

# Fremantle Markets

## Marketing Report

May 2026



# SOCIAL MEDIA

## ORGANIC

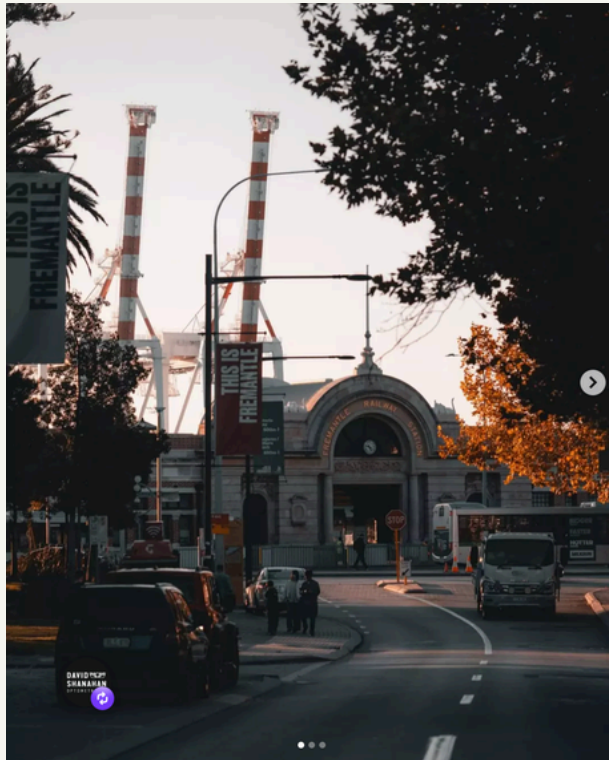
In May, social media activity continued to position Fremantle Markets as a vibrant destination with something for everyone. Content encouraged visitors to complete their Mother's Day shopping at the Markets and treat Mum to a memorable day out in Fremantle.

Have something to promote? Whether it's a new product, special offer or trader story, send it our way for the chance to be featured across our channels. Don't forget to tag @FremantleMarkets so we can share your content too.



# SOCIAL MEDIA

## ORGANIC - BEST PERFORMING POSTS (MAY)



**fremantlemarkets**

fremantlemarkets Freo looks good from every angle 📸

Stunning images by @withoneeyeshut

2w

david.shanahan.optometrists beautiful 🥰

1w Reply

minas.healing.rhythm ❤️love my Freo❤️

1w 1 like Reply

withoneeyeshut Thank you 🙏❤️ @fremantlemarkets

1w 1 like Reply

786\_patches1 We can you talk my brother

1w 1 like Reply

View replies (1)

View insights Boost post

Liked by cottonpickinfreemarkets and 219 others

May 22

Add a comment... Post

**Fremantle Markets**  
Published by Sked Social · 29 May at 13:02 · 🌐

Don't let the grey skies stop you from enjoying a fantastic long weekend at Fremantle Markets 🌧️❤️

Step inside and discover a warm, vibrant atmosphere, delicious food, unique shopping and plenty to explore under one roof.

Open Friday–Monday, 9am–6pm. See less



See insights and ads

Boost post

👍❤️ 209

5 comments 4 shares

# SOCIAL MEDIA

## PAID

In May, paid social media advertising focused on promoting the Fremantle Markets as a must-visit destination throughout the month. Campaigns highlighted the Markets' unique shopping, food and artisan offerings, while encouraging visitors to complete their Mother's Day shopping and enjoy a day out in Fremantle.



# 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

**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	78,843
-----------------	--------

New Followers	144
---------------	-----

Views	91,046
-------	--------

Engagements	1,726
-------------	-------



# 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 20,693

New Followers 550

Reach 11,683

Engagements 12,602



# 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	1559
-----------------	------

New Followers	5
---------------	---

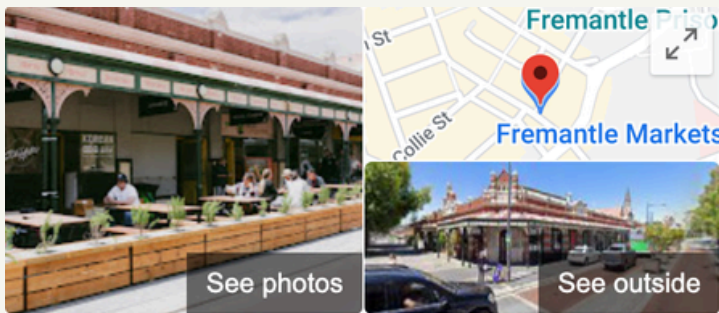
Video Views	2,487
-------------	-------

Engagement	48
------------	----



# 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

2,486

Profile Views

74,413

Searches

47,194

**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

MAY

## **Ann's World's Greatest Shave**

Ann bravely took part in the World's Greatest Shave and, thanks to the incredible generosity of the Fremantle Markets community, raised more than \$1,300 for the Leukaemia Foundation and the fight against blood cancer. A huge thank you to everyone who donated and supported Ann along the way. We're proud to have such caring people as part of our Markets community.

## **Catherine's Book Cover Artwork**

Catherine Scartaccini from C.S. Illustrator recently achieved a childhood dream, with her artwork featured on the front cover of Danielle Clode's latest book, *The Enigmatic Echidna*. This wonderful achievement is a testament to Catherine's talent, creativity and dedication to her craft. Congratulations, Catherine - we're proud to have such talented artists as part of the Fremantle Markets community.

# 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](mailto:NickCampagna54@gmail.com)

Mobile: 0479 110 475

