

**To receive a draft marketing strategy for Saltash Town Team's Market Trial
2025, to include Facebook, Instagram, and LinkedIn**

Report to: Town Team

Date of Report: 08/01/2025

Officer Writing the Report: Development and Engagement Manager

Pursuant to: Town Vitality Markets

Officers Recommendations

Members are asked to consider the following:

- If they approve of the marketing strategy within this report.
- If approved, what elements of the marketing strategy they would like the Development and Engagement Manager to focus on.
- If the marketing strategy should be boosted on social media through paid advertising.

Report Summary

This report will cover the marketing strategy for the promotion of the market trial that commences March 1st, 2025. The report will contain the following:

- Marketing strategy: Phase 1, 2, 3 and 4
- Draft examples of social media posts and videos that can be used
- Rough timescales and frequencies for the posts/videos
- Recommendations on a wider reach of marketing channels/methods

Please note, these examples are in draft form and are used to show how the content could look. If the design and strategy is agreed, further research will be done to tidy up the designs/wording, as well as outreach to chosen marketing channels.

This marketing plan will leverage STC's social media channels and engage with local press to expand its presence across Plymouth and nearby towns in Cornwall. By generating excitement on social media and through local media coverage, the goal is to inspire both Saltash residents and visitors from surrounding areas to visit our high street and experience our markets.

Budgets

Please see below costs within this marketing strategy.

Item	Amount	Costs	Total
Social media boosted advertisement	X3 per month (for January and February)	£10 per advertisements	£60
Posters	X6 for general noticeboards	Printed in house	£0
Posters (for community groups and shops)	X200	Printed in house	£0

Budget Availability: £1918.00

Budget Codes: 6301 Stationery / Postage / Printing

Officers Signature:



Please see below for the draft marketing strategy.

Marketing Strategy

Phase 1: Social Media Teasers: Facebook, Instagram & LinkedIn

Start promoting the market in the lead-up to the launch. The goal here is to build curiosity and excitement around the event.

Timeframe: January

- January – post social media teasers about the markets (as seen in the images/video below) to create a sense of anticipation around the market launch.
- Mid-January - Post an official announcement about the markets via all social media platforms, press release, and our website, adhering to STC's Communication Policy and Strategy, and STC's Social Media Policy.
- Design posters and distribute around Saltash's notice boards, adhering to STC's noticeboard policy. **Please refer to Appendix 1** for an example of the poster design.

Frequency: Only use the teaser videos on social media stories x3 a week: Monday, Wednesday & Friday

Please note, the logos used in these designs are STC and CC in accordance with the funding guidelines.

Teaser Video: [Saltash Market Teaser Video.mp4](#)

Please refer to Appendix 2 for video frame images.

Event Announcement: Facebook, Instagram & LinkedIn (Launch mid-January)

Video Example:

Please click on this link to see the video example: [Saltash Market Trial \(Facebook Video\) \(2\).mp4](#)

Facebook Post Example:

✨ Exciting News for Saltash! ✨

With grant funding secured from Cornwall Council, Saltash Town Team working alongside Saltash Town Council, are thrilled to announce the launch of our Saltash Market Trials on March 1st, 2025! 📅

Join us on Fore Street, outside Superdrug, to discover a fantastic selection of produce from local suppliers and businesses 🥕 🥔 🏠

This is a great opportunity to support the local community and enjoy fresh, high-quality products. 🤝 If the trial is a success, we'll be making it a regular feature, bringing even more wonderful local goods to our town. ❤️ Come down, show your support, and help us make this new market a permanent part of Saltash!

#TownTeam #CornwallCouncil #SaltashMarket #SupportLocal #FreshProduce
#CommunityFirst #SaltashEvents #LocalBusinesses



Phase 2:
Excitement
Engagement

Generate
and

In February, increase engagement and provide more details about the traders, products, and experiences people can expect at the market.

Timeframe: Late-January – Mid February

Frequency: 2-3 times a week, making sure to post a variety of content and avoid repetition. This can be a mixture of timeline posts and stories.

Further Engagement Ideas for Consideration

Trader Spotlights

- Introduce each local trader via social media posts and short video clips. Showcase their products, stories, and what makes them unique.
- Highlight the variety of offerings (food, handmade goods, art, crafts, vintage items, etc.) to build interest in the range of products available.

Interactive Content

- Create polls, quizzes, or sneak peek contests on social media that encourage people to guess what traders will be there or to vote on their favourite products.
- Launch a hashtag like #SaltashMarket to create a sense of community and encourage user-generated content.
- Encourage visitors to share our social media posts, or create and tag us in their own, through use of interactive content.

Press Push & Event Reminders

- Re-engage local media with a press release that focuses on the grand opening.
- If possible, engage local Saltash community groups to visit the market.

Phase 3: During and Post Market Trial

This will be the final push to ensure a full opening day and sustained interest in the trial period.

Timeframe: Mid-February – March 1st

Frequency: 2-3 times a week, making sure to post a variety of content and avoid repetition. This can be a mixture of timeline posts and stories.

Countdown Posts

In the final week leading up to March 1st, post countdown reminders. Show a mix of content reminders of what's on offer, trader profiles, special promotions, and snippets of the market setup. However, it is important to not over promote the event, just a gentle reminder in the week leading up to the launch, with a mixture of posts and stories.

Grand Opening Celebration: Create a buzz around the markets to draw in visitors right from the start of the day. This could include a planned Facebook live showcasing the markets, or a prerecorded video that can be edited and released before the opening to encourage visitors on the day.

Phase 4: Monitoring and Evaluation

This phase will make sure to evaluate the performance of the marketing strategy for future use, as well as the market trial itself. It is important to have methods of gaining feedback of the trial to understand its viability of being a long-term asset to the Saltash community.

- **Social Media Analytics:** Track the performance of posts, ads, and engagement (likes, comments, shares). A spreadsheet with this information could be generated to track these statistics during January-March 1st.
- **Sales Tracking:** Monitor foot traffic and sales from the market stalls to see which traders and products are most popular.
- **Surveys:** After the event, distribute surveys to participants and traders to gather feedback and assess the market's impact. **Please see Appendix 3** for an example of how this could look.
- **Post-Event Thank You and Recognition:** Share photos and videos from the launch day to maintain momentum.

Timeframe: March 1st & 1 week post event

Appendix 1: Street / Noticeboard poster design



Saltash Market Trial

Logo of Saltash Town Council and Cornwall Council logo with text "funded by CORNWALL COUNCIL" and the motto "we and all - our by all".

▶▶ **Where**

▶▶ **What Time**

▶▶ **Who - what is it?
what will be there?**

1st March 2025

Market

SCAN ME

Icons for website, LinkedIn, Facebook, and Instagram.

@Saltashtowncouncilofficial

The poster features a vibrant blue and green color scheme. On the right side, there is a circular inset photograph showing hands holding fresh red tomatoes, with other produce like grapes and an orange visible in the background. Below this, there is a stylized illustration of a market stall with a red and white striped awning and a sign that says "Market".

Appendix 2: Market trial teaser video frames.



Appendix 3: Sample feedback survey for the market trial

Please note: This is an example survey for the traders of the market trial, a separate one would be produced for the visitors.

Dear Trader,

Thank you for participating in the Saltash Town Market trial. Your feedback is crucial in helping us evaluate the success of this initiative and improve future events. Please take a few moments to share your thoughts.

1. Overall Experience

How would you rate your overall experience as a trader at the Saltash Town Market trial?

- Excellent
- Good
- Neutral
- Poor
- Very Poor

2. Location & Footfall

How would you rate the location of the market for attracting customers?

- Excellent
- Good
- Fair
- Poor
- Very Poor

What was your experience regarding footfall (number of customers) at the market?

- Very high
- Moderate
- Low
- Very low

3. Sales & Profitability

How did your sales compare to expectations for this trial?

- Exceeded expectations
- Met expectations
- Below expectations
- Significantly below expectations

4. Customer Engagement

How would you rate the level of customer engagement with your stall?

- Very high
- High
- Moderate
- Low
- Very low

Did you receive positive feedback or suggestions from customers?

- Yes
 - No
- (If yes, please briefly share any comments or suggestions)

6. Improvements & Suggestions

What do you feel could be improved for future market events? (Please check all that apply)

- More customer promotion (e.g., advertising or social media outreach)
- Longer market hours
- Better stall placement

Other (please specify):

7. Future Participation

Would you be interested in participating in future Saltash Town Market events?

- Yes, definitely
- Maybe, depending on changes
- No, I would not participate

8. Additional Comments

Please share any additional feedback, suggestions, or concerns regarding your experience at the market:

Thank you for your time and valuable feedback!