

FREMANTLE MARKETS

July Report



MARKETING OVERVIEW

Dear Traders,

Happy August! We're officially on the home stretch to the end of 2021, and we couldn't be more excited about the upcoming events we've got planned for the rest of the year.

Firstly, we want to thank all the traders who were involved in this year's Truffle Extravaganza. It was a huge success once again, and we can't wait to build upon this event in the years to come.

MONTHLY PHOTOSHOOTS

Starting in August Fremantle Markets will be having monthly photoshoots. This is to ensure that each trader that wants to be photographed gets a chance to in the two-hour photoshoot time allocated.

The next shoot is scheduled for **Friday 27th from 12 pm - 2 pm**. If you would like to be featured, please email jessica@simtail.com.

FATHER'S DAY

Father's Day is fast approaching and now is the perfect time to begin planning a promotion, package or limited product.



These types of mechanics work to entice Perth shoppers to Fremantle Markets to purchase a gift that's unique and supports a local small business.

If you have a Father's Day special that you would like promoted on Fremantle Markets social media platforms, please email jessica@simtail.com.

UPCOMING EVENTS

DISTILLERS FESTIVAL

The Distillers Festival is returning to Fremantle Markets this August!

Running from the 27th to the 29th, ten distillers (along with our very own Sin Gin) will be setting up throughout the market providing tastings and selling bottles of their products.

This year, we have placed distillers inside the Shed, and other various stalls throughout the Hall. This way foot traffic is more evenly spread throughout the market, and traders are getting extra brand awareness from potential customers.

We encourage traders to talk about this event across your social media platforms and ask your followers to come down and enjoy the event!

If any traders would like to be involved by creating a 'spirit infused dish', or have items complementary to the festival (e.g. wine keep cups, cooler bags, whiskey stones etc) please email jessica@simtail.com to be featured across Fremantle Markets social media platforms.



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 the featured distillers 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 Distillers Festival.

This will be targeted to:

- Those who are over 18
- Have an expressed interest in spirits
- 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.

Display Ads

Google Ads can also appear as Display ads, which are text-based, image or video advertisements that promote a certain product or service without people searching for it.

As the distillers festival has an easily recognised product offering and engaging artwork, we will be trialling a display ad campaign to promote this event.



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
Radio - Nova

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	2,638
Page Likes	66,991
Reach	677,997
Engagements	15,097

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	30,430
New Followers	636
Accounts Reached	124,990
Profile Views	3,712
Content Interactions	12,597

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	1,424
Impressions	23.023
CTR	6.19%

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
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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	515K
Website Visits	1.8K
Direction Requests	9.72K
Calls	147

Fremantle Markets

4.4 ★★★★★ 9,892 Google reviews

Market in Fremantle, Western Australia

The Fremantle Markets is a public market located on the corner of South Terrace and Henderson Street, Fremantle, Western Australia. [Wikipedia](#)

Address: South Terrace &, Henderson St, Fremantle WA 6160

Hours: Closed · Opens 9AM Fri ▾

Phone: (08) 9335 2515

Opened: 1897

Architectural style: Federation architecture

Designated as world heritage site: 9 November 1993

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	41,802
Delivery Rate	99.8%
Open Rate	20.7%
Click Rate	1%



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	25-64
Reach	248,000
Campaign Rate	6.12



RADIO – NOVA

In June Fremantle Markets wrapped up a series of brand awareness ads with Nova.

These ads were targeted at domestic travellers, Perth residents and families within an 18-65+ age bracket.

The ads encouraged visitation by focusing on the markets' key selling points and a sense of nostalgia from Perth residents.

Gross Impressions: The number of times an ad was heard by a listener (could be heard multiple times by the same person)

Cume Reach: The total number of individuals that heard the ad.

Average Frequency: The average amount of times an individual heard the ad.

Target Demo	18-65+
Gross Impressions	2,124,000
Cume Reach	548,000
Avg Frequency	3.87



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

Email: jessica@simtail.com.au

Call: 0421 785 905

