page Likes	67,353
Reach	520,035
Engagements	14,360

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 Views: The number of times a profile was viewed.

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

Total Followers	30,669
New Followers	531
Accounts Reached	113,607
Profile Views	3,089
Content Interactions	13,037

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	1,315
Impressions	22,070
CTR	5.96%

Discover Fremantle Markets | Perth's Original Market Experience | Over 150 Unique Stalls

 <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

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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

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

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.

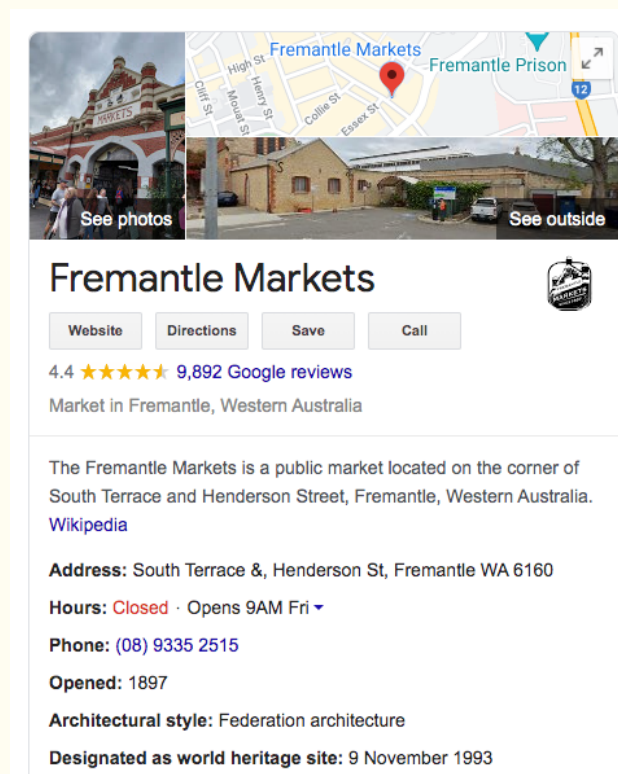
Total Views: The total number of users that have found a business through Google Search and Google Maps.

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	324K
Website Visits	1.5K
Direction Requests	10K
Calls	77



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	40,644
Delivery Rate	99.8%
Open Rate	16.3%
Click Rate	0.7%



RADIO – 96FM

This radio campaign was engineered to increase awareness and visitation towards the successful Truffle Extravaganza.

The campaign began on Sunday 18th, and gradually increased ad frequency up until the Friday where the event launched. The ads continued over the weekend and slowed down to a close on Sunday afternoon.

Target Demo: What age demographic this radio ad was targeted to.

Reach: The total number of people that heard the campaign.

Campaign Rate: The number of times a unique individual heard the campaign.

Target Demo	25+
Reach	235,000
Campaign Rate	5.06



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 July, 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

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Call: 0421 785 905

