



5 WAYS TO MAKE YOUR MARKET STAND OUT

IS YOUR MARKET BEING SEEN LIKE IT SHOULD BE?

WWW.MYLOCALMARKETDIRECTORY.COM.AU

ABOUT ME



me

Chantel Jackson

Market Founder

Thank you for joining us, my name is Chantel Jackson, my parents were stallholders from when I was 8 years old, so you can say markets are in my blood, stalls and organising them and other events and expos. In 2018 I started the Walloon Markets. We are now known as My Local Market, and, held our first market under the My Local Market banner in January 2019. Now with two locations in Queensland.

I am driven by a genuine passion for local business and wanted to help my community be on display, for the locals, but also for those who travel near and far. This ebook has come about after being asked by a number of stallholders and market/Event organisers also. This guide is a way for me to share my experience and tips that I've learnt over the years with you. Giving your stall, market or Event a bit of a health check and make sure you are doing all you can to reach the success you want to achieve.

Be apart of a community helping everyone



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1. BRANDING



YOU ARE
YOUR OWN
BRAND

Branding

Branding for your stall, market or event is what makes you stand out from the crowd.

With more and more stalls, markets and events popping up than ever before, consistency is key to being noticed and remembered. To have a strong following and brand awareness people now need to see a logo at least 20 times. That number again is 20.

Examples are things like Road signs, Social media, Facebook Ad's and Events, Flyers and so forth. Think of big brands like Coke and Movieworld, that are known by their logo, everyone knows as soon as the spot the logo who and what they are, along with the standard of their product and what to expect.

Your Logo

There are a number of reasons to have a logo for your stall, market or event. There are a lot of Markets run by and advertised with Rotary or lions logos as the market logo. While it is great that the market is run by these local community groups, this is not a market logo, it does not distinguish the stall, market or event nor does make it stand out. You can name the market the Rotary Market in

But showing the logo loud and proud is reinforcing the rotary logo not the markets, do you immediately think markets when you see a Rotary logo?

Points to consider

- Is the logo uniquely ours?
- What does it say about your stall, market or event?
- You want something unique and eye catching, but not cluttered or hard to read. Social media logo profiles can be quite small so you want to ensure the logo can still be seen clearly and recognised. For example, a rectangle logo will become too small to adequately be seen on most Social media Profiles. If you do not have a logo you can consider having one made, We use the team at Purple Bunny Marketing, they are professional and we have found they really care about helping businesses grow and be seen. They also offer My Local Market Directory members a discount. More info on the last page.

You can create your own on a platform like Canva, www.canva.com, please do change things not just the name and colours because there are a number of others who will just do that. You need to stand out.

Alternatively a platform like fiiver.com puts you in touch with artists and graphic designers from all over the world to create your logo for you.

Remember to have a clear idea of what you want, make it stand out, always be aware of time zones when corresponding on platform like this. Check the logo they give you with other logos on their page.

A colour palette

A colour palette is important to keep your brand on point so that there is consistency for your customers. The colours in your logo should be the basis for this, but make sure that the printers/signage and your team know the colours and colour codes, not all pinks are the same. You want people to know when they see your post and/or sign that it's your market.

It is useful to create a set of brand guidelines, this saves you a lot of work down the track. You can email the codes and know that it will be right.

Logo Examples

Consider the golden arches, when spotted everyone knows who it is and McDonald's is nearby.

The My Local Market logo is trademarked, and for good reason, as we grow we are finding there are more and more logos popping up that are extremely similar and in a couple of cases exactly the same. The Colours in the logo flags represent specific things to our business, ie:- purple is the Plainland Market, Blue/Teal the Walloon Market, Yellow our Jumble Market, Green represents training and finally the Pink is the My Local Market Directory. Thankfully, due to the trademark, I have been able to contact quite a few businesses that in some cases have done no more change the wording on our logo, and request they create their own.

Your Font

Font is so very important as you can see below there are many different fonts and they come across quite different yet can also be very effective depending on your desired look/outcome.

This Font is very hard to read, especially, if you do not have perfect eyesight

This Font may be acceptable if you were advertising handmade or child's markets

HAVING CONSISTENT FONT THROUGH OUT ALL YOUR ADVERTISING, SOCIAL MEDIA, SIGNAGE & LOGO WILL HELP CEMENT YOUR BRAND

Signage

I can not stress this enough, consistent signage is key.

It is pointless having 5 signs around town with an old logo and inconsistent fonts, while it can take time and funds to change them over it is well worth the effort. Do it in stages if you must but give yourself a tight deadline and get it done, remember the rule of 20, 20 different signs are 20 different signs for different businesses.

2. SOCIAL MEDIA



Do you have active social media pages for your markets/stall?

Do you know how to use it to drive real results?

A market/stall should have its own Page/Account. There are a number of markets that run their advertising through local church, community group or even other pages. You should always have your own page, this can be shared on Facebook pages of church, community or group pages by making them co-hosts of the event if needed. Most markets are known by example their town or area markets, if they were run by the church, and did not have their own page. People like myself not knowing your area will have trouble finding the market.

It is FREE to start a Facebook Page, Instagram account, or Tik Tok. By doing this you are able to have your location, times, contact details in the public eye to easily spread news of things like changes in day's, times, locations or even cancellations. This way followers are more likely to see it before they drive out to your market.

Every Market should have its own Facebook Event, it is best not to set recurring events however. The reason behind this is, when you are listed with other events it only shows you once at the top most recent not each one in date order, Once active you can then share the event on your own posts and into other groups etc, this way people are taken to your page where they can also choose to follow your page directly. The days of posting a photo of the event flyer no longer works, and technology is constantly changing. This also makes it easier to cancel a market/event, update details and/or post about things within the event to excite the public. If you cancel or change times etc, those who have marked going or interested will be notified of any changes. You also post directly into the event so people who want to know more will be notified.

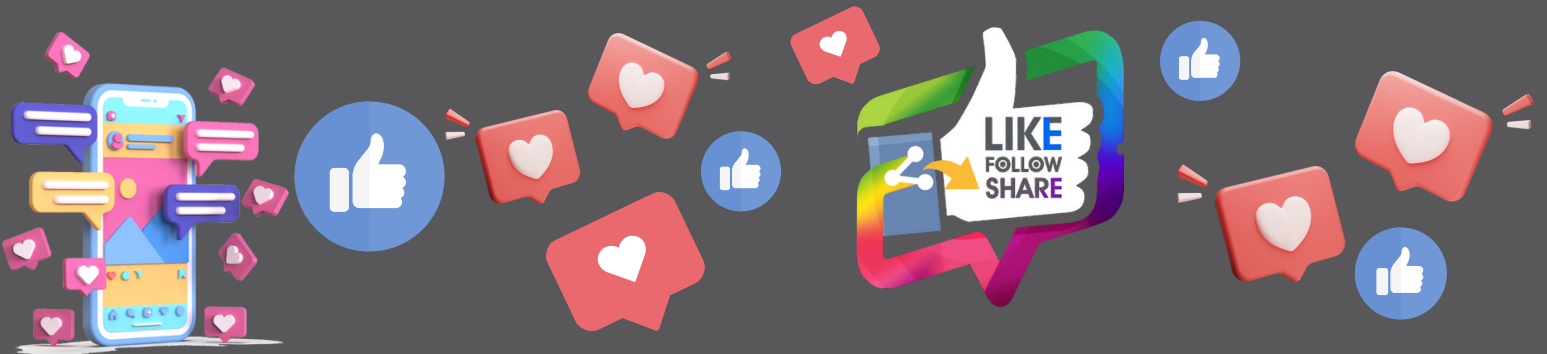
What is needed to be found on Social media

- The Name of the Market.
- Address of the Market, (google map, more info below)
- Contact details for stallholders and the visitors to reach out directly.
- When your markets are on, not just the dates but if regular, for example the 1st Sunday of the month or weekly and annual events.
- If there is a entry fee to the market
- If the market is dog friendly
- Have a detailed description on the page and/or a pinned post at the top of the page.

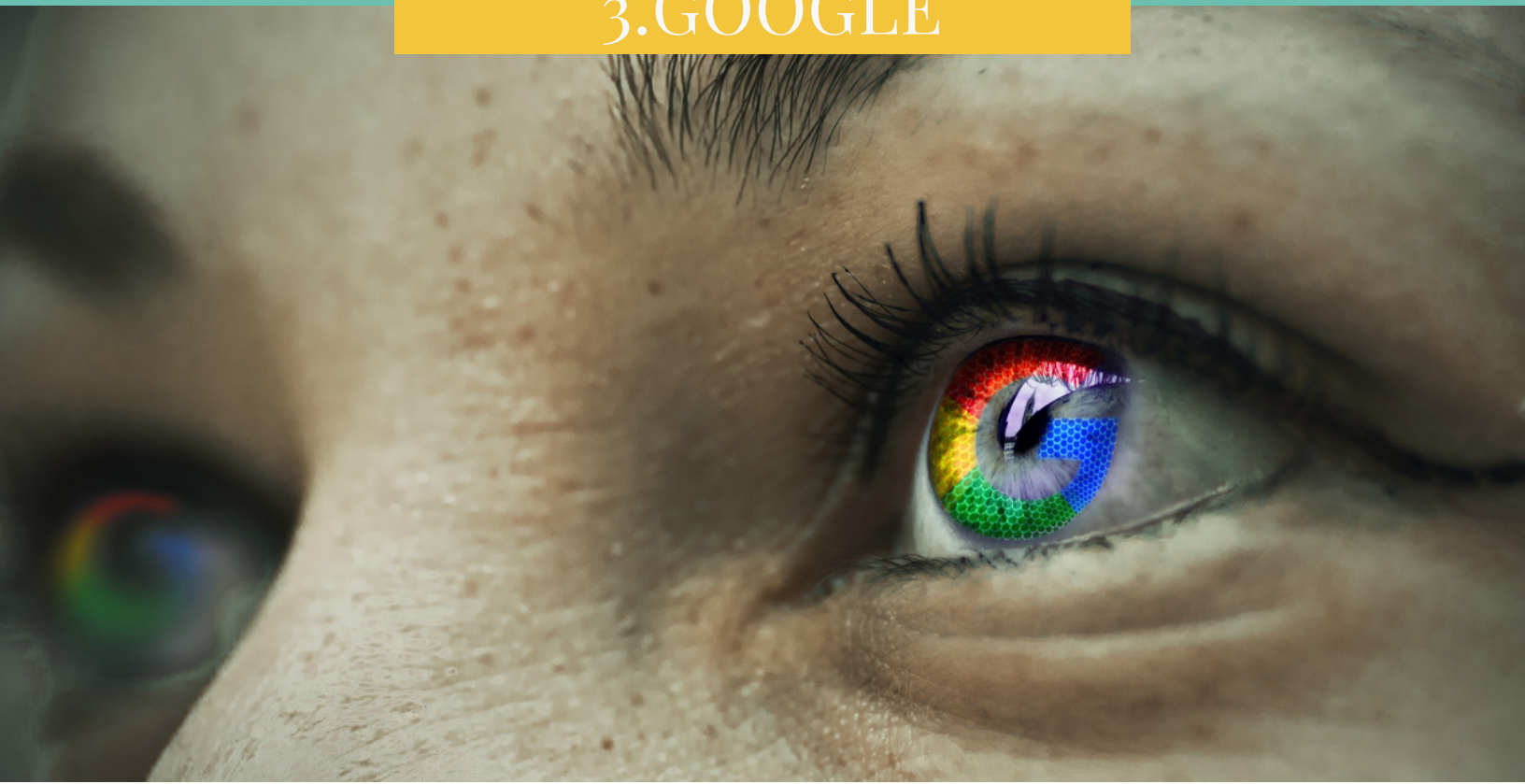
Why Social Media

- Social media has become the best way in which to communicate with the public and stallholders alike.
- With the option for advertising, calling for stallholders, advising of postponed events due to weather. Being able to allow or encourage people to share this information quickly makes it a lot easier for the organiser and gives you further reach.
- You can target your ideal customer and they can also share with their friends/family.
- When people click interested or going they get regular updates and reminders about your event, even a reminder the morning of your event.
- Social media is just growing more every day and is definitely here to stay.

If you would like help setting up your social media remember to check out out Purple Bunny Marketing, on socials website or the details at the end of this document.



3. GOOGLE



The importance of having the right information on Google is now more important than ever.

The Google search engine is one of the most widely used sites in the world. You need to be on there and you need to be active.

First things first.

Google your market/event and examples of what may be searched if looking for markets.

Your market name, location with the words like market or markets, type of market that you are Flea market, handmade, rummage, farmers etc.

Make notes of all relevant things that come up.

- Google My Business will be one of the first things to come up when looking up your name.

Did you know that you can have a free Google my business account? This has all your contact details like the yellow pages once did, it can also link to your social media and/or website. You are best optimized if you add your own market photos, logo etc, your details and add it to your social media calendar to check and update regularly. For the best results you will also need a web page, but remember you do not need to spend megabucks, a simple landing page will do to optimize your results.

- Google Reviews

Did you know that the public can leave google reviews on your market/business regardless of your account Google My Business being claimed/owned? Well they can and do. Claiming your google My Business account sounds better I think, this way you are notified of their reviews and comments.

It is important to see the reviews given and to respond to them accordingly. Having good or bad reviews is a great thing because it is feedback, it helps you to be better and when you respond, even to bad reviews, it shows people it is not just a business, and you are open to improvement or change. The more reviews you get combined with the above, allows google to see that you are a real business and this will make you easier to find thanks to google's algorithms (these are codes in google to assist with searching or also to hide you from searches). Remember, to be successful you need to be seen, especially by Google.

-Google Maps

Gone are the days of the Refidex and Melways, you need to have the right information on google.

Your location needs to be pinned and searchable, this enables people to find your event easily, Think "Hey Siri, take me to My Local Market Plainlands!", also for people to check into your event with ease.

"FLEA MARKETS ARE FUN BECAUSE THEY ARE THE ULTIMATE TREASURE HUNT. BE OPEN TO THE FACT THAT YOU NEVER KNOW WHAT YOU'LL FIND. THE MOST BEAUTIFUL, QUIRKY, FUNNY, SCARY PIECES MAY NOT HAVE AN INTRINSIC VALUE"

- LANA SPENCER



4. COMMUNITY



Markets are what helps bring a community together, whether that be as a social event, supporting schools or maybe a church pastor whose wage is partly funded by the stall holders fees.

Who attends and supports the market is so important.

- Locals

The local community of your market, to have them attend markets and also help out with the school P & C Sausage sizzle is very important. They are also your biggest advocate, they can and will talk about you and share your social media events.

- Visiting Tourist (anyone that is travelling from over 30min away)

After covid everyone is looking closer to home for things to see, do and to support locally. The day trippers tell their friends about your market and next time they are coming along to check it out.

Local Businesses

-Local Business can share your markets on social media through their own social media and/or their own customer database via email a lot of businesses are doing a "what's on" on their web page, social media or their own groups, ask them to remind people the market is on. It may be the local bakery who supply bread for the sausage sizzle, or a butcher you purchased the sausages from.

Do a thank you post that tags and includes them. It is a small but kind gesture that makes the world of difference.

Social Media Communities.

-Your social media following, this could be

1. Your page or account, where you do your posting
2. Your Private group for stallholders
3. Community groups, locations near you, include at least hours drive from the market location.

Remember to check group/page RULES about advertising and sharing posts.



Free Advertising

- Radio station's in your area. Many have a community segment or list on the website that they also read out live on air.
- For Example
 - In Qld SEQ River 949 has a What's on section on their website where they advertise events for free <https://www.river949.com.au/community/what-s-on>
- For those who's events and stalls are in Ipswich Queensland. Shop Ipswich is a free local directory for all businesses in the Ipswich council area www.shopipswich.com.au
- Facebook community groups let you share events, just be sure to read the **RULES** before you do
- Local schools have electronic newsletters, or may use a school app. You can approach them about advertising, this works well if they are fundraising at your market/event.

Partnership and/or Sponsorships

There are a number of local business who would love to be apart of your market, anyone from the local hotel, radio station and even some community groups.

- It maybe a cross promotion, you can both advertise and keep costs lower
- It could be in exchange for services, example the local hire company who supply the portaloos
- Money, let's be honest who would say no to anyone wanting to give you money or even time to help you promote the your market?



www.shopipswich.com.au



To be listed on My Local Market Directory, the below things need to be included as the directory needs to be the standard people know and expect.

Included in your Facebook event details for us to share it on our Social Media.

[Copy and paste in the details]

Example

We are on every Sunday, 1st Sunday of the Month Except January Market

Times 7am-12pm if you have winter and summer times please add both.

Entry FREE/ amount

Parking FREE/ Amount /Where

Dog Allowed

ATM on site or where

Then add about your market info

For Stallholders

Site Fee Costing

How to apply website or form link

Cut off for applications

Add in any stall types you are after for this particular Market.

Contact person

Contact phone number and email.

My Local Market Directory Offers

Markets and Events

- Facebook community for Event and Market Organizers only, to ask questions and work together with tips and ideas to grow your position and opportunities.
- Even if your event is not on, you need to advertise at least once a month through the directory to help other markets. they need to post about the directory once a month to help other markets.
- Ability to advertise to local or travelling stallholders directly and on a regular basis.
- A regular time that you are advertised and a place stallholders can contact you directly.
- By having all markets and events advertising on My Local Market Directory we offer a much higher chance of being seen regularly.
- Social media tips and ideas
- Go in the draw to have an hour with Chantel to get some ideas and help.

Stallholders

- Monthly Social media tips and ideas
- Weekly Notice of New Events coming into the directory first
- Weekly notice of stall holders wanted thought our Facebook Group.
- Ability to share where you will be for events and markets
- Increase direct public traffic to your social media, website and/or other ecommerce store.
- A sticker to advertise that you are a part of the directory.

Plus go in the draw to win a FREE Consult with Chantel (1 Hour)

MARKETING PACKAGES

Purple Bunny Marketing have been working with My Local Market directory to grow our brand and following. They have put together a package exclusive to My Local Market directory stall holders. As a full service marketing agency Purple Bunny can assist with a range of other options as well so if you have any questions feel free to contact the team directly.

SOCIAL MEDIA TRAINING

\$299 + GST Per Stall (Max 2 People per stall)

Includes: Social Media Page Audit +

2 Hour Group Training Session + Social Media Tool Kit

LOGO & BRAND IDENTITY DEVELOPMENT

\$399 + GST

Includes: Logo Designed & Supplied in ALL file formats & Sizes

BUSINESS CARDS

From \$149 + GST

Single Sided Premium 350 GSM with Gloss or Matte Finish (Includes: 500 Business Cards / Business Card Artwork)

FLYERS

From \$145+ GST DL Flyers (99 x 210mm)

| Double Sided | Quantity 500

From 265+GST A4 Tri-Fold to DL Flyer

| 128 GSM | Quantity 500

TEAR DROP FLAGS WITH HEAVY DUTY SQUARE BASE

Includes Artwork Design

From \$225+ GST Small (2300mm High)

From \$260 + GST Medium (2700mm High)

From \$300 + GST Large (3700mm High)

From \$355 + GST Jumbo (4650mm High)

TABLE CLOTH/COVER

From \$220 + GST 6 Foot / Fitted / All 4 Sides,

Includes Artwork Design

GAZEBO (3M X 3M)

From \$1,100 + GST

Includes Artwork Design + Gazebo Frame + Back Wall (Single Sided) + Gazebo Carry Bag

Additional Side Walls: From \$220 + GST Per Side Wall

PULL UP BANNER

From \$199 + GST includes Artwork Design

(850mm W x 2000mm H)

P: 07 3521 5040

E: INFO@PURPLEBUNNY.COM.AU

WWW.PURPLEBUNNY.COM.AU



To really be seen by Market Lovers

Join the community of market organisers, stall holders and market lovers by advertising with

My Local Market Directory

Where there is a market for everyone across Australia

***The first 10 Markets to register
get 2 months free advertising!***

All who sign up before the 15th October 2022 go in the draw to win a free advertising on our website kit.

[Register Here](#)

My Local Market has a passion for Local Markets, stall holders, people and the communities they support. By giving market lovers one place to search for all types of stall, markets or event, you will have a larger consistent following and increase your visibility and visitors alike.

2 months of FREE advertising for the first 10 market organisers to register with My Local Market Directory.

"Be known for what your market brings to the local community"

-Chantel E Jackson

