

Fremantle Markets

Marketing Report

December 2024



SOCIAL MEDIA

ORGANIC

Have you recently moved stalls or have exciting news to share? Let us know, and we'll help spread the word to the Fremantle Markets community!

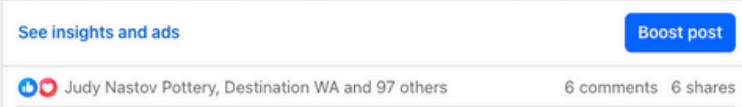
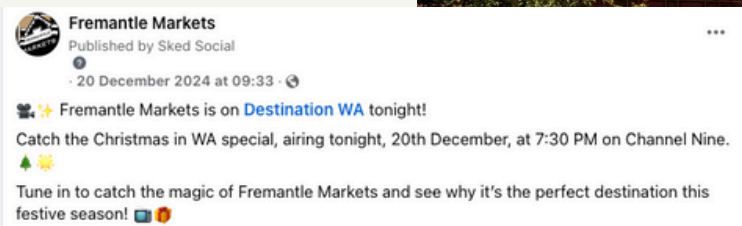
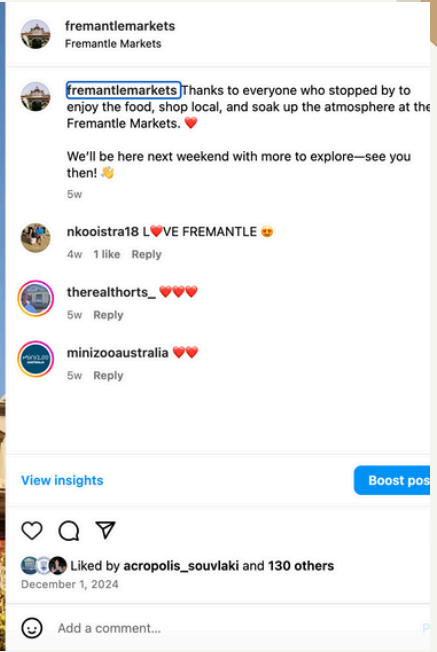
Whether it's a special promotion or something exciting happening at your stall, reach out to Nick, and we'll create a custom post to showcase it.

Don't forget to tag @FremantleMarkets in your posts and stories – we love sharing your updates and keeping everyone in the loop! 📣



SOCIAL MEDIA

ORGANIC - BEST PERFORMING POSTS (DECEMBER)



SOCIAL MEDIA

PAID

In December, our Instagram and Facebook ads highlighted the festive magic of Fremantle Markets, showcasing our vibrant traders and drawing in visitors from across Fremantle, nearby suburbs, and the Perth CBD.

This January, we're shifting gears to focus on families enjoying the school holidays. Our targeted ads will position Fremantle Markets as the ultimate destination for fun, exploration, and unique experiences for kids and parents alike.



OVERVIEW

MARKETING

The Trader of the Month videos are on pause while we roll out a trial video series, the first feature can be seen [here](#).

Looking to enhance your stall's visibility? Request monthly professional photos! Contact Nick (details on page 11) to reserve your spot.





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	77,579
New Followers	54
Reach	61,400
Engagements	3,654



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	13,187
New Followers	315
Reach	25,286
Engagements	1,783



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.

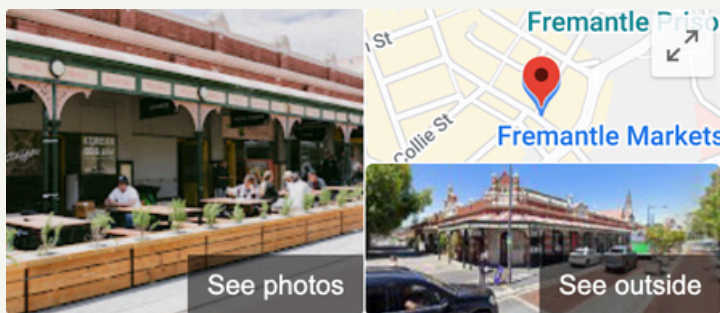
Engagements: The number of people who engaged content. (likes, comments & shares)

Total Followers	1016
New Followers	16
Video Views	380
Engagement	28



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

4,892

Profile Views

54,198

Searches

38,479

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

JANUARY

Micro-Influencer Partnerships: Building on the success of previous collaborations, we will continue working with micro-influencers, including @lifewithrutendo, our foodie influencer. Her highly engaged audience helps us connect with niche communities and attract new visitors to Fremantle Markets.

Professional Photography: Alex is back to capture updated photos of our traders and the vibrant market atmosphere, ensuring our social media visuals remain fresh and engaging.

Video series: This January, we launched a trial video series showcasing our traders, the first video is now live on Instagram and TikTok. We welcome your feedback; feel free to share your thoughts with Nick.

Destination WA feature: Last month the Fremantle Markets featured on Destination WA's Christmas in WA special. This will be uploaded to socials soon, you can view it [here](#).

GET IN TOUCH



Don't forget to tag us in your posts to increase engagement and keep the connection alive! Need help with social media? Nick is here to assist.

Got exciting deals or a newly renovated stall? Share the details with us, and we'll spread the word to the Fremantle Markets community!

Email: NickCampagna54@gmail.com

Mobile: 0479 110 475

