

Fremantle Markets

Marketing Report

August 2023



SOCIAL MEDIA

ORGANIC

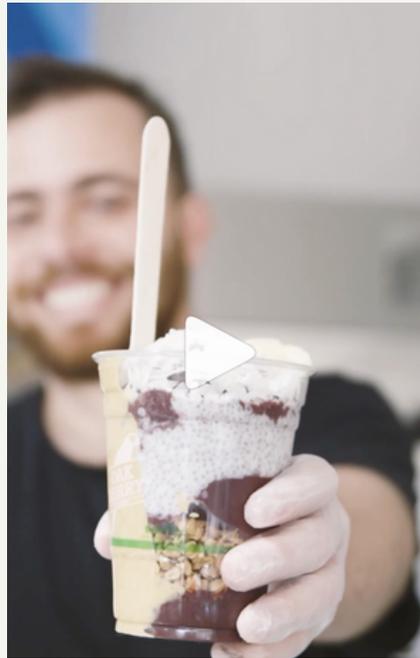
Keep up with our daily updates on Instagram and Facebook to stay connected with our community and get the latest information about our market offerings. Our posts showcase promotions from our stallholders, highlight the market's attractions, and showcase the vibrant City of Fremantle.

If you have any new products or promotions to share, feel free to reach out, and we'll be happy to create a post for you. Remember to tag us @FremantleMarkets in your posts and stories to help us connect with your account and share your content with our followers.



SOCIAL MEDIA

ORGANIC - BEST PERFORMING POSTS (AUGUST)



fremantlemarkets · Follow
Original audio

fremantlemarkets Meet Bruno from Oakberry Açai, our Trader of the Month! 🍓🌿

Straight from the heart of the Amazon to Fremantle, Oakberry offers authentic Brazilian açai that's vegan, 100% natural, organic, and gluten-free. Indulge in their exclusive açai bowls and smoothies, customizable with a variety of toppings – from fresh fruits to creamy nut butter, granolas, seeds, nuts, and protein powders. 🥥🌿

Experience the taste of Brazil at Oakberry Açai in stall 16! 🌿🍓

3w

+

bruninho_costa95 Toooop ❤️
2w 1 like Reply

naricardi 🍌🍌🍌🍌
3w 1 like Reply

205 likes

Fremantle Markets
Published by Sked Social · 15 August at 17:41 · 🌐

🎵🎤 From Fremantle Markets to The Voice stage – a shining star emerges! ✨🎤

Join us in sending good luck wishes to Caitlyn Bamber, the talented 16-year-old who kickstarted her singing journey as a busker right here at the Fremantle Markets. 🍀

Caitlyn credits her beginnings at Fremantle Markets for giving her the platform to shine, where she got valuable feedback from our supportive community. 🎤 As she dreams of WAAPA and aspires to follow in the footsteps of Ariana Grande, ... [See more](#)

See Insights and Ads [Boost post](#)

👍❤️ 234 12 comments 9 shares

SOCIAL MEDIA

PAID

During August, we ran ads on Instagram and Facebook that featured individual traders and the market as a whole. These ads worked well in bringing in new followers to our pages.

Moving into September 2023 and beyond, we are dedicated to improving our advertising strategy and targeting to achieve better results. Our main goal is to reach entirely new audiences, as this presents a significant opportunity for us to increase engagement on our social media platforms.



OVERVIEW

MARKETING

Every month, we pick a trader to feature in our 'Trader of the Month' video, which we share on Instagram, Facebook, and Youtube.

We also have a talented photographer who visits our market each month. If you'd like to have professional photos taken of your store, just give us a heads up, and we'll be happy to set up a photo shoot for you.





MARKETING

RESULTS

Facebook
Instagram
TikTok



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	76,839
New Followers	550
Reach	133,600
Engagements	25,435



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

5,467

New Followers

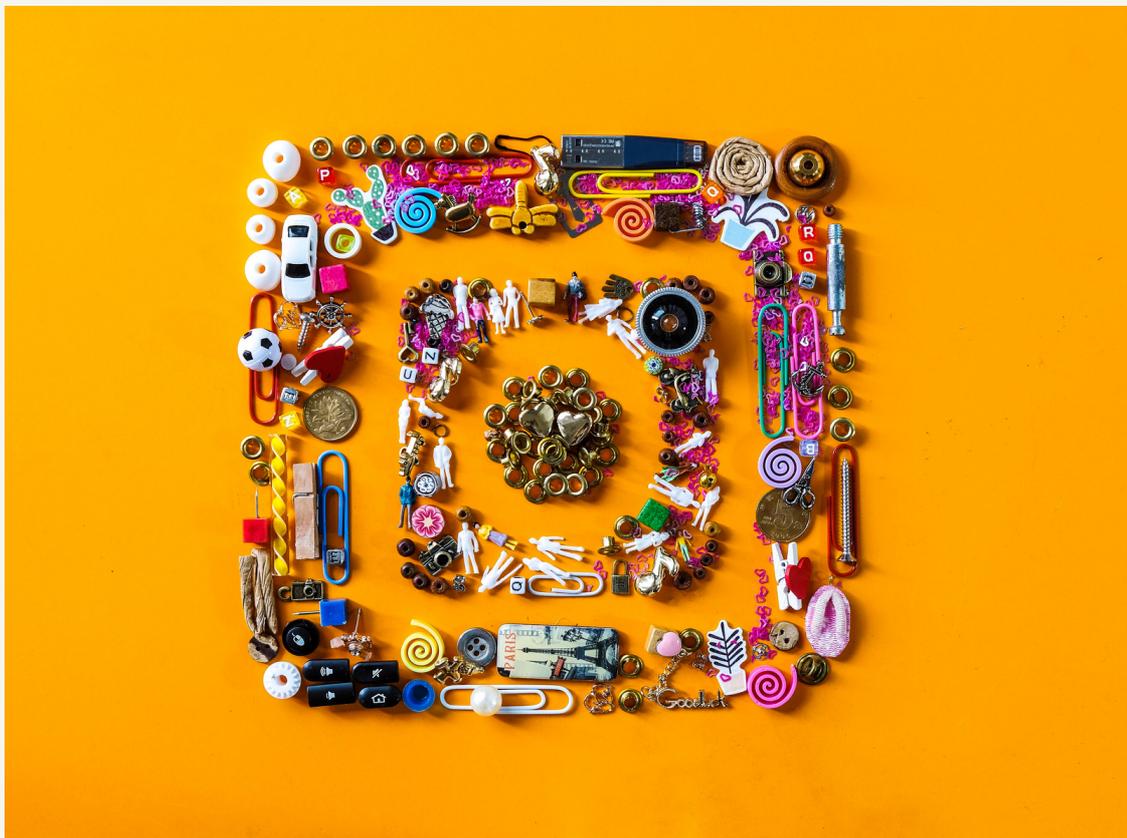
217

Reach

27,200

Engagements

2,286



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	701
New Followers	159
Video Views	38,000
Engagement	5,685



WHAT IS HAPPENING

SEPTEMBER

Collaboration - The Old Synagogue

This month, we're partnering up to offer a \$300 bar card giveaway. Together, we'll tap into The Old Synagogue's Instagram followers, welcoming them to our account while also connecting with fresh faces.

Trader of the Month:

We're shining a spotlight on Gozbar! Our upcoming video will offer an intimate glimpse into their stall, providing a personal perspective of the trader that goes beyond single images. If you'd like to be featured, don't hesitate to reach out.

AFLW Fremantle:

The AFLW season is underway, with the Dockers competing just across the street at Fremantle Oval. When they have home games, you can expect to see a greater influx of people around the market.

WHAT HAPPENED

AUGUST

Trader of the Month: During August, we put the spotlight on Oakberry Acai, with Bruno taking us through the process of sourcing and crafting their delectable acai bowls. The video turned out fantastic and garnered impressive engagement on social media.

Distillers Festival: Our Distillers Festival did really well, drawing a large crowd to the markets. Alongside this success, we created top-notch content that excellently captured the essence of the event

Professional Photography: Alex, our skilled photographer, captured fantastic images of the offerings, which received great acclaim when shared on our social platforms.

Simoneeats: Simone, the acclaimed Instagram food influencer, impressed us with her exceptional video coverage of the event. Her meticulous attention to detail and artistic talent vividly portrayed the essence of the Distillers festival. You can watch the video by clicking [here](#).

Professional Videography: Regan's expertise resulted in stunning video content that brought more visitors to our social media pages and the market. You can watch this video by clicking [here](#).

Jamison: Jamison covered our event on TikTok, connecting with a younger audience and bringing the buzz to the Markets and Distillers Festival! Check out her video [here](#).

GET IN TOUCH



Don't forget to tag us in your posts so we can engage with your content, and be sure to engage with our content as well! If you have any inquiries or require assistance with your social media presence, please don't hesitate to reach out. Additionally, if you have any special promotions, products, or giveaways planned for this month, kindly inform us so we can feature and share them on our social media platforms with our Fremantle Markets followers.

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