

# Fremantle Markets

## Marketing Report

November 2023





# SOCIAL MEDIA

## ORGANIC

Join us on Instagram and Facebook to stay updated on daily market highlights, special promotions from our stallholders, and snapshots of the lively City of Fremantle.

Got something exciting to share? Get in touch, and we'll craft a post just for you. Remember to mention us @FremantleMarkets in your posts and stories— we're passionate about connecting with our community and showcasing your amazing content to our followers!



# SOCIAL MEDIA

## ORGANIC - BEST PERFORMING POSTS (NOVEMBER)





# SOCIAL MEDIA

## PAID

Throughout November, our Instagram and Facebook advertisements highlighted unique traders and the dynamic market atmosphere, effectively drawing in new followers from Fremantle, neighboring suburbs, and Perth CBD.

As we enter December 2023 and move forward, our focus is on capturing the attention of those seeking an enjoyable summer day out, positioning the markets as the perfect destination for Christmas shopping and festive activities.





# OVERVIEW

## MARKETING

Every month, we showcase a standout trader in our featured video, distributed across Instagram, Facebook, and YouTube.

Additionally, a professional photographer captures the essence of the market each month. Interested in professional photos of your store? Inform us, and we'll organise a photo shoot to showcase the distinct charm of your space.





# MARKETING

## RESULTS

Facebook  
Instagram  
TikTok  
Business Profile



# FACEBOOK

## RESULTS

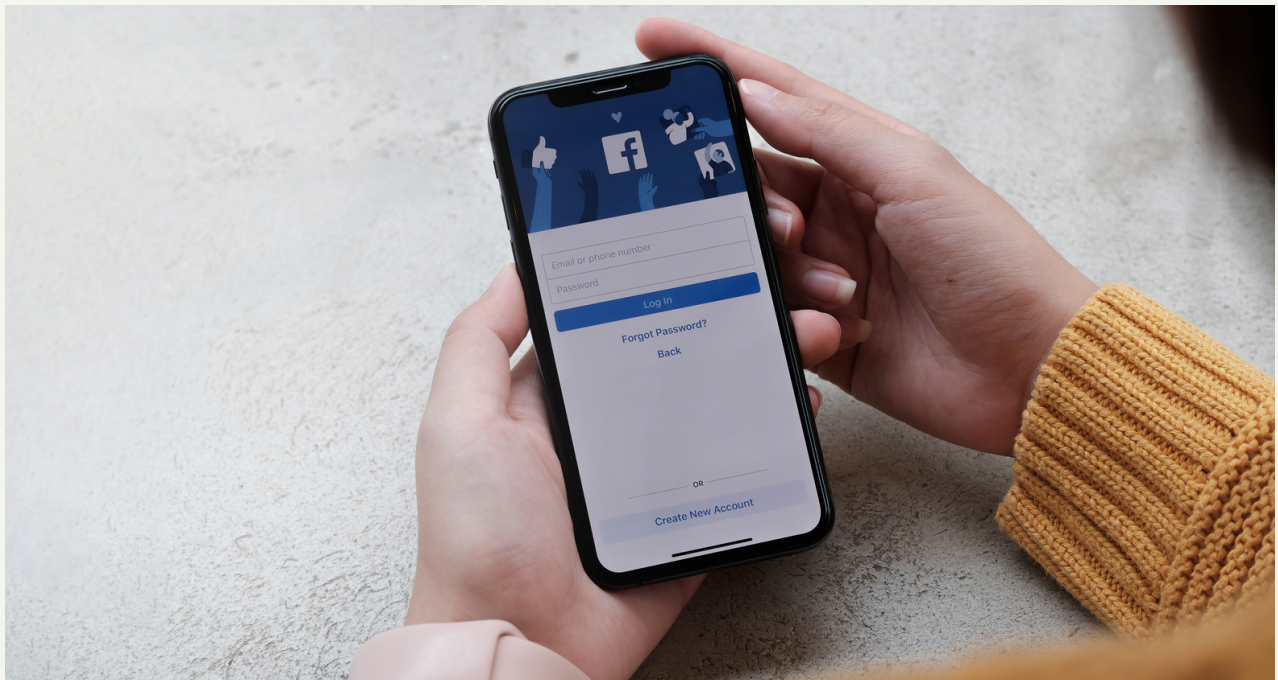
**Total Followers:** The total number of people who have followers on a page.

**New Followers:** The number of new likes that a page gains over one month.

**Reach:** The number of people who had any content from a page or about a page enters their screen.

**Engagements:** The number of people who engaged with the page.

Total Followers	77,023
New Followers	114
Reach	138,467
Engagements	7,395



# INSTAGRAM

## RESULTS

**Total Followers:** The total number of users that follow the Instagram page.

**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

7,330

New Followers

224

Reach

62,006

Engagements

579





# TIKTOK

## RESULTS

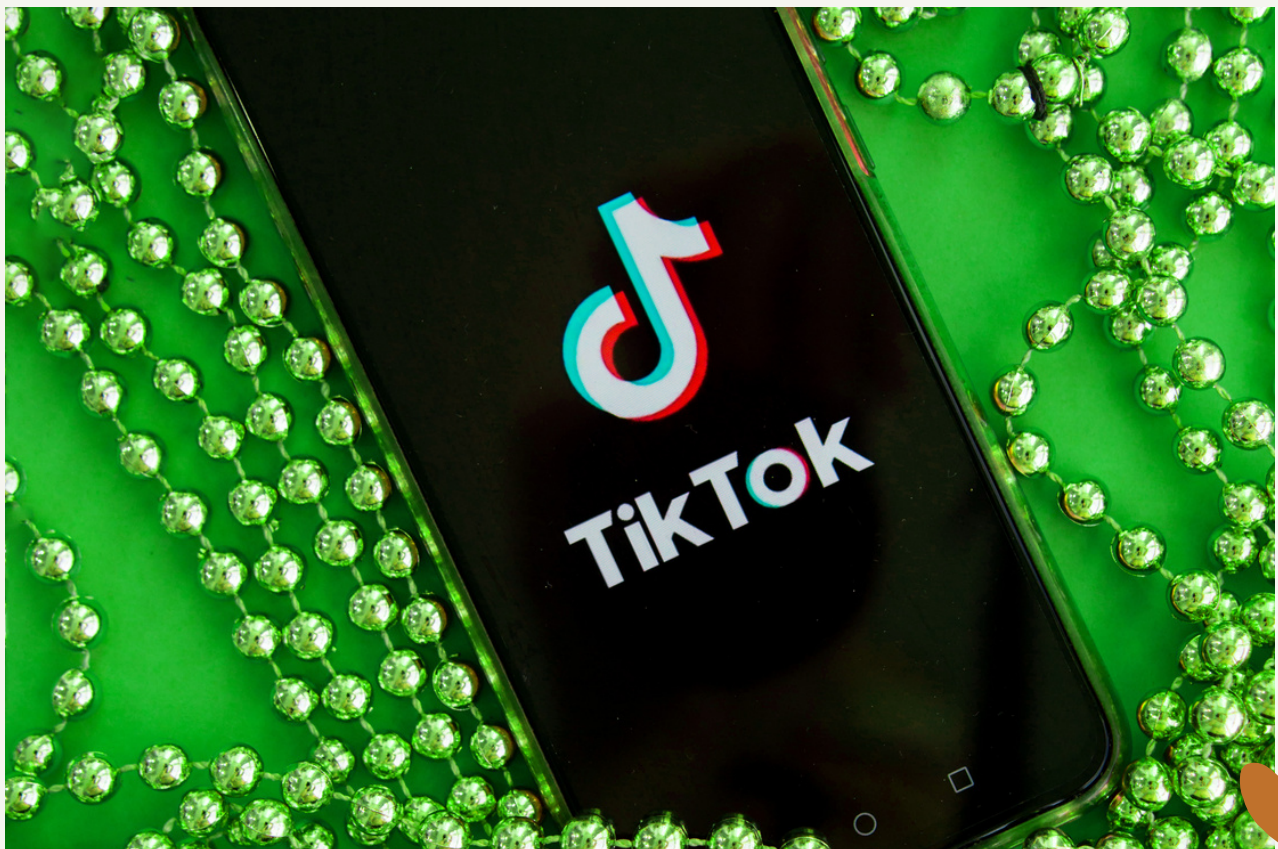
**Total Followers:** The total number of users that follow the TikTok page.

**New Followers:** The number of new users that have followed the page.

**Video Views:** The total number of views achieved from content posted in the month.

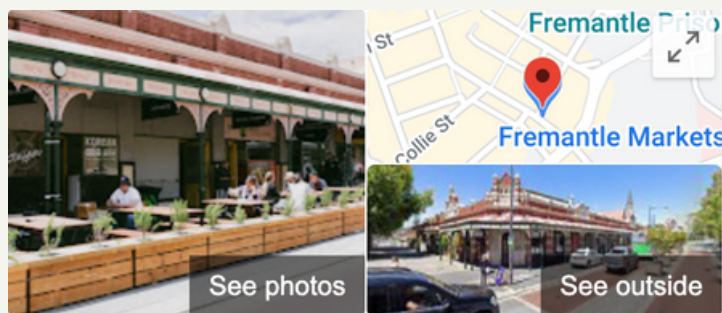
**Engagements:** The number of people who engaged content. (likes, comments & shares)

Total Followers	672
New Followers	14
Video Views	4,066
Engagement	286



# BUSINESS PROFILE

## RESULTS



### Fremantle Markets

[Website](#)[Directions](#)[Save](#)[Call](#)

4.4 ★★★★★ 13,473 Google reviews

Traditional 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:** Open · Closes 6 pm ▼

Updated by this business 6 weeks ago

**Phone:** (08) 9335 2515

**Opened:** 6 November 1897

Website Visits	3,610
Profile Views	43,584
Searches	29,844

**Website Visits:** The number of times users click through to your website from your Google Business Profile.

**Profile views:** The count of times users have viewed the details and information on your Google Business Profile

**Searches:** The frequency with which users discover your business by actively searching for it on Google





# WHAT IS HAPPENING

## DECEMBER

### **Christmas Content Creation**

We're teaming up a local content-creator to produce high-quality Instagram Reels and TikTok's that will show off the markets offerings in better detail. The videos will be focused around the Fremantle Markets as a summer/Christmas destination

### **Trader of the Month:**

We're shining a spotlight on one Trader! The video provides a closer, behind-the-scenes view of the stall's operations. These posts are also boosted to enhance engagement and broaden their reach.

### **Videographer:**

In the upcoming month, we're creating a professionally produced video centred on Fremantle, strategically highlighting the markets. The video will capture the sounds of Fremantle, featuring our vibrant markets and the picturesque City of Fremantle. Our approach aims to broaden the appeal to a diverse audience, while ensuring a distinct emphasis on the markets throughout the content.

### **Christmas Giveaway:**

For December, we're hosting social media giveaways featuring market vouchers, assorted gifts, and a grand prize hamper with unique items from the markets. Our goal is to attract more individuals to engage with our social media pages and, in turn, encourage them to visit the markets.



# GET IN TOUCH



Don't overlook mentioning us in your posts to boost interaction, and be sure to actively engage with our content as well! If you have any inquiries or require assistance with your social media presence, feel free to get in touch.

Should you have special promotions or new products, inform us, and we'll gladly contribute to their promotion. We're eager to feature and share them on our social media platforms with our devoted Fremantle Markets followers.

Email: [NJCMarketing@iinet.net.au](mailto:NJCMarketing@iinet.net.au)

Mobile: 0479 110 475

LinkedIN: <https://www.linkedin.com/in/nicholas-campagna/>

