

FREMANTLE MARKETS

March Report



MARKETING OVERVIEW

Dear Traders,

Happy Easter! April has arrived and with it a full month of Fremantle fun.

For March's activation, Fremantle Markets hosted an International Women's Day photo booth for visitors to take their picture and make their pledge to 'choose to challenge' gender bias.

The photo booth was a huge success with over 85 photo slips printed!

This activation was complemented by a social media campaign that focused on some of Fremantle Markets female-run traders. The campaign urged people to visit and make a purchase in support of International Women's Day.

In social media news, Fremantle Markets Facebook page has experienced a **0.7% increase** in Page Likes, a **12% increase** in Reach and a **3% increase** in content engagements.

The Markets' Google Ads are performing similarly, with a **25% increase** in clicks and a huge **54% increase** in impressions.



UPCOMING ACTIVATIONS

FUNMANTLE

Fremantle's THIS IS FUNMANTLE event is guaranteed to bring laughter, fun and lots of foot traffic to the Fremantle area.

To take advantage of this extra foot traffic, Fremantle Markets is making a call out to traders that would be prepared to offer a discount or gift with purchase to FUNMANTLE ticket holders.

Gift with purchases or discounts are used as a sales strategy to entice and convert potential customers. This campaign would be used to incentivise ticket holders to visit the Markets before or after they visit the FUNMANTLE event. Examples include:

- 20% off your second piece of jewellery
- Buy 1 meal and get your 2nd half-price
- Receive a free tote bag with any purchase etc.
- Get 20% off all products

If you have a gift with purchase or discount in mind that you are willing to offer, please contact jessica@simtail.com.



PLANNED STRATEGY

FUNMANTLE

Organic Social Media

Images will be published on Facebook and Instagram promoting FUNMANTLE's dates and directing them where to buy tickets.

Paid Social Media Campaign

We will be running a social media campaign before and during the FUNMANTLE event to increase visitation and ticket sales. The campaign will be targeted towards locals, families and those interested in similar events e.g. the Royal Show.

GOOGLE ADS

Fremantle Markets will continue to run its Google Search campaigns. These campaigns work to keep the Markets top of page when users search generically for shopping centres, markets and/or retailers to visit in Perth.

An ad extension will be added to promote the FUNMANTLE event with a link to purchase tickets online.

RADIO ADS

The Markets is in the process of planning a series of radio ads to be published in May and June. More information will be available in due course.



SOCIAL MEDIA ADS

Every week, two social media posts are boosted for the duration of the weekend (one food trader and one product trader). These posts are targeted towards people in the Fremantle and Booragoon area and aim to generate interest, buzz and visitation to the Fremantle Markets.

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.

MARKETING ACTIVITY RESULTS

Facebook Posts

Instagram Posts

Google Ads

Email

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	1,704
Page Likes	65,254
Reach	516,537
Engagements	10,997

INSTAGRAM POSTS

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.

New Followers	731
Accounts Reached	130,418
Profile Visits	3,037
Content Interactions	10,313

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	964
Impressions	37,992
CTR	2.54%

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
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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

EMAIL

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.

Unique Opens: The number of unique individuals that opened the email.

Total Clicks: The total number of clicks the email received.

People Clicked: The number of unique individuals who clicked on the email.

Clicks per person: The average click amount per person.

Unique Opens	2,272
Total Clicks	167
People Clicked	97
Clicks per person	1.72

GET IN TOUCH

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

Your questions and queries will be answered in a quick and efficient manner by Natasha or one of Fremantle Markets' contacts from Simtail.

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