

Fremantle Markets

Marketing Report

July 2026

Truffle
Festival
Edition



SOCIAL MEDIA

ORGANIC

In July, the focus was on the expanded Fremantle Truffle Festival, with the aim of attracting visitors to Fremantle for a special weekend of truffle-inspired experiences. This included promoting exclusive truffle dishes throughout the Fremantle Markets, alongside the activation marquee on Henderson Street Mall in partnership with Great Southern Truffles.

The campaign was supported by an influencer program, high-quality photography and videography, and a PR campaign delivered by our local agency.

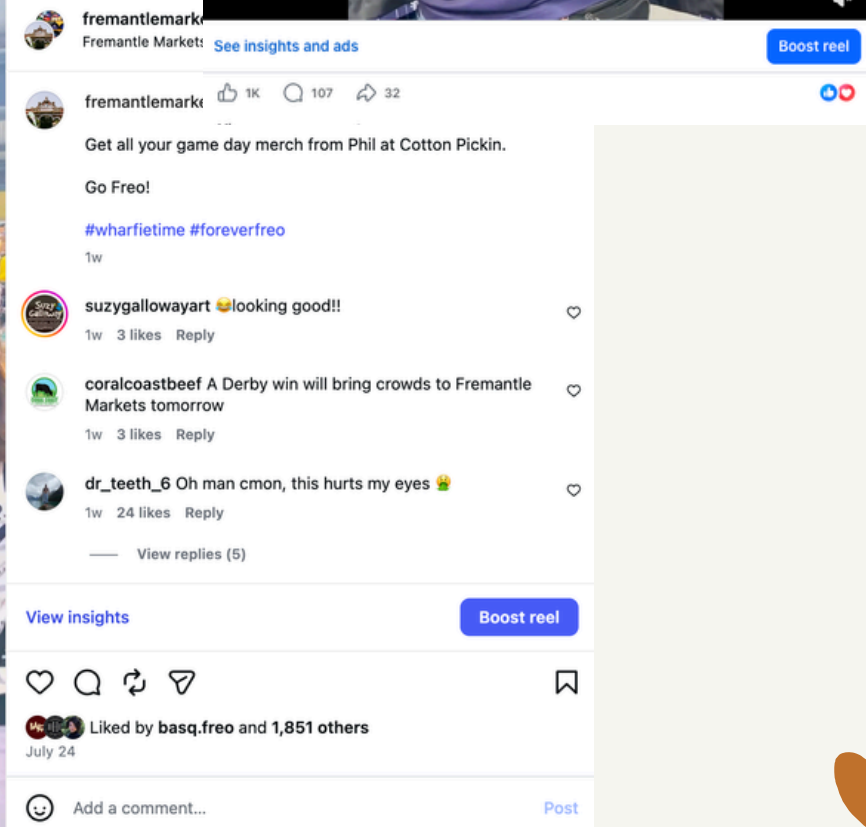
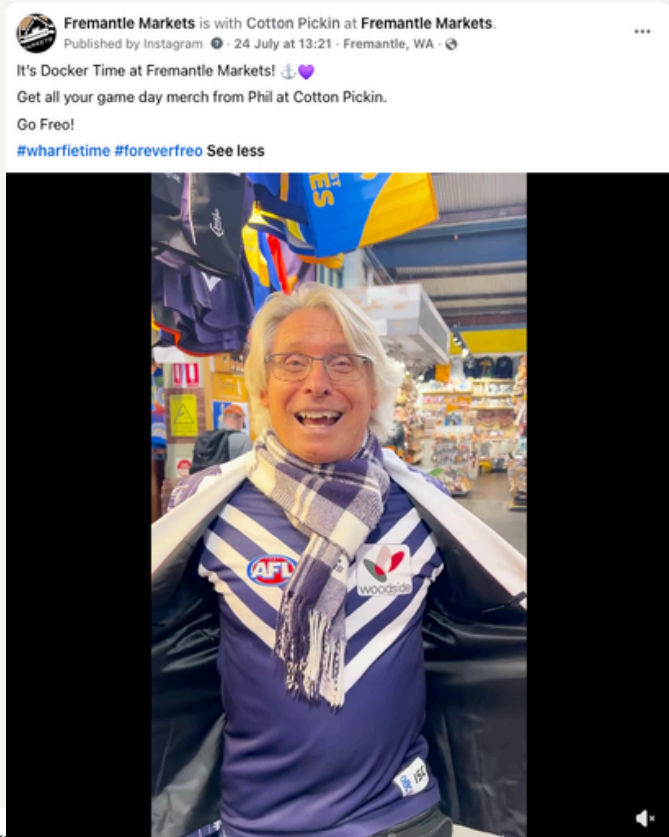


SOCIAL MEDIA

ORGANIC - BEST PERFORMING POSTS (JULY)

Dockermania
has hit
Fremantle!

Our video featuring
Phil from Cotton
Pickin has almost
400,000 views
across platforms!



SOCIAL MEDIA

PAID

In July, our paid social media activity centred around a large-scale influencer campaign for the Fremantle Truffle Festival. We partnered with local foodie creators Perth Local, Perth Hotspots, Perth Dude Food and Perth's Best Street Food for an exclusive pre-event tasting, giving audiences a preview of the festival offerings.

Their content was rolled out in the lead-up to the event, generating outstanding engagement and serving as the primary driver of our paid social campaign. The campaign delivered excellent results and significantly boosted awareness of the festival.



OVERVIEW

MARKETING

If you'd like to get involved, whether through a Trader Spotlight video, an influencer collaboration, or an upcoming photoshoot, please contact Nick (see page 11 for details).





MARKETING

RESULTS

Facebook
Instagram
TikTok
Business Profile

FACEBOOK

RESULTS

1 Million
Facebook views
for July!!

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.

Views: The number of times your content was played or displayed. Content includes videos, posts, stories and ads.

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

Total Followers	79,157
New Followers	723
Views	1,083,414
Engagements	7,497



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.

Views: The number of times your content was played or displayed. Content includes videos, posts, stories and ads.

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

Total Followers

20,950

New Followers

257

Views

611,200

Engagements

21,072



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

1666

New Followers

81

Video Views

34,800

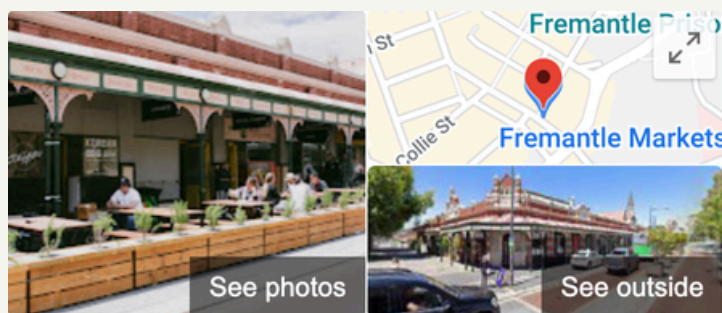
Engagement

1,424



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

2,560

Profile Views

68,769

Searches

43,357

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

JULY

Fremantle Truffle Festival

The expanded 2026 Fremantle Truffle Festival was a huge success, bringing 60,936 visitors through the Fremantle Markets across the three-day event.

The festival created a buzzing atmosphere throughout Fremantle, with strong crowds enjoying exclusive truffle dishes, trader activations and the Great Southern Truffles marquee on Henderson Street Mall.

Our social media campaign exceeded expectations, with influencer partnerships and festival content generating exceptional reach and engagement.

Dockermania

The people yearn for the Dockers! 💜🚢
Dockers content is performing exceptionally well across our social channels. If you have any purple-themed products or game day specials, let us know so we can help showcase them.

Look at Mr Cannoli's Purple Cannoli! This post received 18K Instagram views and 21K on Facebook!



IN THE MEDIA

JULY HIGHLIGHTS

Summary

- 53 pieces of total coverage
- 361K estimated views
- 6.68M combined potential audience
- 5.47K Engagements



Print (6 pieces)

- Perth Now Fremantle - Truffle Kerfuffle Spreads Across City
- Perth Now - Truffle Kerfuffle Spreads Across City
- The West Australian - Truffle Treasure Hunt
- Perth Voice - Truffle Shuffle
- Melville Herald - Truffle Shuffle
- Fremantle Herald - Truffle Shuffle



Online (27 pieces)

- Perth Now - Expanded food festival taking over Freo in July
- Secret Perth - The most fabulous things to do in Perth this July
- So Perth - Fremantle Truffle Festival Takes Over The Port City This July - Perth Food News
- Perth is OK! - Perth eateries taking truffle season to the next level
- Urban List - What's On In Perth This Week, This Month And Beyond
- The West Australian - How to use winter's most luxurious ingredient
- RAC WA - Fremantle goes all-in on truffle season this winter

IN THE MEDIA

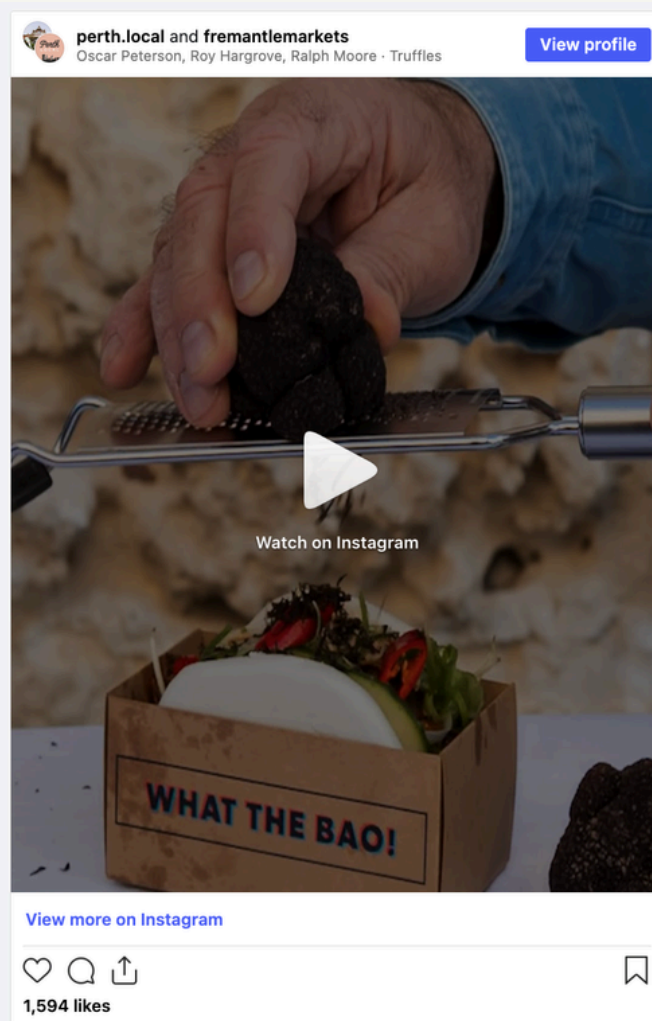
JULY HIGHLIGHTS

Influencer (17 pieces)

- Destination Perth - [view](#)
- Perth Local - [view](#)
- Perth Dude Food - [view](#)
- Perth Dude Food 2 - [view](#)
- Perth Dude Food 3 - [view](#)
- Perth Hotspots - [view](#)
- Visit Fremantle - [view](#)

EDM Coverage (2 pieces)

- So Perth
- Perth is OK!



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 new products? Share the details with us, and we'll spread the word to the Fremantle Markets community!

Email: NickCampagna54@gmail.com

Mobile: 0479 110 475

