

# Fremantle Markets

## Marketing Report

February 2025





# SOCIAL MEDIA

## ORGANIC

Have a new or renovated stall? Let us know, and we'll help spread the word to the Fremantle Markets community!

If you're running a special offer or have something exciting to share, reach out to Nick—we'd love to create a custom post to showcase it.

And don't forget to tag @FremantleMarkets in your posts and stories so we can share the love!



# SOCIAL MEDIA

## ORGANIC - BEST PERFORMING POSTS (FEBRUARY)



A screenshot of a Facebook post from the account 'fremantlemarkets'. The post text reads: "It's Friday, and Fremantle Markets is open! 🌞 With plenty to see, taste, and explore, it's the perfect time to wander through unique stalls, enjoy delicious food, and soak up the vibrant atmosphere. 🍷🍷 We're open Friday to Sunday, 9am-6pm—see you soon! 4w". The post includes a 'View insights' button, a 'Boost post' button, and a notification that it was liked by 'acropolis\_souvlaki and 120 others' on February 7. There is also a comment input field with the text 'Add a comment...'.

A snippet of a Facebook post from 'Fremantle Markets'. It is published by 'Sked Social' on January 19 at 18:18. The text says: "Fremantle Markets was buzzing with energy this weekend who stopped by and made it amazing. 🍷 We can't wait to welcome you back next weekend for more great food, unique finds, and good vibes! 🍷🍷 @\_zezeinperth\_ (Instagram)".



A snippet of a Facebook post from 'Fremantle Markets'. It includes a 'See insights and ads' button, a 'Boost post' button, and a notification that it was liked by 'Judy Nastov Pottery and 295 others' with '15 comments' and '7 shares'.



# SOCIAL MEDIA

## PAID

In February, we focused on foodies and market explorers, attracting visitors from the Perth CBD and surrounding areas by showcasing our diverse food offerings and vibrant market atmosphere.

Now in March, we're continuing to engage weekend adventurers and food lovers while also gearing up for the Easter season. Our ads will highlight unique gifts, and the one-of-a-kind shopping experience that makes Fremantle Markets a must-visit destination.





# OVERVIEW

## MARKETING

We're relaunching our Trader Spotlight videos this month while also rolling out the features we filmed in December - keep an eye out!

Want to put your stall in the spotlight? Book in for our monthly professional photo sessions and keep your visuals fresh. Contact Nick (details on page 11) to secure 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	77,565
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New Followers	73
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Reach	41,237
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Engagements	1,456
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# 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	14,184
New Followers	407
Reach	28,389
Engagements	1,521



# 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	1044
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New Followers	13
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Video Views	3,457
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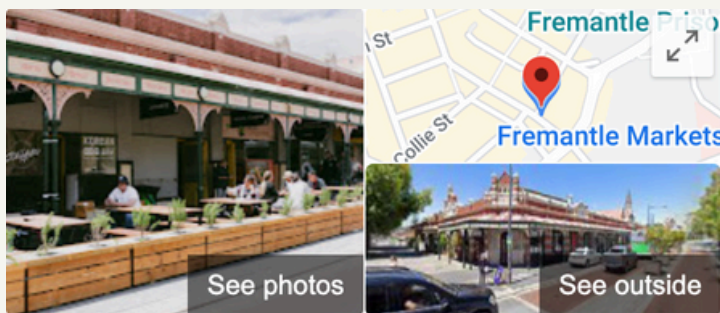
Engagement	115
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# BUSINESS PROFILE

## 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

3,248

Profile Views

46,101

Searches

32,366

**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

## FEBRUARY

**Professional Photography:** Alex is back on Saturday, 15 March, to capture fresh photos of our traders and the vibrant market atmosphere! The more free photos you request, the more you'll be featured on our page—so don't miss this chance to showcase your stall at its best.

**Video series:** Our trial video series showcasing Fremantle Markets traders is in full swing! Four videos are now live on Instagram and TikTok, with the final two set to drop in March. We'd love your feedback—share your thoughts with Nick. So far, the videos are performing well!

**Influencer:** Perth foodie influencer Perth Dude Food is heading to Fremantle Markets to film a feature on our newest stall, Starvin Marvin! This is a great opportunity to showcase our diverse food scene to a wider audience.



# 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](mailto:NickCampagna54@gmail.com)

Mobile: 0479 110 475

