

FREMANTLE MARKETS

October Report



MARKETING OVERVIEW

Dear Traders,

Christmas is fast approaching and that means the biggest retail rush of the year is nearly upon us!

Make sure your stall is ready for the foot traffic increase by utilising these useful tips:

- **Draw focus to the front of your stall** - Install something dazzling at the front of your stall to draw passersby attention and increase visitation. Whether it's fairy lights or your most eye-catching product, making your store memorable in the consumer's eye is key.
- **Utilise social media** - Schedule your posts in advance highlighting who the product is perfect for and its benefits. Averaging 2-5 posts per week will work to increase your organic reach and brand awareness.
- **Black Friday** - Use a Black Friday promotion to encourage customers to start their Christmas shopping early at your stall! Start your promotions a week early to get a head start on your competition and ensure customers buy from you right away.



MARKETING OVERVIEW

CHRISTMAS WISHING TREE

On November 17th we will be installing seasonal decorations featuring our Christmas Wishing Tree.

Visitors will be encouraged to write their wishes for the year ahead, and attach them to the tree. Passersby can visit the tree, read other wishes, and gain intention inspiration for the year ahead.

Activations like this encourage community engagement, foster local relationships and incentivise market visitation.

TRADER OF THE MONTH

To provide a point of difference from the newly opened, FOMO centre, Fremantle Markets will be implementing a 'Trader of the Month' campaign across organic social media.

This campaign is designed to highlight tenants and their wares, build local relationships, encourage neighbourhood convenience purchasing, and encourage visitation to the markets.

If you would like to be involved, please email jessica@simtail.com.



MARKETING OVERVIEW

BLACK FRIDAY

Black Friday sales are a great opportunity to relieve your stall of increased stock, drive foot traffic and brand awareness to your business, and encourage full-priced purchases as add ons.

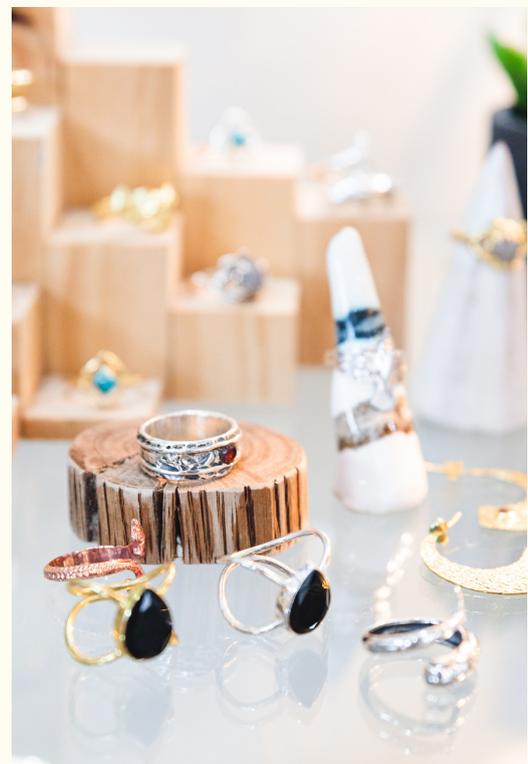
If you have a Black Friday sale that you would like promoted on Fremantle Markets social platforms, please email jessica@simtail.com.

Please endeavour to get your sales in as soon as possible, as early promotion of sales in the week leading up to Black Friday will work to increase foot traffic over the weekend.

CHRISTMAS PRODUCTS

Do you stock products that are perfect for the kids, mum and dad, or that someone special this Christmas? Let us know by emailing jessica@simtail.com.

If there is a specific quality that makes your product special, please make sure to include this in your email.



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.

Trader of the Month posts will also be incorporated into Fremantle Markets organic social media schedule.

Paid Social Media Campaign

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

These campaigns are targeted towards users that align with the markets and trader offering and who live nearby the Fremantle and Perth metro area.

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.



MARKETING ACTIVITY RESULTS

Facebook Posts
Instagram Posts
Google My Business
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	2,000
Page Likes	67,805
Reach	513,802
Engagements	21,760

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	31,132
New Followers	575
Accounts Reached	115,095
Profile Views	3,254
Content Interactions	14,136

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	485K
Website Visits	1,76K
Direction Requests	10.8K
Calls	101

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	30,178
Delivery Rate	99.6%
Open Rate	19%
Click Rate	0.6%



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 October, 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

