

Fremantle Markets

Marketing Report

September 2024



SOCIAL MEDIA

ORGANIC

If your stall has recently moved and you'd like us to announce it, let Nick know and he'll organise a post.

Keep your stall in the spotlight by sharing engaging content and tagging @FremantleMarkets. Got something exciting to share? Let us know, and we'll create a custom post to showcase it to our followers!

Don't forget to tag us in your posts and stories so we can spread the word and keep everyone in the loop!



SOCIAL MEDIA

ORGANIC - BEST PERFORMING POSTS (SEPTEMBER)



fremantlemarkets
Fremantle Markets

fremantlemarkets It's set to be a cracking weekend, so why not wander through Freo and end up at Fremantle Markets? Grab a delicious bite to eat 🍴 and explore over 150 stalls full of artisan treasures 🛍️. We're open Friday-Sunday, 9am-6pm (Yard opens from 8am). See you in Freo! 🇲🇸

4w

thyohannes 🍴👍
3w Reply

sarah.v.wa @hannesfa 🍴
4w 1 like Reply

alex.biundo Could be the move
4w 1 like Reply

— View replies (1)

[View insights](#) [Boost post](#)

👍👤 Liked by **chrissemaus** and 180 others
September 12

😊 Add a comment...

Fremantle Markets
Published by Sked Social
10 September

The ✨ atmosphere ✨ at Fremantle Markets is truly something special. With happy people exploring, grabbing a bite, and catching up with friends, it's the perfect place to experience great vibes!



[See insights and ads](#) [Boost post](#)

👍👤 Butterfly Clips, Acropolis Souvlaki and 54 others 4 shares

SOCIAL MEDIA

PAID

In September, we focused our ad campaigns on promoting the market as a finalist in the Chamber of Commerce Business Awards. Although we didn't win, our promotional efforts reached a wide audience, helping to keep the Markets top of mind as a fun weekend destination or a casual visit spot.

In October 2024, we will promote Fremantle as a fantastic destination to enjoy the sunshine, highlighting the Markets as the ideal location to cool off and enjoy a variety of food and drink options.



OVERVIEW

MARKETING

We share dynamic videos on Instagram, Facebook, and YouTube, consistently posting content to engage our audience and remind them that we are 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	77,527
New Followers	49
Reach	118,244
Engagements	8,711



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

11,540

New Followers

556

Reach

94,328

Engagements

2,465



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	1011
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New Followers	6
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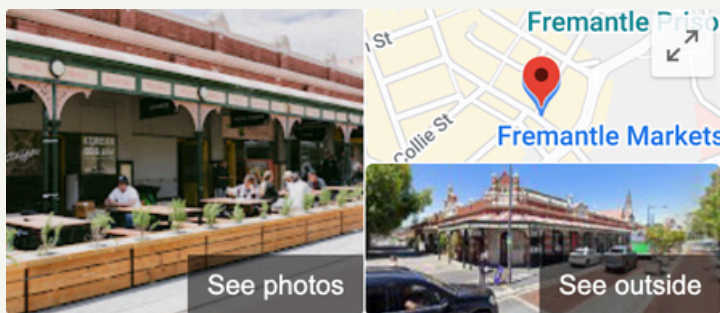
Video Views	1591
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Engagement	48
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BUSINESS PROFILE

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

3,546

Profile Views

58,467

Searches

41,655

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 HAPPENED

SEPTEMBER

Trader of the Month: We featured Alive Juice! The video provided a closer, behind-the-scenes view of the stall's operations. These posts were also boosted to enhance engagement and broaden their reach. Watch it [here](#) on Instagram.

Micro-influencer Collaboration: We teamed up with local Perth foodie and influencer Rutendo (@lifewithrutendo) who created a video trying out the new dessert offerings at The Boba Bar. The video currently has 270,000 views across Instagram and TikTok - watch it [here](#).

Professional photos: Alex visited the Markets to capture high-quality images for stallholders, as quality imagery is essential for showcasing your stall in the best possible light. The gallery for October is available for viewing [here](#).

WHAT IS HAPPENING

OCTOBER

Trader of the Month: We will continue to shine a spotlight on one Trader! The video will provide a closer, behind-the-scenes view of the stall's operations. These posts will also be boosted to enhance engagement and broaden their reach.

Micro-influencer Collaboration: We have had success with micro-influencers and will be utilising them again in October. While these influencers may have smaller followings, their audiences are highly engaged and trust their recommendations. By partnering with micro-influencers, Fremantle Markets can continue to connect with niche communities and attract new customers who are genuinely interested in what we have to offer.

Professional photos: Alex will be back to capture fresh photos of our traders, market-goers, and the vibrant atmosphere of Fremantle Markets. Keeping our imagery up to date is essential for maintaining a relevant and engaging presence on social media.

GET IN TOUCH



Don't forget to tag us in your posts to enhance engagement and join the conversation! If you need social media support, Nick is here to assist.

Do you have any exciting deals or new arrivals? Let us know, and we'll share them with our Fremantle Markets community!

Email: NickCampagna54@gmail.com

Mobile: 0479 110 475

