

FREMANTLE MARKETS

June Report



MARKETING OVERVIEW

Dear Traders,

It sure has been a big month! While we may be in the middle of winter, there has been some nice, sunny weather bringing visitors to the Markets.

The Truffle Extravaganza was a wonderful success! Thank you to the traders who were able to participate this year. Events like these are a great way to bring extra visitors and foot traffic to the Fremantle Markets - which is good for everyone!

So what's on next?

There are always exciting things going on, but the next big event coming up in August is the Distiller's Festival. A number of vendors will be visiting the markets to sell their selections of drinks. This event is sure to lift everyone's spirits (pun intended!), so start preparing by setting up a promotion to run over the weekend.

More details to come.



MARKETING OVERVIEW

DISTILLERS FESTIVAL

EVENT RUNDOWN

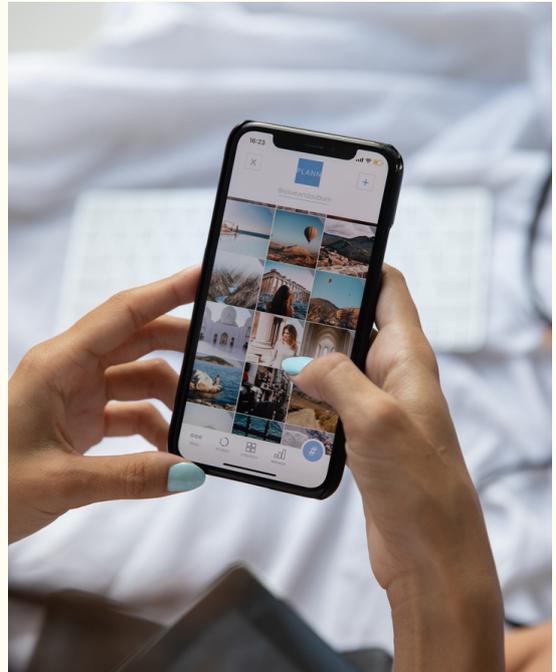
For another year, the Fremantle Markets will be inviting a number of Western Australian Distillers to set up shop, selling drinks over a fun-filled weekend.

INFLUENCER ENGAGEMENT

To assist in promoting the Distillers Festival and to help grow the Instagram page, we will be engaging influencers who will be visiting the Markets over the event weekend!

RADIO ADVERTISING

A two-week radio campaign will promote the Distillers Festival to a huge audience in the two weeks before the event.

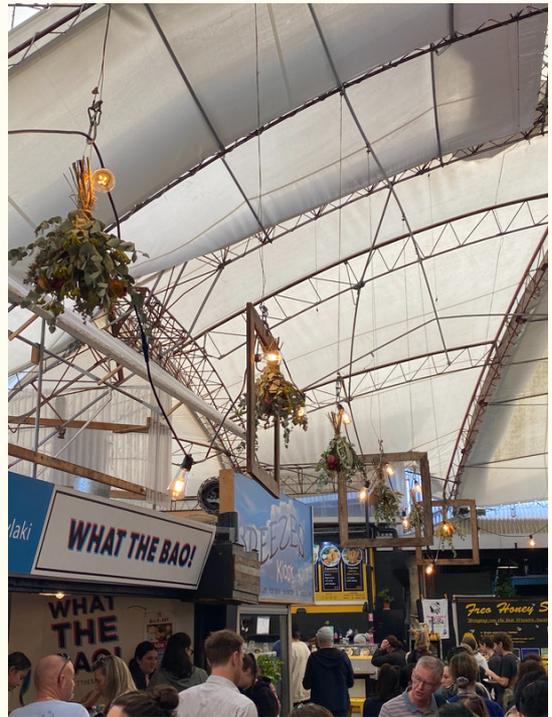


MARKETING OVERVIEW

VISUAL MERCHANDISING

Some amazing, new visual merchandising has been installed by The Freo Florist, drawing on beautiful native plants for their design.

See if you can spot the different species around the markets, just some of them being: proteas, kangaroo paw, strawflowers and eucalyptus.



PLANNED STRATEGY

DIGITAL TOURIST CAMPAIGN

Now that the world is opening up, tourism in Perth is on the rise. So starting in July, we will be running a new Google search campaign that targets tourists in Perth.

The campaign will show the Fremantle Markets to people searching things like: "what to do in Perth?" or "top tourist spots."

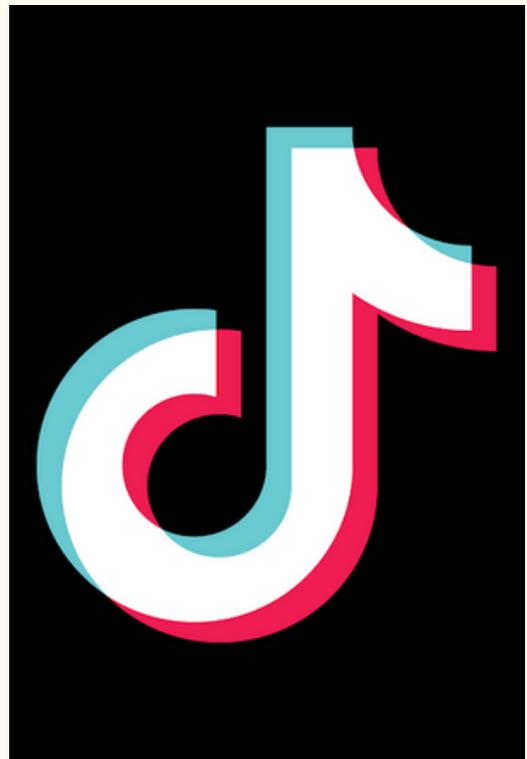
TRADER ASSISTANCE PROGRAM

Going forward, in addition to the trader of the month video, we will be offering a Google Ad campaign showcasing a unique offer the trader has for the month.

This will assist the Trader of the Month in reaching a new online audience and increasing exposure. These will link to the Trader's profile on the Fremantle Markets website where patrons can find more information.

TIK TOK

Keep an eye out, because in July the Fremantle Markets is joining TikTok. This will help to increase engagement, especially with younger audiences.



PLANNED STRATEGY

ORGANIC SOCIAL MEDIA

We will be incorporating more video content into our strategy going forward, with the introduction of bi-monthly videography shoots. The content captured will be used to capitalise on the rising popularity of short-form video content such as Instagram Reels and Tik Tok videos.

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 across our social media. 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 to organically grow the following of the new Instagram page.

BILLBOARD ADVERTISING

Billboard advertising has been booked at Joondalup, Claremont, and Fremantle Stations in June 2022 and July to December 2023 to increase awareness.



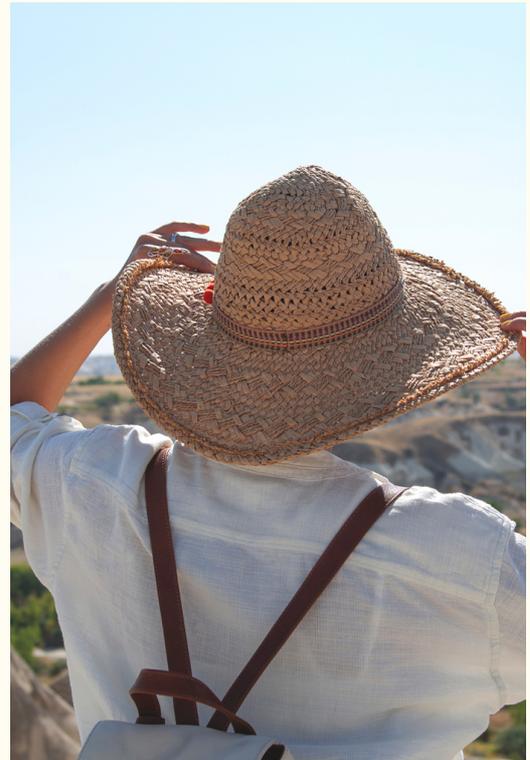
PLANNED STRATEGY

PAID SOCIAL MEDIA

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. The focus will be shifted slightly more towards Instagram to help build the following on the platform.

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

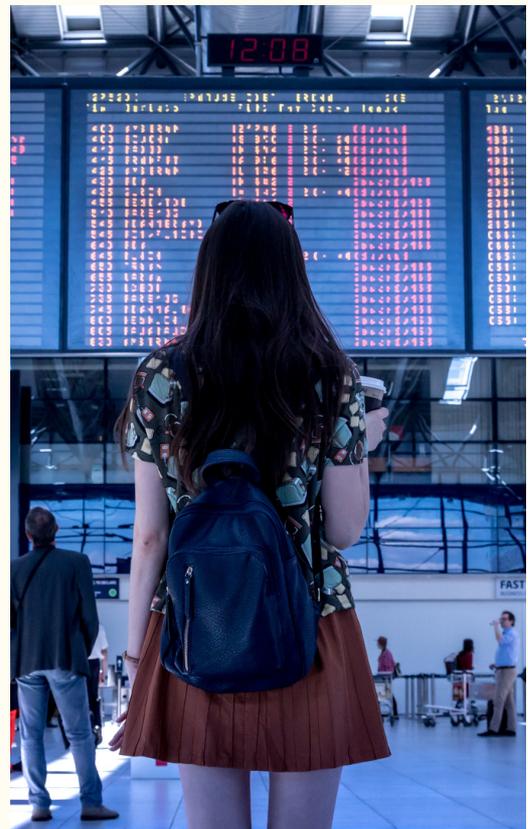
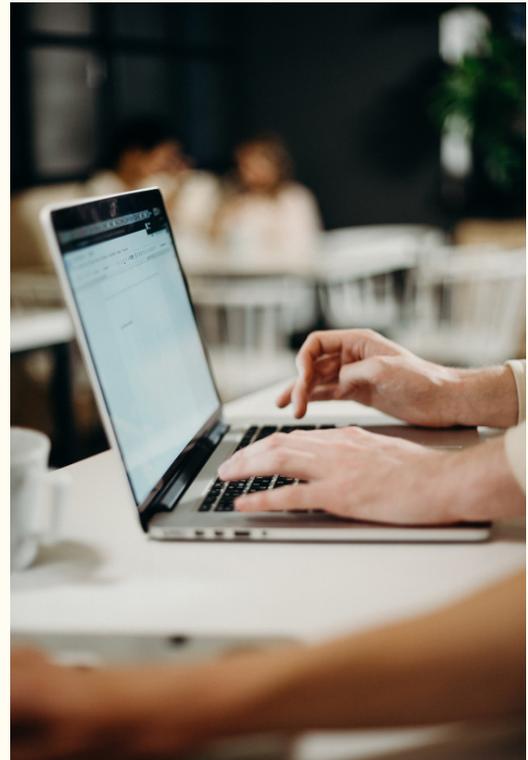
Bi-monthly emails will continue to be published to Fremantle Markets' 12,000 subscriber base. These email campaigns are focused on upcoming Market activations, and product and food traders' promotions.

AIRPORT BROCHURE DISPLAYS

For this quarter (July-September), we have booked the following displays to be shown at Perth airport:

- Brochure Display DL Perth Airport T1
July - September Quarter
- Brochure Display DL Perth Airport T3
July - September Quarter
- Brochure Display DL East Perth Rail
Terminal July - September

This will help contribute to our campaign that is targeting the tourism industry.



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	3,833
Page Likes	71,139
Reach	157,300
Engagements	6,898



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.

Total Followers	2,183
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New Followers	274
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Reach	53,300
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Engagements	2,678
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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	31,273
Delivery Rate	99.7%
Open Rate	28%
Click Rate	1.1%



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.

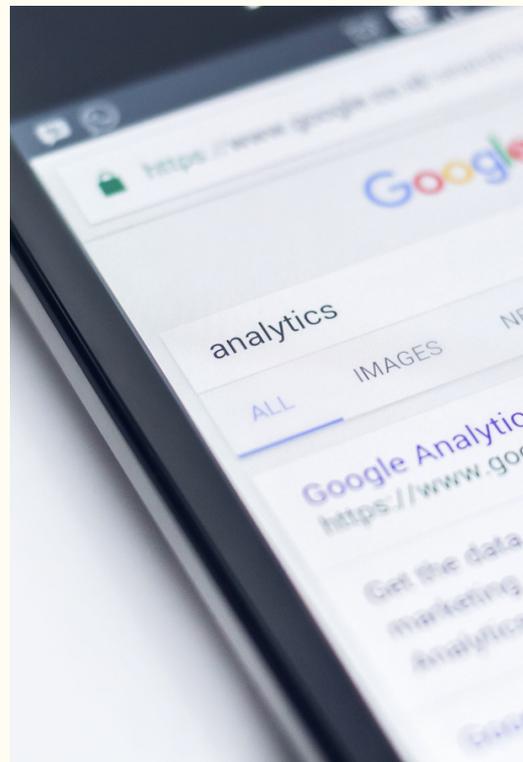
Users: The total number of people who initiated a session on the website.

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	13.8K
Sessions	17.1K
Bounce Rate	40.8%
Average Session Duration	00:01:55



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 month, please make sure to email Josh at the email listed below so it can be published to Fremantle Market's social media platforms.

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Simtail

Josh Rentenaar

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